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Old Buckenham
Parish Council



Digital & Social Media Policy

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This Social Media Policy was first adopted by the council at its meeting held in 4th September 2025.

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1.Introduction

The use of digital and social media now has a clear and compelling impact on all areas of local government, enabling better and more direct contact between the Parish Council, the people and businesses it serves and the organisations that it works with.

This Digital & Social Media Policy aims to describe how the Old Buckenham Parish Council (**OBPC**) will use social media to improve and expand the ways in which it communicates internally, with its local residents, local businesses and the various government (local and central) agencies that it deals with.

Social media provide useful alternative channels (to written correspondence, telephone and face-to-face conversation, which are the official means of communication) for the Parish Council to inform and respond to questions and queries raised by people who live in, work in and visit Old Buckenham Parish. It also enables the OBPC to deal more efficiently with the various agencies (e.g. the surrounding parishes, district council and the county council) that deliver services to local people.

2.Social Media

Our Vision for Digital & Social Engagement

" It is our intention that the OBPC Social Media pages will: Provide timely information and updates regarding activities and opportunities within our Parish and promote constructive comments & suggestions from residents and local organisations".

We promise that any communications from the OBPC will meet the following criteria:

- be civil, tasteful and relevant.
- not contain content that is unlawful, libelous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive.
- not contain content copied from elsewhere, for which we do not own the copyright, unless we feel the information is from a reliable source and is relevant information for the Parish.
- not contain any personal information, other than necessary basic contact details.
- Will be moderated by either the Chair of OBPC or the Clerk to OBPC.

Consideration and Respect

To ensure that all discussions on the OBPC page are productive, respectful, energized and consistent with the Councils mission and goals, we ask you to follow these guidelines:

Above all be considerate and respectful of others.

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If any member of OBPC view content on social media that disparages or reflects poorly on the council, they should make a copy or screen shot and refer this to the Clerk or Chair of the council.

- Vulgarity, threats, or abuse of language will not be tolerated.
- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including OBPC members or staff, will not be permitted.
- Share freely and be generous but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.

Guidelines for Posting and Communication on OBPC Social Media

Approval must be sort from both the Clerk and Chair of OBCP prior to any posting on OBPC social media sites.

Refrain from using the OBPC Social Media pages for commercial purposes or to market products. Comments should not advertise commercial products or services.

If any member of OBPC is contacted by the press or social media outlet, these must be referred to the Clerk and Chair of OBPC. Do not make any comments yourself.

Members of the Public

Sending a message/post via Facebook/Social Media will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through our Social Media Channels.

Instead, please see our contact details on clerk@oldbuckpc.co.uk.

Please do not include personal/private information in your Social Media posts/messages.

Our pages are not monitored 24/7 and we will not always be able to reply individually to all messages or comments received.

However, we will endeavor to ensure that any emerging themes or helpful suggestions are passed to the relevant people.

Content Removal Policy

We retain the right to remove comments or content that includes:

- Obscene or racist content
- Personal attacks, insults, or threatening language

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- Potentially libelous statements
- Plagiarized material; any material in violation of any laws, including copyright.
- Private personal information published without consent.
- Information or links unrelated to the content of the forum.
- Commercial promotions or spam.

Non-compliance will not be tolerated and can result in a ban.

Disclaimer

OBPC is not responsible for the accuracy of content posted by any subscriber in any forum; opinions expressed in comments on OBPC's social media forums do not necessarily represent those of OBPC.

All comments, once posted, become the property of OBPC and we reserve the right to reproduce, distribute, publish, display or edit. Derivative work can also be created from such postings or content, and used for any purpose, in any form and on any other media.

OBPC are not responsible, liable for and do not endorse the privacy practices of social media platforms or any linked websites.

Your use of Social Media and any linked websites is at your own risk. OBPC assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use or reliance upon the information and material contained within or downloaded from these websites.

Social media sites may occasionally be unavailable, and we accept no responsibility for this lack of service.

The presence of any advertisement on OBPC Social media is not an endorsement of the authenticity or quality of the goods, services, or websites and OBPC will not be held responsible for any claims arising in that respect.

We will not engage in/with, and we discourage posts or comments on issues of political nature.

This comment policy may be revised at any time.

By choosing to comment and/or utilise any OBPC Social Media site, users are deemed to have agreed to this policy.

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