

Broads Authority

29 January 2021

Agenda item number 12

Policy on using social media

Report by Head of Governance

Purpose

The Broads Authority's policy on the use of social media (adopted July 2017) has been reviewed and updated. The updated draft policy on using social media is at Appendix 1.

Broads Plan context

This policy contributes to all Broads Plan objectives, in particular those under aspirations 7 and 9 to raise awareness and understanding, and to connect and inspire people.

Recommended decision

To adopt the updated policy on using social media (Jan 2021).

1. Introduction

- 1.1. In response to the growing use of social media, the Broads Authority adopted policy guidance in July 2017 to help guide members, officers and others on the appropriate use of social media when referencing or being affiliated with the Authority.
- 1.2. The policy has been updated, following consultation with the Authority's Solicitor, and the updated draft policy is at Appendix 1. The Solicitor's suggested amendments to the 2017 policy are shown in Appendix 2. The updated policy incorporates these amendments and the document has been further revised to improve the flow of sections and ease of reading, update references and reformat for accessibility.

The policy applies to:

- The professional use of social media on behalf of the Authority by its Communications Team;
 - The use of social media by Authority members (including co-opted members) and officers when referencing, or when identified as being affiliated with, the Authority; and
 - The use of social media by consultants, interns, agency workers and casual workers engaged by the Authority when referencing the Authority.
- 1.3. Members' views and endorsement of the updated policy are invited.

Author: Maria Conti

Date of report: 12 January 2021

[Broads Plan](#) strategic actions: All

Appendix 1 – (Draft) policy on the use of social media (Jan 2021)

Appendix 2 – Social Media Policy (adopted July 2017) with amendments by BA solicitor

Policy on using social media

DRAFT January 2021

Contents

Purpose and scope.....	1
Definition of social media	2
Broads Authority accounts	2
Rules for Broads Authority accounts	3
Personal accounts	3
Social media and the Code of Conduct for Members.....	4
Legal issues.....	5
What happens if you make a mistake?	6
Contacts	6

Purpose and scope

This policy guides the Broads Authority on the appropriate use of social media.

The policy applies to:

- The professional use of social media on behalf of the Authority by its Communications Team
- The use of social media by Authority members (including co-opted members) and officers when referencing, or when identified as being affiliated with, the Authority; and
- The use of social media by consultants, interns, agency workers and casual workers engaged by the Authority when referencing the Authority.

When using social media to refer to or comment on the Authority's work, processes, or members or officers, the presumption will be that you are doing so in your capacity as being associated with the Authority, and this policy will apply to such use.

All members and officers must make sure they comply with this policy, which should be read with the following Authority documents, as relevant:

- Code of Conduct for Members (*link to be added*)

- Code of Conduct for Employees
- Protocol on Member and Officer Relations (*link to be added*)

Definition of social media

For the purposes of this policy, 'social media' means any type of online media that allows users to create and share content with others online, and to participate in social networking, discussion and interaction. This includes, but is not limited to:

- Social networking, such as Facebook, LinkedIn, Google+ or Yammer
- Microblogging, such as Twitter or Tumblr
- Photo sharing, such as Instagram, Snapchat, Pinterest or Flickr
- Video sharing, such as YouTube, Facebook Live, Periscope or Vimeo

This policy also covers private messaging through online channels such as Facebook, Twitter and WhatsApp.

Members or officers with any questions about the general use of social media should contact the Communications Team for advice.

Broads Authority accounts

The Broads Authority has the following corporate social media accounts:

- Facebook: <https://www.facebook.com/BroadsAuthority/>
- Twitter: <https://twitter.com/BroadsAuth>
- Instagram: #broadsauthority
- LinkedIn: Broads Authority

It also manages social media accounts on various platforms for the Broads National Park.

These accounts are managed and administered by the Communications Team and should be used for most Authority-related social media activity. Other corporate accounts should not be set up without prior consultation with the Communications Team.

