HOLMES CHAPEL PARISH COUNCIL

Communications and Media Policy

Contents

1. Introduction
2. Parish Council Correspondence
3. Agenda Items for Council, Committees, Sub-Committees and Working Parties
4. Parish Council Communication with the Public and Promotion of Activities
   a. General Statement of Policy
   b. Parish Council Communication with the Press
   c. Parish Council News Items and Articles in Publications
   d. Parish Council use of Social Media
   e. Parish Council use of Email Lists
5. Communication with Parish Council Staff
1. Introduction

1.1 This document sets out the Holmes Chapel Parish Council policy for its internal and external communications using all appropriate media and technologies at its disposal.

1.2 Holmes Chapel Parish Council recognises the need to consider the impact of its actions on others and the surrounding environment. Whilst the Parish Council cannot force any individual or group to become involved, it can, and shall, make it easier and more attractive for them to do so.

1.3 The Council considers that the community of Holmes Chapel comprises

   a. All residents of the parish
   b. All users of Parish Council services
   c. All those who work, or own a business within Holmes Chapel
   d. All young people who live/go to school in Holmes Chapel
   e. All voluntary organisations, clubs and societies as well as groups or organisations representing sections of the community.

1.4 The Council recognises that other bodies are crucial to the quality of life in Holmes Chapel and it will maintain the strong working relationships and communications with Cheshire East Council, the Police and other local Parish and Town Councils.

1.5 The Council defines communication as the process of exchanging information and informing the community. This may be verbally, in writing or by other means and will be about decisions that have been made, options considered or the passing on of information.

1.6 The Council will engage with the community to help form opinion and review decisions.

1.7 The Council is always open to receiving both positive and negative feedback and has a commitment to encouraging the community to engage with the Council.

1.8 These Policies apply equally to both council members and employees.
2. Parish Council Correspondence

2.1 The point of contact for the parish council is the clerk, and it is to the clerk that all correspondence for the parish council should be addressed.

2.2 The clerk should deal with all correspondence following a meeting.

2.3 No individual Councillor or Officer should be the sole custodian of any correspondence or information in the name of the parish council, a committee, sub-committee or working party. In particular, Councillors and Officers do not have a right to obtain confidential information/documentation unless they can demonstrate a ‘need to know’.

2.4 All official correspondence should be sent by the clerk in the name of the council using council letter headed paper.

2.5 Where correspondence from the clerk to a councillor is copied to another person, the addressee should be made aware that a copy is being forwarded to that other person (e.g. copy to XX).

3. Agenda Items for Council, Committees, Sub-Committees and Working Parties

3.1 Agendas should be clear and concise. They should contain sufficient information to enable Councillors to make an informed decision, and for the public to understand what matters are being considered and what decisions are to be taken at a meeting.

3.2 Items for information should be kept to a minimum on an agenda.

3.3 Where the clerk or a councillor wishes fellow councillors to receive matters for “information only”, this information will be circulated via the Clerk.

4. Parish Council Communication with the Public and Promotion of Activities

4.1 General Statement of Policy

4.1.1 The Parish Council website is the primary source of information on the Council for the community and will be kept up-to-date with all content routinely monitored. The Council aims to actively publish a wide range of information on the council and its activities.

4.1.2 The Council will utilise noticeboards at their office in Church Walk, outside the Fire Station and on the entrance wall of Holmes Chapel Library.

4.1.3 The Council will use Social Media, such as Facebook, to provide news about Holmes Chapel and to request opinions and comments.
4.1.4 The Council will review all comments received but will not be expected to reply to all comments; this will be at the discretion of the Clerk who will reply on behalf of council.

4.1.5 The Council shall continue to set aside time at every Council and Committee meeting for members of the public to address the Council.

4.1.6 The Council shall continually look to provide opportunities for members of the public to discuss issues with councillors.

4.1.7 The Council shall continue to appoint members to represent the Council on community organisations as requested.

4.1.8 The Council will seek volunteers from the community to ‘sit’ on Council Task Groups to inform and enhance the communication and tasks of these groups.

4.1.9 The Clerk shall have delegated authority to determine the most appropriate communication methods from those agreed by Council to enable meaningful, efficient and timely dissemination of information from the Parish Council whilst both adhering to this Policy and other Parish Council Policies.

