

# Boston Borough Council

## Social media policy statement



Social media is now an established form of communication and can be a useful tool, especially when circumstances demand speedy communication which people can easily access from virtually anywhere.

While Boston Borough Council welcomes use of its social media sites for comment, suggestion, even constructive criticism, it is not appropriate for service requests or to make a complaint.

For speedy service responses please continue to email [info@boston.gov.uk](mailto:info@boston.gov.uk) and for proper handling of complaints please continue to email [feedback@boston.gov.uk](mailto:feedback@boston.gov.uk). When using our social media channels please bear in mind some straightforward and common-sense rules.

We reserve the right to remove, block or unfollow any accounts which break our guidelines. The following list is not limited, but includes:

- ensure your posts are not abusive to anyone
- be civil, tasteful and relevant
- don't post messages that are unlawful, libellous or defamatory (you must not post anything that makes false or unfair statements that are likely to damage the reputation of a person or organisation), harassing, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- don't swear
- don't post content copied from elsewhere, for which you do not own the copyright
- don't post the same message, or very similar messages, more than once (also called "spamming")
- don't publicise your, or anyone else's, personal information, such as contact details
- don't advertise products or services
- don't impersonate someone else

You will be informed via the relevant social media channel if any restrictions on your interaction with us on social media are to be implemented. If we do remove, block or unfollow you we will review this after 6 months. If appropriate any restrictions will be removed at this point.

If you wish to make a complaint about how you have been treated via social media please email [feedback@boston.gov.uk](mailto:feedback@boston.gov.uk) or visit our website for more details at [www.boston.gov.uk/feedback](http://www.boston.gov.uk/feedback).

### **Follow, like, share**

We may follow you to assist us in our communication with you.

We try to share or retweet information we feel our followers would be interested in. However, please don't take offence if we don't retweet something you want us to. It is important that the council remains impartial and retweets or sharing can be seen as an endorsement. If we do follow, like, retweet or share it does not mean we endorse it.

### **Pre-election period**

In the six-week run up to an election known as 'purdah' - local, general or European - councils have to be very careful not to do or say anything that could be seen in any way to support any political party or candidate. During this time we may post less or not at all so that we are not breaching any protocol or are seen to favour a particular party. We reserve the right to remove political posts during purdah where this may impact on the decision making of the Council and/or the elections.