

**LITTLEHAMPTON TOWN COUNCIL**  
**Mayor of Littlehampton Facebook Page**  
**Policy & Guidelines**

**1. Introduction**

- 1.1. The purpose of this policy is to define the roles and responsibilities within Littlehampton Town Council (known as “the Council”) and Councillors for managing the Mayor of Littlehampton Facebook Page (hereafter known as “the Page”).
- 1.2. This policy sets out the principles underlying the access and usage of the Page by the Council and Councillors. It is also designed to ensure protection for both the Council, its employees and Councillors.

**2. Aims and Objectives**

- 2.1. Social Media can be used by the Council as an effective and measurable way to achieve resident engagement and attract publicity.  
The aim of the Page is to:
  - Engage with individuals and promote the role of the Mayor of Littlehampton
  - Share relevant Littlehampton Town Council information, articles, activities and that of community groups
  - Link to other Littlehampton Town Council pages and websites
  - Disseminate information in emergency situations.
- 2.2. The Mayor of Littlehampton Facebook page has been created to help inform followers of related news and events that may be of interest to residents, businesses and visitors.

**3. Responsibilities**

- 3.1. The Council, employees and Councillors managing the Page must observe other relevant Council Policies which cover roles and responsibilities namely the Information Technology and Telecommunications Policy, Code of Conduct, Community Engagement Policy, Equal Opportunities Policy, Data Protection Policy, Photography and Filming Policy and the Press and Social Media Policy.
- 3.2. The Page shall remain within the Council’s Facebook account with editor rights granted to the relevant Mayor. The rights will be removed at the end of the Mayoral year and given to the succeeding Mayor shall they wish to manage the Page, otherwise it will be managed by a designated Council employee.
- 3.3. The Council will monitor the use of the Page by followers in conjunction with the Mayor and deal with any concerns regarding inappropriate posts from followers.

- 3.4. The use of images of the Mayor and his/hers activities should be moderated as to ensure that those in the photographs have been informed of the purpose of the image (that it may be published on social media) and that permission has been granted (verbally). Written consent must be obtained if the image involves the Mayor with an individual deemed to be vulnerable i.e. a child. Forms are supplied by the Council.

#### **4. Guidelines**

- 4.1. The following guidelines must be observed by the Mayor and Council employees with responsibility for the Page:

- Only post what you want the world to see. The information shared on Facebook can be visible within minutes and shared with others, so a post may be still be out there even if you have removed it.
- Ensure that the information shared has a purpose and is clear. Do not use abbreviations if possible.
- Do not use commentary or images that are offensive, discriminatory or derogatory relating to sex, gender, race, disability, sexual orientation, religion or age.
- Do not disclose confidential matters or criticise colleagues, Councillors or Council decisions.
- Never give out personal details of others. Followers can be directed to the Council's website, the generic Council email or asked to call the Offices for information such as how to contact a Councillor.
- Do not breach copyright such as posting content without permission i.e. an image pulled from an internet browser.
- Protect your own privacy. Do not link your personal Facebook account to the Page. Do not accept friend requests.
- The Page must always remain politically unbiased.
- Do not use images that include young people unless permission has been granted (see paragraph 3.4. above).
- Do not indicate when the Mayor will be away from home i.e. do not say the Mayor will be attending an event at a specific time.
- Do not make reference to party political issues.