Within a business context, carefully managed social media is essential in:

- Publicising and promoting activities that enhance the Authority's reputation, its services and the partners and communities it works with;
- Promoting and strengthening the Authority's brand;
- Responding to questions from the public, businesses and other interests;
- Clarifying or correcting unclear or misleading views or statements;
- Giving information and guidance, including advice in emergency situations;

- Engaging with the public about the services the Authority provides, and promoting their understanding and enjoyment of the Broads.

It takes a lot of time and effort to manage a social media account effectively and build up a good network of followers. It is important to maintain a consistent and professional approach across the Authority's social media channels.

The Communications Team will work with Authority colleagues to encourage good use of social media, and can provide guidance and training.

Rules for Broads Authority accounts

Individual officers should not be named in Authority social media posts. This is to avoid compromising personal social media accounts with inappropriate followers or 'trolls' (people who post inflammatory, offensive or off-topic messages online).

All information and comments posted by the Authority will be seen as being associated with the organisation and will count as public statements on record. As such, they may be used as a reference at any time in the future.

The Communications Team will not post or disclose on social media:

- any politically sensitive or controversial information, or matters that could reasonably be considered as such; or
- confidential information gained by officers or members as part of their role, including personal information about people and confidential information relating to the Authority. This requirement will continue after the officer or member leave the Authority's employment or ceases to be a member.

Personal accounts

The following guidelines apply to all Authority officers, and to members whose personal social media accounts identify them as a member or co-opted member of the Authority.

If you use social media for personal use, and have indicated that you are an Authority member or officer, you should consider using a disclaimer that states that the opinions on your personal site are your own – for example, "The views expressed on this site are my own and do not reflect the views of the Broads Authority" (or "the views of my employer", as applicable).

Some members are also members of another authority or body, and their profile will indicate this. If this applies to you, you should make clear in what capacity you are expressing any views. Remember, even if you do not expressly state on social media that you are a member of the Authority, this policy will apply if a connection with the Authority can reasonably be made.

When posting content on social media, always be mindful of the impact your comments may have on the Authority's reputation, and on its members and officers. You are

personally responsible for the content you publish. What you publish may be around for a long time, so consider it carefully before publishing it.

Never disclose commercially sensitive, anti-competitive, private or confidential information, and be sensible about disclosing personal details.

Social media networks, blogs and other types of online content are monitored by journalists to generate press and media content or legal questions. You should refer such enquiries to the Head of Communications. The Communications Team will monitor social media and respond where appropriate to inaccuracies or comments that could damage the Authority's reputation.

You must make sure you comply with data protection legislation in your posts. For example, you may need to move a public discussion to private messaging (Facebook) or Direct Message (Twitter) when discussing personal details, or ask someone to contact you in a private way, such as by telephone or email.

The Authority will not tolerate any of the following activity on social media, if it can be connected to you as a member or officer of the Authority:

- Abusive or threatening behaviour;
- Posting inappropriate comments or material that could be regarded as discriminatory;
- Misleading or false statements that could adversely affect the Authority's reputation;
- Inciting or supporting the commission of crime or unlawful acts; or
- Sharing or liking any of the activities referenced in this paragraph, as this could suggest that you approve of such activities.

If you feel you have been subject to cyber-bullying, or feel offended by material posted or uploaded through any digital communication network, officers should inform their line manager and members should inform the Monitoring Officer. For your own protection, you may 'block', 'hide' or 'ban' abusive users.

You must consider carefully who you accept through a 'friend request'. Accept a request only if you are sure it will not put you, as a member or officer, in the position of having a real or apparent conflict of interest.

If your online activities through social media are considered to be in breach of this policy, the Authority may require you to remove content that, in its reasonable opinion, breaches this policy.

Social media and the Code of Conduct for Members

The Code of Conduct for Members ('the Code') will apply to you if you are acting in your role as an Authority member when using social media. The Code may also apply if you are using your personal social media to comment on the Authority's business, members or officers.

