Runnymede Borough Council

Social Media Policy - DRAFT

October 2023

Background, scope and definitions relating to this policy

Runnymede Borough Council is an active user of social media on Facebook, LinkedIn, X (Twitter), Nextdoor, and on Instagram for several individual service areas. The Council also uses Youtube as a platform to host video for use on other outlets such as its website.

Residents engage with the Council on all channels where it has a presence through liking, sharing or commenting on our posts.

Staff members and councillors also use social media platforms extensively in a personal and political capacity.

This policy does not cover Whatsapp, Signal, Meta Messenger or other direct messaging platforms. The use of these platforms is different to other social media in that they involve a greater level of personal data from contacts. As a result the Council does not currently use these platforms for external communication on a regular basis.

The main groupings of social media used in this policy are:

Corporate channels: These are the Council's main social media platforms, which are managed by the Communications Team and content is published as the voice of the authority.

Sub-channels: These are accounts run by individual service areas. They typically have much smaller audiences than the corporate channels, but still publish as the voice of the Council. Personal social media

Corporate and sub platforms are listed in Appendix A

Definitions:
1. Channel: all of social media.
2. Platform: individual social media sites eg Facebook.com Instagram.com, x.com
3. Page/s: the area of Facebook controlled by an administrator e.g. the Council's area of Facebook.com
4. Groups: communities of people who have come together based around an interest e.g. Chertsey Chatter, Royal Holloway students. Groups are also controlled by administrators.
5. Account / profile – an individual user's personal area of a social media site – the place where people post family photos etc.
6. Community / audience: the people who follow a page or group.

This policy is intended to:

1. Bring a framework to the use of social media for staff members operating the Council's corporate accounts.
2. Set out how the Council acts, operates and manages its social media platforms.
3. Explain to the wider social media community how they may expect to be treated in specific circumstances.
4. Give guidance for staff members' personal use of social media, insofar as it could affect the Council.

The policy falls into two parts:

1. Governance, management and usage arrangements.
2. Day to day publishing and community management.

Governance, management and usage arrangements

Legislative and regulatory framework

The Communications Team carries out all of its work within the parameters set by the following:

1. Politically restricted posts – a statutory restriction on certain types of staff (including all members of the Communications Team) prohibiting them from speaking or publishing work which could be seen as in support of or opposition to a political party.
2. The Council's Constitution.
3. The Code of Recommended Practice on Local Authority Publicity (A 2011 Government publication).
4. Local Government Act 1986.
5. The Runnymede Social Media House Rules which were approved by Councillors in 2023.

The Council uses corporate social media platforms to:

1. Maintain an appropriate online existence which is recognisable as the official presence of the Council.
2. Inform, explain, promote or defend the work and operation of the Council, thus supporting its reputation.
3. Promote the services which the Council offers.
4. Share information which promotes the Council's corporate themes.
5. Promote the Council's successes, to demonstrate to residents that the authority is high performing and provides value for money.
6. Highlight issues relevant to the Borough.
7. Share information from partners.
8. Engage in two-way communication about the Council's work and priorities.
9. Promoting job opportunities at the Council.
10. Encourage community engagement and local events
11. Reaching audiences across a range of platforms and who do not receive the Council's messages elsewhere.
12. Using sub-channels where appropriate, for example to promote a specific service or message
13. Monitor local groups to view conversations or topics which may require input from the Council to be accurate and unbiased.

Acceptable content:

1. Content sourced by the Communications team highlighting wider corporate messages.
2. Content supplied by services.
3. Non-political content sent by Councillors and which does not highlight individual members, for example litter picks, community events.
4. Content supplied by public sector bodies, for example the police, county council, Met Office.
5. Content which uses the Council's local high profile status to bring attention to an issue of public importance.

6. Content which features other community representatives e.g. Borough MPs, county councillors, the Police and Crime Commissioner, health leaders, senior public sector staff or officials, *where doing so assists Runnymede to communicate its message or to demonstrate partnership working*.
7. Content where a councillor is namechecked because they have instigated a course of action (for instance through a motion to Full Council) which has subsequently become Council policy.
8. Content where the Leader of the Council, as the authority's most senior elected member (by virtue of being the leader of the largest group of councillors), gives a statement on an urgent issue, even when the topic has not been debated by a committee.