4.1.10 All online content should be accurate, objective, balanced and informative.

4.2 Parish Council Communication with the Press and Public

4.2.1 The clerk is the council’s nominated Press Officer and will clear all press reports, or comments to the media, with the Chair of the council or the Chair of the relevant committee.

4.2.2 Press reports from the council, its committees or working parties should be from the clerk or an officer delegated by the clerk or via the reporter’s own attendance at a meeting.

4.2.3 Unless a councillor has been authorised by the council to speak to the media on a particular issue, councillors who are asked for comment by the press should make it clear that it is a personal view and ask that it be clearly reported as their personal view unless the comment relates to approved council policy and decisions.

4.2.4 As the clerk should be sending most of the council’s correspondence from a councillor to other bodies, it needs to be made clear that it is written in their official capacity and has been authorised by the parish council.

4.2.5 A copy of all outgoing correspondence relating to the council or a Councillor’s role within it, should be sent to the Clerk, and it be noted on the correspondence, e.g. “copy to the clerk” so that the recipient is aware that the clerk has been advised.
4.2.6 If councillors receive a complaint from a member of the public, this should be dealt with under the Council’s adopted complaints procedure.

4.2.7 Councillor correspondence on Council business to external parties (including letters, verbal or electronic communication) should be avoided wherever possible and any communication can only be done with the explicit prior permission of council. All such correspondence must clearly state the capacity in which the councillor is acting and must be immediately copied to the clerk.

4.2.8 Councillors wear two hats, one as member of an Authority and the other as an individual, and sometimes the distinction can become blurred. When making comments verbally, in writing, by email or on Social media a Councillor must make it absolutely clear that any comments, views or observations made are either that of the Council (if it is a Council decision or policy) or that of a private individual. This is necessary for the avoidance of doubt and for the protection of the Council. It is not permitted to make any public statement on behalf of the Council that is not supported by a Council decision.

4.3 Parish Council News Items and Articles in Publications

4.3.1 The clerk will seek all opportunities to promote the activities and decisions of the Parish Council through regular news items:

   a. posted on the parish council website
   b. preparation and issuing press releases
   c. arranging for a representative of the press to be at meetings
   d. preparing articles, in conjunction with councillors, and subject to council agreement, for issuing to the media.
   e. on social media or by email.

4.4 Parish Council use of Social Media

4.4.1 The Council will make best possible use of Social Media to publicise its work and decisions and to inform the community of events and matters that affect the lives of all its residents and businesses. The use of social media does not replace existing forms of communication. Social Media may include:

   a. Facebook, Instagram and other social networking sites
   b. Twitter and other micro blogging sites
   c. Youtube and other video clips and podcast sites
   d. LinkedIn
   e. Social messaging methods such as messenger and Whatsapp.
   f. Local radio, i.e. Dane Sound Radio
Holmes Chapel Parish Council

1 Church Walk, Holmes Chapel, CW4 7AZ

www.holmeschapelparishcouncil.gov.uk

Social Media may be used to:

g. Circulate agendas, post minutes and dates of meetings
h. Advertise events and activities
i. News stories linked to a website or press page
j. Vacancies
k. Re-tweet or share information from partner agencies such as Principal Authorities, Police, Library, Health etc.
l. Announcing new information including that which is time sensitive or of an urgent nature and may be inappropriate for other media.
m. Post or Share information from other parish related community groups such as schools, sports clubs, community groups and charities
n. Refer resident queries to the clerk and all other councillors

4.4.2 The clerk and administrative assistant or deputy clerk are the only people on Parish Council Social Media and would where appropriate agree the content of such posting with either the Chair of Council or a Chair of a Committee or by resolution at a council meeting.

4.4.3 The clerk will setup and maintain all Social Media on behalf of council. Such setup will be to publish information only and Social Media will not be used for discussion of any posted item.

4.4.4 Any person who browses the parish council’s Social Media will be encouraged to contact the clerk if they wish to comment.

4.4.5 Councillors and Officers should be familiar with the terms of use on third party websites – e.g. Facebook – and adhere to these at all times.

4.4.6 The councillors Code of Conduct applies to online activity in the same way it does to other written or verbal communication.

4.4.7 No information should be published that is not already known to be in the public domain (e.g. available on the Parish Council's website, published in Minutes) without the prior approval of the Chairman or Clerk.