While the Code is not there to police your freedom of expression or your personal social media accounts, it nevertheless applies to situations when you are using social media other than in a purely private capacity.

Each situation is fact-specific, and we cannot set fixed rules to cover every eventuality. However, you should take special care if you use a private account to comment on or disclose the Authority's business, make personal comments about other members or officers, or write about things that you know only through being a member. An image of your comment could be copied to a public group, for example. As stated earlier in this policy, in such situations there is a presumption that you are using social media in your capacity as being associated with the Authority. You also run the risk that such comments will fall within the Code.

In serious cases, your use of a private social media account to disclose confidential information about Authority business, or to make comments that may damage the reputation of the Authority, including abusive comments about other members or officers, would be a clear breach of the Code. In such circumstances, you would not be able to claim that you are using social media in a purely private capacity.

Legal issues

The use of social media can bring the same legal issues as the use of any other media. The key difference is that, with social media, breaches of the law can become apparent very quickly and to a potentially huge audience.

You should be familiar with legal risks, including:

- Breach of copyright by using a third-party image or written material without permission: Make sure you have permission to use any photographs, film, sound recordings or printed material that is not your own.
- Defamation: Writing something about an individual or body that is considered to harm reputation can, and does, lead to significant claims for damages in the courts.
- Breach of the Malicious Communications Act 1988 or section 127 of the Communications Act 2003: This includes sending messages designed to cause anxiety or distress, or of an offensive or menacing character. These are criminal offences.
- Unfair Trading Regulations: These prohibit fake blogs, falsely representing oneself as a customer and falsely advertising on social media sites.
- Making comments that suggest you are predetermined or biased in relation to a planning issue.
- Safeguarding: Do not take or use any photographs of children who appear to be under the age of 18 years without permission from a parent or guardian.
- Cyber-bullying: Although there is no legal definition of cyber-bullying in UK law, a number of existing laws can be applied to cyber-bullying and online harassment that

could constitute a criminal offence. Never upload, post, link to or forward any abusive, obscene, discriminatory, harassing, derogatory or defamatory content. This includes posts about your colleagues, members of the public or the Broads Authority as an organisation.

Any such breaches could result in disciplinary or Code of Conduct action.

What happens if you make a mistake?

If you are aware that you have posted something inappropriate in relation to the Authority on a personal social media channel, it is important to be open and honest about your mistake, while also being quick to correct it.

Officers should tell their line manager immediately and consult with them and the Head of Communications to agree action to avoid or minimise embarrassment or reputational damage to the Authority. Members should contact the Head of Communications for advice.

Contacts

This policy was adopted by the Broads Authority in **xxxxx**. It will be reviewed regularly and may be withdrawn, amended, suspended or departed from at any time at the Authority's discretion.

For information or advice, please contact:

Rob Leigh, Head of Communications

Broads Authority, Yare House, 62-64 Thorpe Road, Norwich NR1 1RY

Email: Rob.leigh@broads-authority.gov.uk

Tel: 01603 756049

Hilary Slater, Monitoring Officer

Broads Authority, Yare House, 62-64 Thorpe Road, Norwich NR1 1RY

Email: Hilary.Slater@eastsuffolk.gov.uk

Tel: 07899 004673

Social Media Policy



Guidance for Members and Officers (Adopted ~~July 2017~~ [DATE] 2020)

1. INTRODUCTION AND PURPOSE

1.1 This policy provides guidance to Members and Officers on the use of social media for both business and personal purposes and sets clear expectations of conduct by Members and Officers. This is to ensure that they are able to use social media effectively for business and personal purposes in an appropriate way. For convenience, reference to Members includes co-opted members of the Navigation Committee. Reference to Officers includes all the employed staff of the Authority.