This situation may arise when there is an emergency or 'breaking news' and there is not time to convene a committee meeting or there is no decision of any committee which could be reflected in the comments. In some circumstances, the public (or journalists) would expect that the Council gives a response within a very short time frame to provide community leadership. In these circumstances, Council staff would advise the Leader to comment in a way that is as neutral as possible, so it is not to perceived as predetermining any future decision at a committee. Advice would further include that the Leader should comment in a non-political way.

Unacceptable content

1. Content that doesn't add value or have a useful message for the audience.
2. Content which when published in isolation is unlikely to achieve the expected aim.
3. Promoting events the Council is not involved in (except on Whats On in Runnymede Facebook page as this is its purpose).
4. Promoting products, services, or surveys where there is no link or benefit to the Council.
5. Political content or content intended to encourage people to vote in a particular way.
6. Content which promotes individual councillors and their community work, unless they are the recognised spokespersons for the Council, as set out in the Constitution and are commenting on an issue related to their committee.

Unacceptable use

1. Posting about topics unrelated to the work of the Council or its partners.
2. Bringing the Council into disrepute.
3. Promoting an individual user's outside interests.
4. Personal use of Council platforms such as following individual accounts, re-posts or likes, or viewing pages not relevant to their job.
5. Giving personal opinions.
6. Publishing content which is likely to bring the Council into conflict with other organisations.

Confidential information

Confidential information relevant to the Council or held by it about individuals would be a significant data breach and must never be published on any corporate or sub-channels. Contravening this is likely to result in action under existing Human Resources policies.

If a conversation is more appropriately dealt with off social media, as it appears likely to result in confidential information being exchanged, staff must request via a private direct

message where this is possible either a contact number or email address. This must be done privately to avoid any breach of the Council's [Data Protection Policy](). Alternatively, the Communications Team would pass on contact details to an appropriate generic email address.

No confidential information, personal data, or contact details relating to or held by the Council which are obtained during the course of employment should be publicised on personal or Council-run social media platforms. Photographs obtained by an employee during the course of their employment or relating to the Council must not be published on personal platforms and should only be used on corporate channels when clear permission has been obtained.

Accessibility of content

As leading businesses required to meet Government accessibility standards, all social media platforms have accessibility built into their systems as standard. Where metadata or alt text can be submitted, such as when posting images, this must always be carried out.

Visual content that is posted must be accompanied by written posts which carry enough information to allow for users of screen readers to have a comparable experience and to understand the main points of the content. On video content, subtitles must be included where there is an audio track.

Ownership, access to channels, responsibility for posting and security

The Communications Team owns all of the Council's current and future corporate social media channels and is responsible for posting on them and ensuring they are maintained and standing information is up to date. The Communications Team will have sole responsibility launching any new corporate channels.

The 'administrators' of each platform will be the members of the Communications Team members required to manage the platform (there are currently three members of the team).

In almost all cases, only the Communications Team will be able to access corporate channels. In exceptional circumstances colleagues from other teams may be invited to become an editor (a lower level of access) if they are deemed to have a regular need to post on corporate channels. This is to maintain security and accountability. Where this the case, a full briefing will be given in advance and the minimum level of access required will be given.

The Communications Team may grant access to external agencies to deliver campaigns on the Council's behalf. Where this is the case, checks will be made in advance to ascertain the veracity and trustworthiness of the agency. This is common practice in the sector.

Two factor authentication tools will be used on corporate social media channels, and on the personal accounts which Communications Team members create to access corporate channels. This is to create extra security and protect the pages from being hacked and used wrongly.

Requests for new accounts, profiles and pages within existing platforms

Any service area requesting new accounts, profiles or pages should make a business case to the Head of Public Relations and Marketing. This should be supported by the Corporate Head of Service.

New accounts, profiles or pages will only be approved if a clear need can be proven, and sufficient resources are made available to maintain the new page with regular content and respond to messages.

If new pages are subsequently found not to be in regular use the Communications Team will request for them to be deleted after a discussion with the relevant senior manager.

Any new pages created will be a part of the Runnymede social media 'family' and must be recognised as a Council channel and branded as such. In practice this means:
1. the profile picture must be the Council's logo,
2. the hours it is monitored must be listed,
3. the biography should reference that the page is owned by the Council, and
4. content posted, whether written or visual, must meet the Council's usual standards including its Style Guide.

