



Fakenham Town Council

SOCIAL MEDIA POLICY

Fakenham Town Council uses social media profiles to inform the public about services, issues and events they might be interested in.

Our social media networks can include:

- People who use our services and residents
- Fakenham Town Councillors commenting on matters of interest
- Public, private and voluntary sector partner organisations
- Community organisations
- The media
- Anyone who chooses to access the information we provide on social media

Including an individual or organisation in Fakenham Town Council's network, such as 'following' someone on Twitter or 'liking' something on Facebook is not endorsement of that individual or organisation's activities.

The Town Council will ~~only~~ remove or block a profile from its network if, for example, that profile poses a significant and material risk to our reputation and credibility.

Most social networks and microblogs have their own rules and guidelines, always be mindful of these as well as the following guidance:

- Be civil, tactful and relevant
- Do not post messages that are unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually orientated or racially offensive.
- Do not swear
- Do not post content copied from elsewhere, for which you do not own the copyright.
- Do not publicise your, or anyone else's, personal information, such as contact details.
- Do not impersonate someone else.

Fakenham Town Council must be politically neutral in its communications. Therefore, do not use of the pages to promote party political messages or other content that could be perceived as politically biased.