1.2 All Members and Officers must ensure that they are familiar and comply with this policy which should be read in conjunction with the following documents:

- For Members, the Code of Conduct for Members
- For Officers, the Authority's Code of Conduct for Employees
- For both Members and Officers, the Protocol on Member and Officer Relations

~~1.3 — This social media policy may be amended, withdrawn, suspended or departed from at the discretion of the Authority at any time.~~

~~1.4 —~~ When used well, social media is an excellent way for the Authority to engage and communicate with residents, visitors, businesses, professionals and other stakeholders. Many people prefer to receive their information via social media and for some, but not all, sections of society, it has replaced traditional channels such as newspapers, email and telephone. More importantly, many people now expect to be able to communicate with organisations via social media.

~~1.1 — Many people prefer to receive their information via social media and for some, but not all sections of society, it has replaced traditional channels such as newspapers, email and telephone. More importantly, many people now expect to be able to communicate with organisations via social media~~

It is for all these reasons that the Authority is increasing the use of social media through corporate accounts managed by the Communications Team.

4.21.1 There is also potential for developing the organisation's social media identity through personal use by staff and Members, however this has to be done carefully. This policy will help you make the right decisions about social media, understanding the ~~the~~ opportunities as well as the risks that social media brings.

2. SCOPE

2.1 This policy applies to professional use of social media on behalf of the Authority by its Communications Team [and by Members and Officers], as well as personal or private use of social media by Members and Officers when referencing or identified as being affiliated with the Authority. ~~When~~ using your personal or private social media to refer to or comment on the work or proceedings of the Authority, or ~~about~~ Members or Officers the presumption will be that you are doing so in your capacity as being affiliated with the Authority, and this policy will apply to such use.

2.2 This policy will also apply to any consultants, interns, agency workers and casual workers engaged by the Authority from time to time.

2.3 The definition of social media continues to evolve as platforms and technologies develop. ~~On the whole, it refers to any online media which can be used to share and broadcast content, allow discussion and interaction.~~ For the purposes of this policy "social media" means any type of online media which enable users to create and share content with others online, to participate in social networking, discussion and interaction. This includes, but is not limited to:

2.3.1 Social networking e.g. Facebook, LinkedIn, Google+, Yammer

2.3.2 Microblogging e.g. Twitter, Tumblr

2.3.3 Photo sharing e.g. Instagram, Snapchat, Pinterest, Flickr

2.3.4 Video sharing e.g. YouTube, Facebook Live, Periscope, Vimeo

3. Twitter, Facebook, Instagram, YouTube, LinkedIn, Snapchat, Yammer, Pinterest, Flickr and other sites and services such as blogs

3.2.4 This policy also covers private messages sent over online channels such as direct messaging via Facebook, Twitter and WhatsApp.

~~2.1. For the purposes of this policy "social media" means any type of online media which enable users to create and share content with others online, to participate in social networking, discussion and interaction. This includes, but is not limited to:~~

~~3.2. Twitter, Facebook, Instagram, YouTube, LinkedIn, Snapchat, Yammer, Pinterest, Flickr and other sites and services such as blogs.~~

~~3.1 The Authority currently uses several types of social media platforms including, for example:~~

~~3.2 all social networking sites, including but not exclusive to, Twitter, Facebook, Instagram, YouTube, LinkedIn, Snapchat, Yammer, Pinterest, Flickr and other sites and services such as blogs that permit users to share information with others online.~~

~~3.31.1 This policy will also apply to any consultants, interns, agency workers and casual workers engaged by the Authority from time to time.~~

~~3.22.5~~ If you have any concerns about the use of social media please contact your line manager in the first instance or speak to a member of the Communications Team. (see page 4 GCG)

4.3. **ACCOUNTS IN THE BROADS AUTHORITY'S NAME**

3.1 Management of social media in a business context is essential to:

3.1.1 Promoting and publicising the activities that will enhance the reputation of the Authority, its services, and the community of organisations it works in partnership with, such as **examples**;

3.1.2 Promoting and ~~management~~, strengthening the Authority's brand;

3.1.3 Managing responses to questions from members of the public or businesses and other organisations;

3.1.4 Clarifying and correcting any incorrect or unclear views or statements;

3.1.5 Providing information and guidance e.g. in emergency situations;

3.1.6 Participating in dialogue with the public in relation to services provided by the Authority and creating advocates.

