

North Glenrothes social media guidelines

While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines can be blurred between what is public or private, personal or professional. We've created these social media guidelines for you to follow when representing North Glenrothes Community Council in the virtual world. The guidelines will be regularly reviewed and updated by the office bearers.

Facebook: <https://www.facebook.com/northglencc>

Twitter: <https://twitter.com/NorthGlenCC>

Guidelines

- **Who am I?** If you have administrative privileges on the Facebook page or Twitter account, you can post as the official voice of North Glenrothes Community Council. If you using this role make sure that's clear (eg use "we" not "I"), and if stating a position ensure it follows the consensus of the community council (if in doubt, contact the elected officers).
- **What we post?** The majority of content should relate to the activities of the community council (eg events, news and current campaigns); gaining feedback on local issues from residents; and other content related to the aims of North Glenrothes Community Council:
 - Encourage and promote community participation and a sense of community spirit within the community.
 - Maintain and enhance the environment of North Glenrothes - its natural, physical and social environment.
- **What if I want to post as my views as an individual?** Community Councillors are entitled to have their individual opinions. If you are posting your individual views or opinions you **must** use your private social media account, you cannot post using the North Glenrothes Community Council account, and you must be clear that it you do not represent the community council as a whole.

When using your private account you can still add new posts or comment on the Facebook page and tag @NorthGlenCC in tweets. These posts can be shared or re-tweeted by an administrator if required.

- **You are responsible for your posts and actions in the social media.** So exercise good judgment and common sense. Post honestly, accurately, and use appropriate professionalism. If necessary, correct your own mistakes or admit when you are wrong.

Refrain from comments that could be interpreted as slurs, demeaning, inflammatory, etc. Don't use communication that threatens, insults or ridicules any person or groups. Above all, our communications should be respectful, fair and courteous.

A good rule of the internet is DON'T feed the trolls and DON'T be the troll

- **What to do if an offensive or derogatory comment is made by a member of the public?** Do not engage with the poster. If the comment is particularly offensive or derogatory take a screenshot and pass to the Police, otherwise delete the comment.
- **Consider your audience.** Remember that your readers include a wide spectrum of the public with differing opinions, cultures and values. Consider that before you publish and make sure you aren't alienating any of those groups. (As a good rule of thumb, before posting think "how could the Daily Mail spin this")

- **Respect others' privacy, and follow good practice on data protection.** Whatever gets posted online is usually searchable and findable by someone, so exercise discretion in what you post. Never disclose any of their names, personal information, statements, or photographs unless you have their written permission to do so.
- **Handling enquiries:** Check profile to see if they are genuine questioners. Some enquiries must be passed on. Use your common sense – is this something you should deal with? If the enquiry is written correspondence, it should be passed to the Secretary.
- **Respect copyrights and fair use.** Make sure you have the right to use something before you publish, and **always** give people proper credit for their work. Look for and understand the copyright for images, video, music or documents before including in a social media post. For written content, using short excerpts with a link to the original piece is generally accepted.
- **Don't post anything which undermines the integrity of North Glenrothes Community Council.** Don't promote companies or products without written permission from a member of the elected officers.

General tips to follow when communicating

- Avoid abbreviations, acronyms and jargon
- Double check the spelling of proper nouns i.e. names
- Be positive – share more 'good news' than 'bad news' stories
- Try to always share a link, photo or video in status updates, to increase their impact
- Images should ideally use 2:1 ratio so that users don't have to click to expand.
- Don't post too much. A maximum of 4 posts on any day is a good rule of thumb.