Sub-accounts

The Communications Team has overall responsibility for all corporate channels, however a small number of sub-accounts already exist which are the responsibility of individual service areas.

Each head of service must appoint an editor at middle manager level who is responsible for overseeing posts by junior colleagues to check the language, imagery and relevance of posts and ensuring incoming messages are responded to promptly.

Login details should be individual, not shared, to ensure accountability in case of an incident.

Sub-accounts are part of the Runnymede social media family. With the exception of channels where a separate identity has been approved they must confirm to the points set out in the new pages section above in terms of identity and quality.

Monitoring

Administrators of corporate accounts can see which users have posted every piece of content. Any evidence of inappropriate use will be dealt with according to this or other relevant policy.

Out of hours

Staff do not monitor corporate or sub-accounts outside of working hours unless there is a specific reason, for instance an emergency or a controversial or high profile post has been published.

Complaints

Members of the public who wish to complain about posts on the Council's social media channels should use the complaints process.

Complaints about councillors' use of social media should be made to the [Monitoring Officer](#). The Monitoring Officer cannot investigate complaints about candidates in elections as this is beyond their powers.

All social media platforms have their own functions for reporting inappropriate posts to the platform itself and members of the public can always use these as they feel necessary.

Use of social media in partnerships

Increasingly services are provided in partnership with other organisations and this can sometimes cause conflicts surrounding issues like branding, names, colours or content.

If the account is controlled by an employee of Runnymede Borough Council, then this policy applies to them.

If the account is administered by a partnership directly, or by someone employed by another organisation, then its own rules will apply, but administrators should be made aware of this policy. The design and use of partnership social media channels will be developed between the services involved and the Communications Team.

Logo

The Council's logo is its social media identity, and is the equivalent of a picture of an individual user's face. It is the only icon or image that should be used in the profile picture section on each platform.

The Council's Style Guide states that the logo is not to be adapted in any way so on this basis it will not be amended to demonstrate support for individual causes, campaigns or activities. The only exception is that on the death of the Sovereign, the logo would be turned black.

The secondary reason for not adapting the logo to support causes is that there is no definitive list of what cause should and should not be supported. Within the local community, different people may have different views on what the Council should be seen to support.

To show support for a cause, publishing posts demonstrating how we do so in a practical or policy based way is more effective.

Statutory requests for information

It is acceptable for people, businesses or organisations to submit Freedom of Information and requests under the Environmental Information Regulations via social media channels. Individual people or their representatives can also submit Subject Access Requests via social media.

To be a legal request, the sender only needs to provide their real name or identifier on a social media platform eg @janesmith123 and an address for correspondence which can be an email, postal or their identifier.

Messages must be addressed directly to Runnymede Borough Council for this authority to respond to them, and must include a clear request for information.

Any [FOI](#), [EIR](#) and [SAR](#) received via social media in public via a post or by notification, or privately by direct message, will receive a brief acknowledgement from the Communications

Team or editor of sub channels asking the sender to provide an email address for ease of communication.

The message will also include information similar to the following statement:

As guidance for the public, while social media is checked daily, the Council prefers requests for information be made via FOI@Runnymede.gov.uk. More detail is available on this web page.

The original message or post and acknowledgment will then be immediately copied and pasted and passed directly to foi@runnymede.gov.uk to be dealt with under existing procedures.

The FOI Officer will formally acknowledge receipt of the request and subsequently deal with it.

Social media content forming part of an FOI response

Where a person submits an FOI request, public comments on social media channels which are relevant may be included as part of the response where these can be traced, but direction will be given by the FOI Officer.

Direct (private) messages will not normally be covered by FOI rules.

Users of corporate accounts should be aware that direct (private) messages about an individual may need to be disclosed if that individual or their legal representative makes a formal Subject Access Request.

Risk to the Council of using social media platforms

Social media platforms are a free to use mass appeal form of communication. While they provide a substantial benefit as a means for the Council to communicate with local people and others, they also carry an element of risk.

This risk is primarily related to the Council's content appearing in close proximity to other content which could breach the Equalities Act, or be seen as inciting other negative behaviour or opinion.