3.2 It takes a great deal of time, resource and energy to manage a social media account effectively and building your network can take a long time. It is important ~~also important~~ to ensure a consistency of approach across the Authority's social media channels, using a professional in-messaging and writing style and tone of voice.

4.13.3 This is why the official Broads Authority corporate social media accounts are managed by the Communications Team and these should be used for the majority of Authority related social media activity. No additional corporate accounts should be set up without consultation with the Communications Team.

3.4 The Communications Team will work with colleagues to encourage more social media use and will provide guidance and training where required.

3.5 Administrators of corporate social media accounts (Administrators) and Officers~~Officers~~ should not be named within Authority online posts. This is to avoid compromising personal accounts with inappropriate followers or 'trolling' (a term

used to describe the posting of inflammatory, extraneous, or off-topic messages in an online community).

3.6 All information and responses posted by Administrators are in the capacity as being affiliated with the Authority and will count as public statements on record. As such they may be used as a reference at any time in the future.

3.7 Administrators must not post or disclose on social media:

3.7.1 Any politically sensitive or politically controversial information or matters which could reasonably considered to be so;

4.23.8 Confidential information gained as part of their job or in their role as Administrator, which includes personal information about people as well as information related to the Authority. This requirement continues after the Administrator leaves the Authority's employment.

5.4. PERSONAL SOCIAL MEDIA ACCOUNTS

~~6. There can beis often a fine line between the use of social media as a work tool and your personal use as an individual outside of your work and yourer Member or Officer role. Sometimes your opinions may conflict so you must take care to separate the two when it happens.~~

~~6.1 We recognise that many Members and Officers make use of social media in a personal capacity. While you may not be acting on behalf of the organisation, you must be aware that you can influence the perception of the Authority by linking personal accounts to the Authority through posts.~~

6.24.1 We recognise that many Members and Officers make use of social media in a personal capacity. While you may not be acting on behalf of the Authority, you must be aware your personal activity on social media can still influence both your professional image as well as the image and reputation of the Authority.

6.34.2 If you use social media networks or blogs for personal use and have indicated that you work at the Breads Authority, or in the case of Members, that you are a Member, you should consider using a disclaimer that states that opinions on this site are your own. An example: "The views expressed are my own and don't reflect the views of the Breads Authority" (or "the views of my employer", as applicable).

4.3 Sometimes Members of the Breads Authority are Members of another authority or body and their profile indicates this. In those situations, you should make clear in what capacity you are expressing any view.

6.4 ~~Remember, even if you do not expressly name the Authority on social media as your employer, or in the case of Members, that you are a Member of the Authority, this policy will apply if a connection with the Authority can reasonably be made.~~

4.4 There is more information for Members, and the application of the Members' Code of Conduct in relation to use of social media in Section 6 of this policy. For Members, the Members' Code of Conduct will apply to you if you are acting in your role as a Member when using social media. The Code of Conduct may also apply if you are using your own personal social media to comment on the business of the Authority or your colleagues at the Authority.

3.4 ~~See also the section on Members' capacity.~~

~~7.5.~~ **GUIDELINES TO MEMBERS AND OFFICERS FOR ALL ACCOUNTS**

7.15.1 The following guidance applies to Officers and those Members whose social media account identifies them as a Member of the Authority.

5.2 Always be mindful of the impact your contribution might make to the reputation of the Broads Authority. You are personally responsible for content you publish. What you publish will be around for a long time so consider the content carefully and also be sensible about disclosing personal details.

