



Press and Social Media Policy

Introduction

The purpose of this policy is to guide both Councillors and Officers of the Council in their relations with the Press and Media, in such a way as to ensure the smooth running of the Council.

The policy has been prepared to ensure consistency in the Council's dealing with the Press and Media and details who is authorised to speak on behalf of the Council. It has been drafted to ensure that the views and policy of the Council are presented accurately.

In providing information to the Press and Media, Councillors and Officers representing the Council will abide by the "Code of Recommended Practice on Local Authority Publicity" published by the Department for Communities & Local Government.

<http://www.communities.gov.uk/documents/localgovernment/pdf/1878324.pdf>

The overriding principle of this policy is that all elements of the Press and Media will be treated equally. Above everything else, a Councillor must observe Selby Town Council's Code of Conduct whenever they conduct the business of the authority, conduct the business of the office to which they have been elected or act as a representative of the authority.

Town Clerk and Officers of the Council

All news releases made on behalf of the Town Council will be authorised by the Town Clerk after consultation with the Leader of Council or the relevant Chairman of a Committee, Sub Committee, Working or Steering Group.

All communications made by the Town Clerk will relate to the stated business and day to day management of the activities or adopted policy of the Council. They are not expected or authorised to speculate on matters that have not been considered by the Council.

Members of the Council

- A Councillor must not disclose information that is of a confidential nature. This includes any discussion with the press on any matter which has been discussed under confidential items on Council or Committee agendas or at any other private briefing.
- A Councillor should act with integrity at all times when representing or acting on behalf of Selby Town Council

Meetings of Council and Committees

Facilities will be provided at meetings for the Press to take notes of the proceedings.

There is a Recording of Meetings Policy in place and a copy is available for the public and press to read before the start of the meeting.

As provided in the Council's Standing Orders both the Press and Public may be excluded from a meeting whilst certain confidential matters (as provided for in the relevant legislation) are under discussion.

[Note: The Town Council as a Parish Council is governed by the Public Bodies (Admission to Meetings) Act, 1960.

Social Media Policy

The use of digital and social media now has a clear and compelling impact on all areas of local government enabling better and more direct contact between the Parish Council, the people and businesses it serves and the agencies that it works with.

This Social Media Policy aims to describe how the Town Council will use social media to improve and expand the ways in which it communicates internally, with its local residents, local businesses and the various government (local and central) agencies that it deals with.

The Town Council has a corporate presence on the web and an email channel which it uses to communicate with people who live in, work in and visit the Town Council.

The Town Council will always try to use the most effective channel for its communications. We may ask those who contact us for their preferred channel of communication when we deal with them. Over time the Town 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 Social Media Policy will be updated to reflect the new arrangements.

The Town Council, at its discretion, allow and enable approved local groups to have a presence on its website for the purpose of presenting information about the groups activities. The Town Council reserves the right to remove any or all of a local groups information from the website if it feels the content does not meet the Town Council expectations.

Date of Approval	25.4.16
Latest date of next Review	25.4.17
Cross Reference Documents	Press and Social Media Procedure and Guidance