



## Felixstowe Town Council

### Social Media Policy

Social media accounts managed by Felixstowe Town Council (the Town Council) will be used to help keep local residents, businesses, interested parties and visitors to the Town informed of important Town Council related news, events and updates.

The accounts will be managed by the Town Clerk on behalf of the Town Council who will seek to ensure that any legal obligations or best practice guidelines are adhered to.

Members of the public can expect social media updates covering some or all of the following:

- Alerts such as news, publications, events, publicity campaigns, Council/Committee meetings and new content on our other digital channels
- Invitations to provide feedback on specific issues on which we are consulting
- Information about or from our partners or other local groups about what they're doing
- Occasional live coverage of events

The Town Council may follow or subscribe to social media accounts from other users. This does not imply endorsement of any kind.

#### General guidelines

The accounts will be updated and monitored during working hours only and will be non-political. Political posts will be removed and the Town Council will not engage on issues of party politics at any time.

Inappropriate language or anything that might contravene libel, defamation, copyright or data protection laws will be removed.

Online social media sites may occasionally be unavailable and the Town Council accepts no responsibility for lack of service.

Feedback and ideas are welcomed from all sections of the community and the Town Council will endeavour to join the conversation where possible. However, it may not be possible to reply individually to all messages.

Emerging themes or helpful suggestions will be passed to the relevant persons.