

Burwash Parish Council

Communications Policy – Including Social Media, Website & E-bulletin

Date Adopted:

Review Date:

Introduction

Burwash Parish Council (the Council) is committed to regular and open communications. The Council welcomes opportunities to engage with the local community and the wider public via the press, online and on social media platforms. This document covers the Council's approach to communications and defines the roles and responsibilities within the Council for:

- Communications – channels and principles
- Press
- Website
- Social Media
- e-bulletin
- Filming and recording of meetings
- Emails
- Correspondence
- Document management

Policies in this paper have been drawn from national guidelines and best practice examples from other parish councils.¹

Communications – channels and principles

1. The Council's communications will be open, honest and accessible.
2. The Council will agree a Communications and Engagement Plan to support activities arising from the annual budget and planning process.
3. The first point of contact for letters and emails to the Council is the Parish Clerk
4. Publicity generated by the Council will be appropriate, lawful, cost effective, objective, and even-handed. All communications will have regard to equality and diversity and be issued with care during periods of heightened sensitivity.
5. The Council notice board will be used for the publication of agendas, minutes and other Council information. In addition the Council will use other channels of communication available to it whenever possible. This includes use of the Council website (burwashparish.org.uk) and Council newsletters, local broadsheets, and external notice boards at other sites.
6. Councillors will have their own opinions on issues and may be predisposed to particular viewpoints. Whilst they can express those views and play an active part in local discussions, it is essential they do not predetermine a position or decision in advance of hearing all the relevant information or prior to relevant Council Resolutions being made. Councillors must not make up their minds until they have heard any contrary views. It is important that Councillors can demonstrate that, whatever their individual views, they remain open for discussion and persuasion when the Council meets to consider matters and vote on Resolutions²

Press

7. Press releases and resulting media coverage increase public awareness of the Council's activities.
8. Press releases to promote a decision or the work of the Council will be prepared and issued by the Parish Clerk, the Chair or the Councillor with responsibility for Media Liaison, where one has been nominated/appointed for a specific period or authorised to act as spokesperson on a specific issue.
9. All enquiries from journalists should be directed to the Parish Clerk or the Councillor with responsibility for Media Liaison, where one has been nominated, appointed or authorised.
10. Reactive press releases can be prepared and issued in response to a specific question or as a rebuttal to a published article. Such statements should be dealt with in a timely fashion.
11. The Clerk, Chair or nominated Councillor will base media responses on:
 - a. Adopted minutes and resolutions of the Council
 - b. Statements and/or media lines agreed/resolved by the Council
12. Statements and media responses must reflect the Council's opinion and any agreed 'tone of voice' for communications.
13. Statements, written quotes and press releases issued on behalf of the Council must be circulated promptly to all Council members and the Clerk, with a brief update on the context of the press enquiry.
14. Individual members of the Council can contact the press, give interviews, write letters-to editors or produce articles as individuals. However unless they have authority from the Council they should not use the Councillor prefix with their names and should make it clear at all times that the views they express are their own and do not represent the Council in any way. Individual members should consider the implications and context of media enquiries and the potential impact of publicity on the Council's legal responsibilities or activities.
15. Members must comply with the Council's Code of Conduct when dealing with the media.
16. The Council acknowledges the right of the media to obtain information under the Freedom of Information Act and will comply with requests for information.
17. Journalists are welcome and are encouraged to attend Council meetings (including committee and Working Party meetings) and are entitled to receive agendas, reports and minutes on request.
18. The Council will not quote any Councillor in a news release or involve them in proactive publicity events during an election period.

Digital Communications

We understand that not all residents will have access to digital and social media channels such as the website and emails, whether by choice, cost, competence or accessibility. Traditional methods of communication – noticeboards and newsletters will form the backbone of our communications.

Website

19. The website: burwashparish.org.uk is increasingly important as a timely, comprehensive and cost-effective channel. We are committed to improving the usability and content of the site.

20. We will aim to update the Council's website every week. The site will include:

- a. Agendas and minutes of all meetings
- b. Forthcoming events, local news and useful information
- c. Council's policies and procedures
- d. Useful links
- e. Information and contact details of Councillors and the Clerk.

21. Online content should be objective, balanced, informative, respectful and accurate.

E-Bulletin

22. The e-bulletin will be available to all who apply to receive it, and will be sent directly to the email address that they provide

23. It will be managed by the Parish Clerk and/or the Parish Admin Officer and produced at least weekly

24. It will contain

- a information from the Council relating to forthcoming meetings
- b forthcoming events, local news and useful local information
- c information intended for local distribution by Rother District Council and East Sussex District Council
- d support local traders and businesses through regular updates and editorial content in order to promote their products and services
- e include a 'For Sale/Wanted' section for parishioners
- f include a disclaimer against anything that is advertised or any comment from a third-party

25. It will be reviewed at least 6 monthly by the Community and Communications Working Party to gauge use and adapt as necessary

Social media

26. Social media channels such as Facebook will enable the Council to have two-way conversations with the people we represent and, in the future, will increasingly be a means to encourage residents to express their views and engage with consultations and surveys.

