

HOLT PARISH COUNCIL INTERIM DIGITAL COMMUNICATIONS POLICY

This interim policy has been produced as a stopgap during the Covid crisis. It covers the status quo and it will be developed in the future when working conditions allow.

The scope of this policy:

- Holt Parish Council (HPC) website: www.holtparishcouncil.gov.uk
- Parish Council Clerk email: clerk@holtparishcouncil.gov.uk
- Social media channels

Aim of the policy: To formalise the HPC use of digital media channels.

Code of practice: All use of digital media will be in line with the Council's Code of Conduct.

HPC will use of digital communications in support of local democracy for:

- sharing information about Holt Parish Council and its work e.g. posting dates of meetings, minutes and agendas, and providing updates on current projects
- advertising events and activities of potential interest to those who live, work in, or visit Holt
- gaining insights into, and where necessary, responding to local issues and concerns of residents
- promoting the role of Holt Parish Council in the local community
- enabling residents to communicate with the Parish Council

Website: The HPC website is the main source of information about the work of the Council. It hosts material such as minutes of council meetings, policies, reference documents, local information, the Neighbourhood Plan and updates on current issues. The website is maintained by the Clerk and nominated councillors.

Email: The Clerk is responsible for monitoring and responding to emails received in the clerk@holtparishcouncil.gov.uk mailbox having discussed with the Council where necessary. All relevant email communications will be brought to the Council's attention.

Social media: The Council will own and maintain an entity known as "Holt Parish" on Facebook. Councillors may monitor local Facebook groups such as Spotted in Holt, identifying matters which may be of interest to the Council or where the Council may offer information. Nominated Councillors (NCs) may respond as a comment using "Holt Parish" with matters of fact only. NCs may also, where appropriate, make factual posts on local groups. Where this is done, "Comments" will be turned off. Should any councillor or NC become aware of a controversial matter relating to the Council being discussed on local groups they will refer the matter to the Council before an NC makes an agreed response. Any response in such circumstances should be made as a post normally suggesting correspondence to the Council by email.

Conclusion: The purpose of HPC's digital communication channels is to provide the public with information and to enable interaction in order that as many members of the local community as possible learn about the work of the Council, its processes, actions and decisions.

This policy will be reviewed annually and may be amended at any time if approved by the Council.

Adopted ...October..... 2020

Review date ...October 2021.....