~~You are personally responsible for content you publish. What you publish will be around for a long time so consider the content carefully and also be sensible about disclosing personal details.~~

7.25.3 Never disclose commercially sensitive, anti-competitive, private or confidential information. Also, do not breach copyright for example by; using someone else's images or written content without permission.

~~7.31.1 What you publish will be around for a long time so consider the content carefully and also be sensible about disclosing personal details.~~

7.45.4 Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Members and Officers should refer these enquiries to the Communications Team.

5.5 If you identify inaccuracies about the Broads Authority please politely and sensitively point out the situation as you see it. You must also advise the Communications Team if you have identified information that is inaccurate or could damage the reputation of the organisation. You may 'block', 'hide' or 'ban' abusive users.

7.55.6 Ensure compliance with data protection legislation – for example move the discussion to private message (Facebook) or Direct Message (Twitter) when personal details need to be discussed, or ask them to contact us another way (ie telephone). Delete any information posted on our sites that contains personal details.

5.7 ~~You may 'block', 'hide' or 'ban' abusive users.~~ The Authority will not tolerate any of the following activity on social media if it can be connected to you as a Member or Officer of the Authority:

5.7.1 Abusive or threatening behaviour;

5.7.2 Posting inappropriate comments or material which could be regarded as discriminatory;

5.7.3 Misleading or false statements that could adversely affect the Authority's reputation

5.7.4 Inciting or supporting the commission of crime or unlawful acts.

5.7.5 Sharing or liking any of the activities in this paragraph 5.10 as this could suggest that you approve of the content.

5.8 If you feel that you have been subject to cyber-bullying or offended by material posted or uploaded by a colleague through any digital communication network, if you are an Officer, inform you line manager, and if you are a Member, contact the Communications Team.

5.9 Members and Officers must carefully consider whether to accept 'friend requests' from [service users, their families, friends, contractors etc.] Accept them only if you are absolutely sure that this will not put you, as a Member or Officer, in the position of having a real or apparent conflict of interest.

7.65.10 If your online activities through social media are considered to be in breach of this policy, the Authority may require you to remove content that in the reasonable opinion of the Authority, breaches this policy.

4.3. Guidelines to Members on capacity and Members' Code of Conduct

3.1 The following guidance should help Members understand when the Members' Code of Conduct might apply to them when using social media., can feel in a grey-area as to whether they are covered by the Members' Code of Conduct or not when using social media. The following guidance should assist. The Members Code of Conduct will apply if you are undertaking your role as a Member when using social media. Whilst the Members' Code of Conduct is not there to police your freedom of expression or your

personal social media accounts, it can nevertheless potentially apply to situations when you are using social media other than in a purely private capacity.

~~4.1~~

~~4.21.1 The Members Code of Conduct will apply if you are undertaking your role as a Member when using social media. Whilst the Members' Code of Conduct is not there to police your freedom of expression or your personal social media accounts, it can nevertheless potentially apply to situations when you are using social media other than in a purely private capacity.~~

4.33.2 Each situation is fact-specific and no fixed rules can be set out which will cover every eventuality. However, you should take special care if you use a private account to comment on or disclose the Authority's business or make personal comments about other Members or Officers or write about things which you only know through being a Member. As stated earlier in this policy, in such situations there is a presumption that you are using social media in your capacity as being affiliated to the Authority and as well as this policy applying to your comments You also run the risk that such comments will fall within the Members' Code of Conduct.

~~4.4~~ In serious cases, your use of a private social media account ~~to disclose to disclose~~ confidential information about Authority business ~~or making comments that may damage the reputation of the Authority, including making gratuitously abusive comments about other Members or Officers, would be a clear breach of the Code of Conduct. In those circumstances you would not be able to claim that you are doing~~ using social media in a private capacity. ~~4~~

~~4.5~~

~~4.6 1 see for example the case of Heesom v Public Service Ombudsman for Wales [2014]~~

~~4.73.3~~

5.4. Some legal issues

5.14.1 Use of social media can bring the same legal issues as the use of any other media. The key difference is that with social media, breaches of the law can become apparent very quickly and to a potentially huge audience.