27. Should the Council produce a Facebook page it will be³ a platform to discuss key topics, share pictures and information, advertise events and update local information, news or progress made on particular activities. The page will be updated regularly by the Clerk or authorised Councillor.

28. Councillors and Burwash parish residents will be encouraged to comment and share views on parish matters on the dedicated Facebook

29. It must be made clear whether Councillors are posting as individuals or in their capacity as Councillors (*See note on predetermination*)
30. Councillors will comply with the law⁴ and with the Code of Conduct when communicating via Facebook and other digital channels. They will:
 - a. Show respect for others
 - b. Not disclose confidential information about people or the Council
 - c. Not bully or intimidate others
 - d. Not try to secure benefits for themselves or disadvantage others
 - e. Abide by the laws of equality
31. Facebook content should be objective, balanced, informative, respectful and accurate.

Emails

32. The status of emails:
 - a. Email is regularly used for the management and administration of the business of the Council.
 - b. Emails should be regarded as having the same legal status as hard-copy written documents for the purposes of production, use, retention and disclosure. They are not to be treated as different from paper documents.
 - c. In common with printed forms of communication, email messages cannot be guaranteed to be private and secure: do not print or send confidential, sensitive or personal data unless approved by Council
33. Production and use of emails:
 - a. Councillors should use personal and professional courtesy and consideration in emails, respecting others and complying with Standing Orders and the Code of Conduct
 - b. Emails should be open and straightforward – for instance, writers should make it clear when others are being copied in on correspondence or when the contents of an email should be treated as confidential
 - c. It is sometimes helpful for the Chairman/Vice Chairman to be copied in to emails to the Clerk. They may always be approached for guidance by phone or email.
 - d. If offended by the content or tone of an incoming message get a second opinion to check out their interpretation and make sure the response is objective.
 - e. Always respect the privacy of others, remembering that e-mail can be just as intrusive as unsolicited 'phone calls or letters.
 - f. Respect the confidentiality of information encountered inadvertently in e-mail or other records.
 - g. Check with the sender if there is any doubt about the authenticity of a message.
 - h. Avoid the use of jargon which might be misunderstood or unknown to the receiver.
 - i. Members should take care not to give the impression in emails that they represent the Council (unless authorised to do so).

Filming and Recording of Meetings

34. The Local Audit and Accountability Act 2014 makes provision for the filming of council meetings (including committees and sub-committees). Where filming or recording occurs, Councillors should be mindful of the Code of Conduct, Standing Orders, any

potential infringements of copyright and, in the case of members of the public attending or invited to speak at meetings, individual rights to privacy.

Council Correspondence

35. All correspondence for the Council should be addressed to the Clerk, who is the first point of contact for the Council. Communication ideally should be in written form, either by email or letter
36. The Clerk should deal with all correspondence following a meeting.
37. All official Council correspondence should be sent by the Clerk on council headed paper.
38. All correspondence to the Parish Clerk will be acknowledged within seven days of receipt, unless the clerk is on annual leave. If email is used then an acknowledgment will be sent by email.
39. If a parishioner wishes a subject to be raised, and it is appropriate for discussion at a Parish Council meeting, then the Parish Clerk will have to be notified seven days before the publication of the agenda. All correspondence, communication and documents must be received by the Parish Clerk a minimum of 24 hours prior to a meeting. Exceptions to this rule are planning and other documents which require a response prior to the next meeting of the Parish Council and representations or presentations from the public & outside speakers regarding a planning issue.
40. The Parish Council will determine the response, if any is required, to correspondence received. The Parish Council reserves the right to not respond to any correspondents that are taking up a disproportionate amount of the Parish Clerk's time. Correspondents will be informed that the matter will not be pursued and the reason given why.
41. If Councillors engage in correspondence as Portfolio holder or representative of the Parish Council, they must copy the Clerk into that correspondence
42. The Clerk sends out the Council's correspondence to other bodies. Should it become appropriate or necessary for a Councillor to issue correspondence in his/or her own name, this must be authorised by the Council and the correspondence must make it clear that it is being written in an official capacity and has been authorised by the Council.
43. No individual councillors should communicate with companies/individuals with which the council has a contractual relationship. All enquiries should go through the Clerk.

• *1 Sources for this policy paper: The code of Recommended Practice on Local Authority Publicity; NALC model standing orders; Governance Toolkit for Parishes and Town Councils; Welsh Local Government Association; Policy documents from diverse parish councils, including Fletching, Billingshurst, Stapeley & Croft; Oxfordshire Rural Community Council Toolkit (Facebook); Society of Local Council Clerks Advice note on Social Media May 2014; the 'Nolan Principles' of public life.*

• *2 "The Localism Act (2011) makes it clear that it is proper for councillors to play an active part in local discussions, and that they should not be liable to legal challenge as a result. This will help them better represent their constituents and enrich local democratic debate. People can elect their councillor confident in the knowledge that they will be able to act on the issues they care about and have campaigned on."*

- *Communities and Local Government Plain English Guide to the Localism Act (Department for Communities and Local Government)*

- *3 We will need a Resolution if we want to establish a Burwash Parish Council Facebook page*

4 Councillors will comply with the laws on defamation, data protection and copyright Burwash Parish Council