4.4.8 Council must be mindful that information published in this way may stay in the public domain indefinitely, without the opportunity for retrieval/deletion.

4.4.9 Conversations or reports that are meant to be private or internal must not be published without permission.

4.4.10 Other organisations should not be referenced without their approval – when referencing, a link back to the original source wherever possible should be included.

4.4.11 Do not publish anything that would be regarded in the workplace as unacceptable.
4.5 Social Media and Code of Practice

4.5.1 Officers and Councillors must remember that they will be seen as ambassadors for the Parish Council, and should always act in a responsible and socially aware manner.

4.5.2 Parish councillors and council staff must not:

   a. hide their identity using false names or pseudonyms
   b. present personal opinions as that of the council
   c. present themselves in a way that might cause embarrassment to the council
   d. post content that is contrary to the democratic decisions of the council
   e. post potentially inflammatory remarks
   f. engage in personal attacks, online fights and hostile communications
   g. use an individual’s name unless given written permission to do so
   h. publish photographs or videos of minors without parental permission
   i. post any information that infringes copyright of others
   j. post any information that may be deemed libel
   k. post online activity that constitutes bullying or harassment
   l. bring the council into disrepute, including through content posted in a personal capacity
   m. post offensive language relating to race, sexuality, disability, gender, age, religion or belief
   n. conduct any online activity that violates laws, regulations or that constitutes a criminal offence

4.5.5 Publishing untrue statements about a person which is damaging to their reputation is libel and can result in a court action and fine for damages. This also applies if someone else publishes something libellous on your social media site. A successful libel claim will result in an award of damages against the councillor or council.

4.5.6 Posting copyright images or text on social media sites is an offence. Breach of copyright will result in an award of damages against the council.

4.5.7 Publishing personal data of individuals without permission is a breach of Data Protection legislation.

4.5.8 Publication of obscene material is a criminal offence and is subject to a custodial sentence.

4.5.9 Councillors views posted in any capacity in advance of matters to be debated by the council at a council or committee meeting may constitute Pre-disposition, Pre-determination or Bias and may require the individual to declare an interest at council meetings.
4.5.10 Anyone with concerns regarding content placed on social media sites that denigrate parish councillors, council staff or residents should report them to the Clerk of the Council.

4.5.11 Misuse of social media content that is contrary to this and other policies could result in action being taken.

4.5.12 The Council will appoint a nominated person as moderator of parish council social media output and be responsible for posting and monitoring content to ensure it complies with the Social Media Policy.

4.5.12 The moderator will have authority to remove any posts made by third parties from council social media pages which are deemed to be of a defamatory or libellous nature.

4.5.13 Councillors and officers need to think about whether they are acting in a private capacity, or whether any impression might be conveyed that they are acting for and on behalf of Holmes Chapel Parish Council. The Council has adopted a Code of Conduct which is binding on all members. If a Councillor or Officer uses Social Media in their official capacity as a Councillor or Officer, they should always be mindful of the Code, and of the seven Nolan principles applicable to holding public office – selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

4.6 Parish Council use of Email Lists

4.6.1 Some activities of the council will require it creating email lists of residents and other bodies with which it may communicate.

4.6.2 The clerk will be responsible for creating and maintaining such lists and this will include explicit procedures for any person or body on any email list to be able to remove themselves from the list. The Parish Council's General Data Protection Policy will be adhered to at all times.

4.6.3 The clerk (or in her/his absence, the Administrative Assistant) will be the only person empowered by council to send council communications to the prepared email lists. All such communication will be duly authorised council communication.

4.6.4 If an email list is created and maintained for notifying residents and businesses in the parish or events or incidents, such a list would not normally be used any more than once per week.

4.6.5 All such email communications will use the ‘blind copy’ facility to ensure that the names of respondents are not visible to any of the recipients.

5. Communications with Parish Council Staff
5.1 No individual councillor, regardless of whether or not they are the chair of the council, the chair of a committee or other meeting, may give instructions to the clerk or to another employee. They may however make suggestions and the Clerk as Proper Officer will decide whether to follow the suggestion.

5.2 E-mails: - Instant replies should not be expected from the clerk, but the clerk will attempt to respond in a timely manner to urgent matters. - Information to councillors should normally be directed via the clerk; - councillors should acknowledge their e-mails when requested to do so.

To be reviewed annually.