The Council will keep under review the balance between the benefits of using individual platforms, and the risk to its own reputation in having a presence on them. In extreme circumstances, the Council could suspend or end its presence on an individual platform.

Day-to-day community management

Planning and quality control of content

The Communications Team maintains a day by day grid of content to organise material. All posts must be recorded in this grid, and another member of the team must spell and sense check posts before publication.

Most content will be drawn from either the Council's website or news stories, which will previously have been approved via a separate detailed process. Where this is not the case, and social media is the first outlet for information, the sign off procedure will be as follows:

1. Raw information received by Communications Team.
2. Further research carried out with relevant service area to understand the background and context of an issue and to ensure a social media post is the most appropriate and useful way to communicate the message.
3. Draft post text written and visual elements created.
4. Text checked by another member of the Communications Team.
5. Text checked by a member of staff in the service area who is at a minimum a manager-level employee.
6. For high profile or controversial content, the Head of Public Relations will also approve or amend the content.
7. If required, the Corporate Head of Law and Governance will also be asked to check the content.
8. Once all approvals are confirmed, the post will be published or scheduled for publication.

Sharing and retweeting

It is acceptable for users of the corporate and sub-channels to share and repost relevant employee or partner content when appropriate, for example LinkedIn blog posts relating to work. Due care and attention should be given to re-posting businesses or individual's posts.

Council-led posts can also be shared into relevant community groups on Facebook as this is a key way to reach interest groups in the borough.

Due diligence must be taken before following, re-posting, liking or joining community groups using corporate or sub-channels. This would include checking the Council is not in conflict with a business or that a group is not politically motivated.

Responding to direct messages

Where direct messaging is enabled, if enquiring, commenting or critical messages are received the service area account manager within the Communications Team will either respond directly, having researched the facts with relevant business units or notify the Customer Services Team if appropriate and pass on an email address.

In all instances, the preferable action would be to point enquirers to relevant web pages, or to external bodies when responsibility does not lie with the Council. The Council will aim to respond to all messages within three days of when they are received, issuing a holding response if appropriate while a more considered statement is prepared.

Messages which are spam, attacking, offensive or which appear to be rhetorical will not be responded to. Messages where the language suggests that a response could enflame the situation will also not be responded to. Messages from accounts which appear to be spam, bots, marketing, or have profanity in the name will also not be responded to.

Deletion and retention of direct messages

In order to comply with the General Data Protection Regulation in respect of not holding personal information for longer than is necessary, the Communications Team will delete direct messages after they are no longer required. This is because the messages usually contain personal information in the form of names and an identifying photograph.

On a rolling basis the Team will delete direct messages six months after the last message in a conversation is received and dealt with. 'Dealt with' implies there is no follow-up message after one month.

Monitoring and handling of comments

Social media is a forum for opinion and comment as well as a place for raising genuine questions and seeking information. Across the sector it is recognised that it is not necessary for administrators to respond to every comment on every post. In some cases doing so can lead to amplified negative reaction or more inaccurate information being shared by the community.

Within available resources, the Communications Team will monitor comments on the Council's posts, or incoming direct messages, and use experience to judge whether a response is justified. This will be based on a number of factors, including the tone of the comment and the thread of comments as a whole. Examples might include:

Response given	Response not required
A genuine question is raised	Comments made are opinion or vitriolic in nature
Specific factual misinformation has been posted	Other followers have already defended the Council's position
The reputation of the Council or an individual member of staff has been called into question	The Council is tagged in a post about a service which is not its responsibility (redirection would usually be provided).
The response would add value to the conversation	Where the language used is profane
The response would not enflame a controversial conversation	Any response is likely to enflame a conversation and risk further reputational damage
The response would not re-open a conversation which has ended.	The response is likely to re-open a conversation
New information which can be provided could enhance the conversation	There is no new information to provide
To correct an inaccuracy on the original post	Followers are expressing a general view

The Communications Team does not actively monitor comments about the Council on posts not originating from the Council, and users do not require permission to post a comment about the Council. when the Communications Team is made aware of comments or posts by other users in public groups or on a public account, it will attempt to do so

Removal of comments

Where it is able to, the Communications Team or sub-channel editors will remove any comments on areas of social media that come to its attention which breach the Council's House Rules.

