West Horsley Youth Council West Horsley Parish Council

West Horsley Youth Council Social Media Policy

1. Introduction
1.1 This policy is intended to be read in conjunction with the West Horsley Parish Council Social Media Policy, and applies specifically to West Horsley Youth Council social media activity.

2. Why should the Youth Council engage in social media?
2.1 Traditional marketing (e.g. flyers, noticeboard, email) does not appeal as much to young residents who tend to use mobile phones and social media sites to keep abreast of current events. Social media will allow the Youth Council to communicate information about the group and its activity regularly, in a manner which is more appealing to young people and may reach a wider audience.

3. Why should the Youth Council have a social media policy?
- To define the goals for Youth Council social media activity, in line with Parish Council standards and regulations.
- To ensure that Youth Councillors are aware of the standards and processes in place.
-To keep Youth Councillors safe from online harm, and to protect the Parish Council (through the Youth Council) from damage to reputation caused by inappropriate use of social media.

3.1 This policy will aim to ensure that Youth Council-specific social media follows the Code of Practice set out in the Parish Council Social Media Policy. This policy covers all forms of social media and social networking sites; at the time of first adoption, the Youth Council is only looking to establish an Instagram account, but "social media" should be taken to include any other website or application (as described under point 1.1 of the Parish Council Social Media Policy) the Youth Council may subscribe to at a later point.

3.2 Appropriate usage of social media is particularly important for Youth Councillors, and those who interact with Youth Council social media accounts, who are under 18.

4. Use of social media
4.1 Social media may be used to:
- Advertise Youth Council and/or Parish Council events and activities
- Announce new information from the Youth Council and/or Parish Council
- Share information from other trusted organizations or local community groups, such as the Horsleys C.A.N., schools, clubs and charities
- Share information about the Youth Council, its aims and the way it works to carry them out

4.2 Social media does not, and is not intended to, replace existing forms of marketing and communication e.g. emails, newsletter articles and noticeboard flyers.

4.3 Social media will NOT be used to engage in debate, or to communicate directly with residents and other third-party users, unless the information given is already published/accessible elsewhere, e.g. the date of an event. All other communication should go through the Parish Council Clerk or Youth Council email address.

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4.4 When using social media Youth Councillors should be mindful of the information posted when representing the Youth Council (and thus the Parish Council) and should keep the tone of any comments respectful and informative.

4.5 The Youth Council social media "moderators", who will have access to any social media accounts and the responsibility of updating and monitoring social media content, will be the Youth Council Clerk plus one other member to be elected by the other members, who will be known as the designated "social media manager".

4.6 Additionally, the Parish Councillors with responsibility for the Youth Council, and the Parish Council Clerk, will have access to any and all Youth Council social media accounts. It is they who shall have overall responsibility for actively supervising the tone of content produced and comments posted by Youth Councillors and those who interact with them online.

4.7 Any content posted by Youth Councillors on official pages should have the prior approval of at least one Parish Councillor and/or the Parish Council Clerk. The Youth Council Clerk and social media manager will regularly monitor and update other Youth Council members, Parish Councillors and the Parish Council Clerk on social media campaigns, insights and other feedback. There should be a collaborative approach ensuring all Youth Councillors have a say in what content is uploaded online.

4.8 Anyone with concerns regarding content placed on social media that denigrates Parish Councillors, the Parish Council Clerk and/or Deputy Clerk, Youth Councillors, or residents should report to the content to the Parish Council Clerk. The content and tone of communication on social media by third-party users interacting with Youth Council pages should be closely monitored and if necessary, removed and reported to the administrators of the site(s).

4.9 Online content should be accurate, objective, balanced and informative in line with Parish Council policies.

4.10 Youth Councillors must not:

- Post any content which has not been explicitly approved beforehand by a Parish Councillor and/or the Parish Council Clerk.
- Hide their identity using false names or pseudonyms.
- Present themselves in a way that might cause embarrassment to the Youth Council and/or Parish Council.
- Publish photography or videos of minors without written parental permission.
- Post any information that infringes the copyright of others.
- Post any information that may be deemed libellous.
- Post online activity that constitutes bullying or harassment, or is otherwise in violation of site-specific guidelines.
- Bring the Youth Council and/or Parish Council into disrepute through online content posted, including in a personal capacity where the individual could be linked to the Youth Council.
- Publish any personal data of individuals without permission as this is a breach of Data Protection legislation which is an offence.

Misuse of social media that is contrary to this policy and any other Parish Council policy will be regarded very seriously and could result in action being taken.

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