5.24.2 You should be familiar with legal risks. These can include:

- Breach of copyright by using a third party image or written material without permission. Make sure you have permission to use any photographs, film, sound recordings or printed material which is not your own.
- Defamation – writing something about an individual or body which is considered to harm reputation can and does lead to significant claims for damages in the courts.
- Breach of the Malicious Communications Act 1988 or section 127 of the Communications Act 2003 – these include sending messages which are designed to cause anxiety or distress, or are of an offensive or menacing character. These are criminal offences.
- Unfair Trading Regulations – these prohibit fake blogs, falsely representing oneself as a customer and falsely advertising on social media sites.
- Making comments which suggest that you are predetermined or biased in relation to a planning issue.
 - Safeguarding - Do not take or use any photographs of children who appear to be under the age of 18 years without permission from a parent or guardian.

4.3 Although there is no legal definition of cyber-bullying in UK law, there are a number of existing laws that can be applied to cyber-bullying and online harassment which could constitute a criminal offence.

5.34.4 Never upload, post, link to or forward any abusive, obscene, discriminatory, harassing, derogatory or defamatory content. This includes posts about your colleagues, members of the public or the Broads Authority as an organisation. This could result in disciplinary action.

5.44.5 Do not take or use any photographs of children who appear to be under the age of 18 years without permission from a parent or guardian.

6. Top Tips for using social media

6.1 Only set up a social media account if you are able to manage it and give quick and appropriate replies to correspondence. People expect quick responses on social media so it should be prioritised similarly (if not over) other incoming messages. Think of a query as if it's a media enquiry or a question being asked in a public meeting.

6.2 Followers don't automatically appear. The best way to get the most from social media is to build your online communities by sharing, listening, being active and being social. You will need to provide interesting things to read, watch or listen (bearing copyright in mind) that your target audience values and wants. You are more likely to gain and keep followers if you are active on your social media account at least once every day or two. Keep accounts updated regularly. There should be activity at least every day or two.

6.3

6.4 There are a large number of social media platforms. You should only create profiles on ones that are relevant. It is better to do one really well, than several poorly. Key points to remember are:

- **Be human** – Be approachable in your language and tone. Write in plain English.
- **Be friendly** – Use warm and welcoming language.
- **Be engaging and helpful** – Respond to questions and post/contribute when you can move the conversation on or help.
- **Be professional and respectful**
- **You can't control, only contribute** – You cannot stop conversation amongst your audience. You can only contribute to it.
- **Be strategic by planning ahead** – Who do you want to engage with, why and how? What do you want to achieve?
- **Listen** – Social media is designed to be a two-way channel, just like any good conversation.
- **Monitor and adapt** – Keep records of 'likes', 'mentions', 'popular content' and 'analytics' for future analysis – use this recorded data to see what works and what doesn't to help make decision in the future.
- **Post questions** – You'll find that many people on social media are very happy to help if you post questions to your community or followers.
- **Don't be afraid to ask for help** – The Communications Team will be happy to provide you with advice on your social media use.

7. Golden rule

"Don't post any message on social media that you wouldn't happily say in a public meeting"

8.5.____-What happens if you make a mistake?

8.45.1 If you are an Officer, tell your line manager immediately and consult with them and the communications team to agree remedial action to avoid or minimise embarrassment or reputational damage.

8.25.2 If you are a Member, contact the Communications Team for advice.

8.35.3 It is important that you are open and honest about your mistake, whilst also being quick to correct it.

9.6.____Further information and contacts

5.11 This policy guidance was produced by the Communications Team in conjunction with the Solicitor and Monitoring Officer. ,and the policy may be withdrawn, amended suspended or departed from at the discretion of the Authority at any time.

9.46.1 Contact Rob Leigh, Head of Communications on 01603 756049 Rob.leigh@broads-authority.gov.uk

July 2017[] 2020