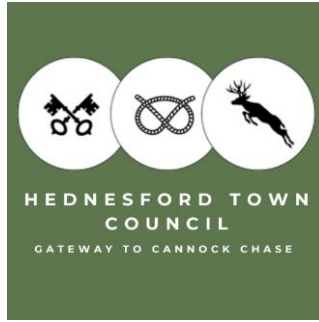


HEDNESFORD TOWN
COUNCIL

GATEWAY TO CANNOCK CHASE

SOCIAL MEDIA AND EMAIL POLICY





Produced October 2024
Lindsey Smith – Chief Officer

To be reviewed October 2026

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Social Media/Media and Email Policy for Hednesford Town Council

Introduction

The Hednesford Town Council recognises the importance of social media as a tool for communication and engagement with residents, the community, businesses, stakeholders and partners. This policy outlines the guidelines for the proper use of social media, emails, SMS Messages and video conferencing by Council members, employees, and volunteers to ensure a consistent, respectful, and effective online presence.

Scope

This policy applies to all employees, elected members, and volunteers of Hednesford Town Council when using social media platforms for Council-related activities. It also includes the use of emails, SMS messages, video conferencing, radio broadcasting, adherence to GDPR, and the correct use of branding, brand colours, and fonts.

1. General Guidelines

- Be respectful and professional in all communications
- Ensure that personnel social media accounts are not used when representing the Council or your role within Hednesford Town Council. It is recommended that a separate account relating to your job role within Hednesford Town Council is set up and used. This protects both the Council and employee or elected Member in the event of a Freedom on Information request or investigation
- Ensure that any information shared is accurate and not misleading or liable to cause offence or bring the council into disrepute
- Ensure that no copyright laws are infringed
- Do not share any information online that would not be shared in person
- Do not share any confidential information online. If in doubt what can and cannot be shared, please speak with the Chief Officer prior to posting
- Do not engage in any conduct that would not be acceptable in the workplace including the use of slang or swear words, bullying, slander or derogatory comments about Hednesford Town Council or an employee, elected Members or Volunteer of Hednesford Town Council or resident, community, business, stakeholder or partner
- Remember that social media posts are public and can be shared widely
- Think before you post: consider the potential impact on the Council's reputation and be mindful of consent, periods of purdah or showing any political favouritism or leaning
- Members are not eligible to access Hednesford Town Council social media accounts or webpage without the consent of the Chief Officer
- No Member is able to post on behalf of Hednesford Town Council

2. Use of Emails

- Use official Council email addresses for all Council-related communications
- Do not use personal email accounts for Council business

- Be cautious of phishing and other email scams; report any suspicious emails to the Chief Officer for further investigation
- Ensure email signatures are up to date and consistent with the Council's branding guidelines. Please speak to the Chief Officer for requirements
- Ensure out of office responses are on when you will be away from your emails for more than 2 days
- Always provide an alternative contact source in your out of office responses and state when you are expected to return
- Council emails are to be used for work purposes only and are not to be used for personal correspondence

3. Adherence to GDPR

- Ensure that any personal data collected, processed, or stored via social media or email is handled in compliance with the General Data Protection Regulation (GDPR)
- Obtain explicit consent from individuals before sharing their personal data, photos or work online
- Provide clear privacy notices when collecting personal data
- Respect individuals' rights to access, rectify, or erase their personal data
- Report any data breaches immediately to the Chief Officer

4. Branding Guidelines

Branding and Brand Colours

- Use the Council's official logo and branding elements in all social media profiles and posts
- Do not alter the Council's logo or colour brand in any way
- Ensure the Council's brand colours and fonts are used consistently in all publicity, documents and promotion:

Primary Colour: #5e764e - Mid Green

Secondary Colour: #314d2F - Dark Green

Accent Colours:

#4a8639 Light Green

#8db181 Pale Green

#0f0f0f Black

#ffffff White

Fonts

- Use the Council's approved fonts in all communications and ensure font sizes and styles are consistent with the Council's brand guidelines:

Headings and front pages of HTC documents -Monsterrat Semi Bold

Body Text: Century Gothic

- Ensure that Pye Green Community Centre brand colours and fonts are used consistently in all publicity, documents and promotion:

PGCC Green Primary Colour: #4a8639

Accent colours:

PGCC blue - #c8e9eb

PGCC orange; #f29e55

PGCC pink - #f6988f

PGCC yellow - #f7ca60

Fonts

- Use Pye Green Community Centre approved fonts in all communications and ensure font sizes and styles are consistent with the Council's brand guidelines:

Headliner: Bukhari Script

Title: Bebas Neue Cyrillion

Body text: Glacial Indifference

5. Social Media Content

- Post regular updates on Council activities, events, and announcements. Any statements or press releases require the approval of the Chief Officer before posting
- Pye Green Community Centre and Visit Hednesford pages are not to widely be used for promoting council business unless that business relates to a session, meeting or event taking place at Pye Green Community Centre or relates to exceptional events such as an town council event – Annual Town Assembly, Christmas Light Switch on or election for example
- Engage with followers by responding to comments and messages in a timely manner
- Share relevant community news, updates and events from reputable sources
- Avoid posting personal opinions on council social media accounts

- Use appropriate hashtags summarising the content of the post to increase its visibility
- Hednesford Town Council pages must always include:

#hednesfordtowncouncil #hednesford #fantastictown #live #work #play
#visit #gatewaytothechase

- Pye Green Community Centre pages must always include:

#pyegreencommunitycentre #hednesford #cannockchase
#heartofourcommunity #venuehire #activities #communitycentre

- Visit Hednesford pages must always include:

#visithednesford #hednesford #whatson #community

6. Monitoring and Enforcement

- The Chief Officer will monitor social media accounts to ensure compliance with this policy
- Any breaches of this policy will be addressed promptly
- Disciplinary action may be taken against individuals who violate this policy

7. Review and Amendments

- This policy will be reviewed annually to ensure it remains relevant and up to date
- Amendments to the policy will be communicated to all Council members, employees, and volunteers.

Contact Information

For any questions or concerns regarding this policy, please contact the Chief Officer at clerk@hednesford-tc.gov.uk

By adhering to these guidelines, Hednesford Town Council can maintain a positive and professional online presence, ensuring effective communication and engagement with the community while protecting personal data and upholding the Council's brand integrity.