

## **Agenda Item 14 – Nov Meeting**

### **Social Media**

This issue was deferred from the October meeting in order for a check to be made with other councils to ascertain their procedures.

I have attached an adapted social media policy from a larger council which is a “belt and braces” approach. This includes guidance for staff, so it will not require amendment should the council employ a deputy clerk or assistant.

Different councils use an array of social media platforms, so the choice of platform can be tailored to suit EDFPC.

To ensure compliance with the policy and GDPR. The old Facebook page should direct users to the new one and closed down after a year.

Cllr Baker is happy to create new Facebook and Instagram profiles, together with a Whatsapp group profile, and could extract details from the mailing list for dissemination on these platforms.

All 3 profiles will be restricted to posting by the clerk or councillors, in line with the social media policy.

A new phone number is required to link to the WhatsApp profile, which could also be used for 2 factor authentication on the Facebook and Instagram accounts. This would aid security and GDPR/Policy compliance. The ‘phone would remain council property (not for private use).

### **Proposal:**

- a) To appoint Cllr Baker as lead councillor
- b) Start afresh with new Facebook and Instagram accounts
- c) Consider a WhatsApp profile also.
- d) Purchase a dedicated mobile ‘phone (2<sup>nd</sup> hand handset around £100) Pay as you go Sim card perhaps £30 p.a. (note a council handset would be useful for all 2-factor authentication, HMRC etc)
- e) Adopt the attached social media policy with any changes as required

Phil Burgess

Clerk to East Dean and Friston