A light touch approach will be taken to comments which could be deemed as mildly offensive as the Council respects others' freedom of speech.

Examples of offensive posts likely to be removed may include:
1. derogatory references to councillors in a specific political party or political group,
2. derogatory comments about a party or political group as a whole,
3. highly offensive comments aimed at an individual councillor, or
4. patently untrue statements about a councillor or other politician.
5. Use of profane language.
6. Threatening posts,
7. Patently untrue statements about the Council as a whole,
8. Comments breaching the Equalities Act 2010, and
9. Posts which are solely intended to provoke disgust or argument.

There will be no right of appeal for removed comments, though it is possible for followers to re-post material in a re-written way which would not be blocked.

The Communications Team will not remove political comments and opinions by users on its posts unless they become particularly offensive. This does not mean that the Communications Team or the Council agrees / disagrees with or condones posts. Intervening in a political argument can place staff members at risk of being seen to be politically motivated depending on the posts which are removed. All Communications Team staff are in a formal category of employment titled 'politically restricted posts' which means they cannot get involved or demonstrate support or disagreement for a party.

Blocking of individual followers

In exceptional circumstances, the Communications Team will block users for reasons listedon the House Rules.

Process for deciding whether or not to block a user

The decision to block an individual would only be taken after a review between the most senior member of the Communications Team available and another senior member of staff, usually the Monitoring Officer. This review would include assessing the severity and regularity of the comments made.

A record of blocked users and the reasons for the block will be maintained by the Communications team.

The owners of blocked accounts can still view the Council's social media pages whilst being logged out as the pages are public, but cannot comment on them.

If a blocked user wishes to appeal, they may do so through the complaints process.

If a follower is blocked, no message would be posted, and the follower would not be informed.

Social media use during the pre-election period

The formal pre-election period begins when a notice of election is published, and runs until the end of voting on polling day.

During the pre-election period extra caution will be taken when posting on social media. Staff will abide by guidance circulated by the Corporate Head of Law and Governance and the additional rules in The Code of Recommended Practice on Local Authority Publicity, which states, *inter alia*

During the period between the notice of an election and the election itself, local authorities should not publish any publicity on controversial issues or report views or proposals in such a way that identifies them with any individual members or groups of members. Publicity relating to individuals involved directly in the election should not be published by local authorities during this period unless expressly authorised by or under statute.

The Corporate Head of Law and Governance has advised that 'Individuals involved directly with the election' in the above statement is taken to mean people standing to be elected and therefore whose names appear on the statements of persons nominated. Therefore existing councillors who are not standing for re-election are not directly involved in the election.

Councillors (and candidates for election) will still be able to use their personal social media, over which the Council has no control, to publish comments on posts on the Council's social media accounts. As these comments are not posted by Council staff they would not be removed unless they meet the criteria above.

The type of content posted by the Communications Team will focus more on day to day council services and great care will be taken to avoid any material which could be deemed as controversial.

Where necessary posts will be published if they are required to counter false information about the Council.

During this period, a member of the Council's Corporate Leadership Team, its most senior staff body, will act as the spokesperson for the Council if an identifiable person is required to speak, and comments will be factual.

Members' use of social media

Members are free to use social media in the exercise of their duties as councillors, and are encouraged to share the Council's posts. Guidance for members on the use of social media is set out in the Members Code of Conduct and the Constitution.

Council staff will not be able to provide training or advice to individual councillors on the use of different social channels, but open training sessions available to all councillors can be delivered from time to time. This approach is aimed at raising the standard of social media output among councillors to allow members to engage in the democratic process and with their ward residents more effectively.

Outside of the pre-election period, councillors may be provided with pictures, graphics or films produced by the Council, for use on their own social media, if they are requested. These will only be made available once they have been published on the Council's corporate channels.

Appendix A: Runnymede Borough Council's social media presence

Platform	Active corporate channel (run by Communications Team)	Sub-channel (run by service areas or Communications Team)
Facebook	Yes	Chertsey Museum Addlestone One What's On in Runnymede
X (Twitter)	Yes	Chertsey Museum Addlestone One Community Services (Sports) Development Management Business Runnymede
Linkedin	Yes	No (Many individual staff members have personal accounts)
Nextdoor	Yes	No (Individual staff members may have personal accounts)
Instagram	No	Addlestone One Magna Square Town Centre Manager Business Runnymede
Youtube	No	Youtube page (Purely as a platform to publish videos for display on the Council's website.)

