



Use of Social Media

The Council's social media accounts are managed by the Council's Communications team, on behalf of colleagues throughout the Council.

Content

On Twitter and Facebook we may use some automation such as relevant RSS feeds.

On Twitter and Facebook our followers can expect an average of between 5 and 10 posts a week, although this may increase during the following:

- statements or news releases about current issues;
- popular events within South Somerset

Our social media messages may include:

- Alerts about new content on our digital channels.
- Retweets/shares of information from people or organisations.

Following

If you Follow, Like or Join our accounts we will not automatically Follow you back, Like your page(s), add you as a Friend, or join your account. This is to discourage the use of direct messaging, avoid wasting resources on spam handling and so that you can easily identify other key Twitter, Facebook, YouTube and Instagram users that we think are relevant and who we Follow or Like. However, being Followed or Liked by the Council does not imply endorsement of any kind by the Council.

Availability

We will update and monitor our social media accounts during office hours, 9am-5pm UK time, Monday to Friday. Posts can be scheduled for out of office hours.

Twitter, Facebook and YouTube may sometimes be unavailable and we accept no responsibility for lack of service due to downtime or other events beyond our control.

Comments policy

1. We welcome feedback and ideas from all, however you must not knowingly transmit:
 - offensive, indecent or obscene material or abusive images and literature;
 - material which can reasonably be considered as harassment of, or insulting to, other people or organisations;
 - material obtained in violation of copyright or used in breach of a licence agreement;
 - spam (electronic junk mail) or chain email;
 - material that could, by their presence on a Council-run social media site, reasonably be expected to embarrass or compromise the Council (although comments that disagree with the Council are allowed);
 - commercial activities which are not connected to Council business;
 - any form of gaming, lottery or betting;

- any form of share dealing;
 - offers of items for sale or bids on commercial auction sites;
 - chain schemes (such as pyramid selling);
 - material designed to mislead people about who originated or authorised it (e.g. through misuse of signatures);
 - attempts to compromise Council IT and Telecoms, prevent legitimate access to them, damage them or seek to cause degradation of performance or a denial of service;
 - attempts to gain unauthorized access to Council IT and Telecoms or content for which you do not have permission (i.e. Hacking);
 - attempts to access, amend, damage, delete or disseminate another user's files, emails, communications or data without the appropriate authority.
2. We will withhold, edit or remove any comments we judge do not follow these guidelines.
 3. Opinions expressed in comments are those of the author not those of the Council. The use of comments does not override the existing, official channels by which the Council is held accountable to Parliament and to the Public. Nor does it affect your rights under the law, for example your right of access to official information under the Freedom of Information Act 2000.
 4. We will endeavour to read all @replies, Direct Messages and comments and ensure that any emerging themes or helpful suggestions are passed to relevant people in the Council. We will endeavour to respond directly to questions and queries online where an answer can be given quickly and simply, although we will not be obliged to do so. More difficult or detailed questions (for example, questions concerning policy issues) should be referred through existing official channels as detailed in the Contact us section of our website. Press queries should be directed to the Communications Team.
 5. We cannot engage on issues of party politics or answer questions that break our policy. The Council reserves the right to remove, ignore, limit or suspend comments or responses to comments, locally or universally and without prior notice, if we judge that these are becoming a waste of official funds or Council time.
 6. Our policies also apply to the use of any services hosted on our website, and any associated microsites.