



Social Media Use Policy

28 March 2017

Version 0.1

Content

The Council has social media accounts managed by the Communications team on behalf of North Norfolk District Council, this includes Facebook, Twitter, LinkedIn and YouTube.

The use of social media accounts on behalf of North Norfolk District Council is a part of the Council's Communications Strategy 2016-2019.

We may occasionally use some automation but our intention is that this will not dominate the messages that are posted.

If you follow us on Twitter and / or Facebook you can expect:

- Between 2-10 tweets a day covering new content on our digital channels, news, publications, publicity campaigns etc.
- Alerts or updates about services available to residents, businesses and visitors
- Invitations to provide feedback on specific issues
- Information about the Council's Cabinet, Committees and Scrutiny meetings
- Live coverage of events if appropriate.

Following

If you follow us on any social media channel we will not automatically follow you back. This is to enable you to easily identify other key users or followers that we think are relevant to our audience. Please note being followed or liked by North Norfolk District Council does not imply endorsement of any kind.

Availability

Our social media channels are updated during regular office hours, Monday to Friday. If there is an emergency e.g. flood social media channels will be used outside of core hours to ensure the public are informed of the latest situation and can act accordingly.

Replies and Direct Messages

We welcome feedback and ideas from our followers and try to reply to concerns or questions wherever possible. All messages are read by the communications and customer service team and passed to the relevant people to reply when appropriate. If you wish a detailed response to a query please use the Contact Us form via www.north-norfolk.gov.uk/contact-us/

Please be aware we cannot engage on issues of party politics.

Document Information and Version Control

Document Name	Social Media Policy
Document Description	The policy sets out the service the public can expect from the Council using social media.
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Lead Officer	Sue Lawson - Communications and PR Manager
Sponsor	
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Approved by	Sue Lawson
Approval date	
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Version	Originator	Description including reason for changes	Date
0.1	Sue Lawson	Draft	28/03/2017
1.0	Sue Lawson	Final	