Appendix B: Guidance on personal use of social media

With the exception of LinkedIn, staff should not use their personal social media accounts for Council business, ie to talk to tenants about their property or to discuss fly tipping. Staff should also exercise caution when posting opinions about work, or their working day on their personal social media.

The onus is on individual staff to ensure their personal social media is not used in a way which breaches any of the Council's policies or brings the authority into disrepute, therefore damaging its reputation.

Inappropriate use of social media channels including but not limited to commenting about the Council negatively, or bullying or harassing colleagues or members of the public, may result in disciplinary action. The following policies and documents may be relevant to staff members who use social media.

1. Bullying and Harassment Policy (forthcoming October 2023)
2. Code of Conduct for Staff
3. Runnymede Data Protection Policy
4. Politically restricted posts
5. Disciplinary procedures
6. Councillors' Code of Conduct
7. Policy for use of information and communications technology by staff (within the Constitution)

Privacy

The Council encourages employees to list their employment at the authority on LinkedIn, but does not believe it is necessary on other channels which are for non-work use. The final choice rests with the individual, however, a user identifying publicly as a Council employee on any social media must be mindful as to what content they post and how it will reflect on both themselves and the authority.

If an employee states 'all views are my own' they must still be cautious as any negative comments can still affect the Council's reputation. It is unlikely that this would be a suitable defence if a person has identified themselves as an employee and made a comment which could open them to disciplinary proceedings.

Employees who identify themselves as Council staff should also take care in groups they join or comments which they like or share on personal social media. Being a member of a group promoting banned organisations, or those which are perceived to be dangerous or inflammatory, could create negative perceptions of the Council by association.

Everything published on social media could become public and can be potentially accessed by anyone, or shared and published elsewhere. Even private direct messages can become

public if anyone involved wishes to publicise it by taking a screenshot and posting it publicly. With this in mind, employees should exercise due diligence in groups they join where being revealed as a member could affect theirs and the Council's reputation.

While it is a matter of choice, it is advised that employees should set their privacy level to the highest setting, in order to limit access to personal information and opinions.

Conflicts of interest

Employees involved in contract tendering or purchasing goods and services or any other situation must make clear if they know of anyone in the process they are connected with on social media and who might stand to benefit from a contract or purchase. Employees should identify this to their manager for a decision to be taken whether a conflict of interest could be seen to occur.

Similarly, where staff are caseworkers or involved with vulnerable people, they should not be connected with them on personal social media. Being connected would allow them to see more of the individual's personal information than might be appropriate for a professional relationship, especially if it is with a child. The employee also opens themselves up to risk by allowing their personal life to be accessible to someone they have professional dealings with.

Inappropriate material

If an employee is found to be viewing inappropriate content via personal social media at work or on a Council-owned device it will be formally investigated under the appropriate pre-existing policy and action may be taken.

If an employee is found to be publishing inappropriate content via personal social media relating to the Council, whether at work on in their own time, it will be formally investigated under the appropriate policy and action may be taken accordingly.

Inappropriate content could include confidential information, derogatory or inflamatory comments, bullying or material which breaches the Equality Act 2010, pornography, extreme 'political' or terror-related information or anything which could be seen to bring the Council into disrepute.

The reporting process

If an employee posts inappropriately by accident on personal or Council-owned social media channels, they must immediately attempt to rectify the issue. This may include apologising for any inappropriate behaviour, removing comments or contacting the platform to request for a post to be removed.

Where the post relates to the Council employees are responsible for informing humanresources@runnymede.gov.uk and their manager as soon as possible once the error has occurred, even if attempts have been made to resolve the issue.

Their manager is then responsible for taking appropriate measures, bearing in mind the scale of the audience who may have seen a post and the information posted. The Communications Team will be responsible for dealing with any fallout on the relevant platform.

The Council will seek to understand how mistakes have happened in order to prevent any further incidents, although should the disciplinary procedure be appropriate it will be invoked.

Employees who believe a colleague may have been posting inappropriate material or has breached any part of this policy should inform their manager and Human Resources.

For information on this document contact:

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