



SOCIAL MEDIA AND ELECTRONIC COMMUNICATION POLICY

Adopted by Brixton Parish Council - 29th January 2025

This policy will be reviewed on an annual basis

Date for next review – June 2025

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Brixton Parish Council Social Media and Electronic Communication Policy

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Introduction

The use of digital, social media and electronic communication enables Brixton Parish Council to interact in a way that improves the communications both within the Council and between the Council and parishioners.

Channels of Communication

Brixton Parish Council will always try to use the most effective channels for its communications.

Over time the Council may add to the channels of communication that it uses, as it seeks to improve and expand the services it delivers. When these changes occur, this policy will be updated to reflect the new arrangements.

Website – brixtonparishcouncil.gov.uk

Brixton Parish Council has a website and uses emails to communicate.

Where necessary, we may direct those contacting us to our website to see the required information, or we may forward their question to one of our Councillors for consideration and response.

Parishioners are able to subscribe to regular news and updates from Brixton Parish Council by completing the online GDPR compliant 'sign up' form on the parish council website.

Social Media

Brixton Parish Council do not have any dedicated social media channels but use BrixtonDevon and Brixton Village Facebook pages to provide information and updates regarding activities and opportunities within the parish and promote our community positively.

Communications

Communications from the Council will meet the following criteria:

- Be civil, tasteful and relevant
- Not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- Not contain content knowingly copied from elsewhere, for which we do not own the copyright
- Not contain any personal information
- Social media will not be used for the dissemination of any political advertising.

Sending a message/post via Facebook will not be considered as contacting the Council official purposes and BPC will not be obliged to respond to requests for information through these channels. Instead, please make direct contact with the Clerk of the council by emailing.

Parish Council Emails

Brixton Parish Council Clerk and Councillors have their own parish council email addresses. The email accounts are monitored daily.

The Clerk is responsible for dealing with emails received and passing on any relevant mail to members or external agencies for information and/or action. All communications on behalf of the Council will usually come from the Clerk, and/or otherwise will always be copied to the Clerk.

These procedures will ensure that a complete and proper record of all correspondence is kept.

Do not forward personal information on to other people or groups outside of the Council, this includes names, addresses, email, IP addresses and cookie identifiers.

Internal Communication and Access to Information within the Council

The Council is continually looking at ways to improve its working and the use of electronic communications is a major factor in delivering improvement.

The Clerk and Councillors are expected to abide by the Code of Conduct and GDPR in all their work on behalf of the Council.

As more and more information becomes readily available it, due to the launch of new technology, it is vital that all information is treated sensitively and securely. Councillors are expected to maintain an awareness of the confidentiality of information that they have access to and not to share confidential information with anyone. Failure to properly observe confidentiality may be seen as a breach of the Council's Code of Conduct and will be dealt with through its prescribed procedures (at the extreme it may also involve a criminal investigation).