



Suggested Principles for Use of Social Media (Appendix A)

1. Headcorn Parish Council (HPC) social media assets (currently website, Facebook, Instagram and Twitter accounts) are assets of HPC, and explicitly not of any individual.
2. HPC shall not procure, set-up, or sign-up to or for any other social media without the express prior permission of the HPC Communications Group).
3. HPC social media is expressly there for HPC business purposes and for communicating non-confidential or non-sensitive information.
4. The following non-exclusive examples of communications are appropriate for HPC to use social media: notice of parish meetings, publication of parish meeting agendas and minutes.
5. The following non-exclusive examples of communications are not appropriate for HPC to use social media: personal messages, political messages, messages which may reasonably be considered as offensive.
6. UK English is the language of choice for all communications, except in response to a question or comment posed in another language, and only where the response can be written by someone proficient in that language and where the UK English translation is published in parallel with the foreign language message.
7. The HPC Parish Clerk is responsible for the passwords and access information for HPC social media.
8. HPC must ensure that confidential or copyrighted materials are not published without the authority of the owner.
9. HPC must ensure that sensitive information, including photos of individuals not otherwise in the public domain, are not published without the authority of the owner.
10. Social media communications must be undertaken with the same etiquette expected of any other form of business communication, using a tone of voice that is friendly but not over-familiar, straightforward, polite, and helpful.
11. All communications and updates on HPC social media must be agreed in advance of publication by the Headcorn Parish Clerk.
12. To cement its position in the community, HPC social media should be the first social media to publish official messages, news, and updates.
13. Where appropriate, other social media sites may be sent copies of any message from HPC – any such message must be sent to all appropriate social media at the same time to show impartiality and avoid bias.
14. It must be noted that once messages are sent, they may be re-sent, shared, or copied by third parties in any way they see fit and 'control' over the message will not rest with HPC.
15. To encourage visibility of its messages HPC social media can be followed/liked/befriended by any party.
16. To protect its integrity, HPC should only send requests to befriend/follow/like to any persons known to HPC or organisations either within Headcorn or which are relevant to Headcorn.
17. Should HPC become aware of any illegal or immoral use of social media by anybody on its like/follow/friend list, it must immediately cancel any link with the offending party.
18. HPC brands, logos or imagery must not be altered in any way without permission from the Council.
19. The Headcorn Parish Clerk shall report to each HPC Communications Group with details of messaging that has taken place since the last report alongside any such engagement metrics as are appropriate for each media channel.

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