

# **Internet and social media acceptable use policy**

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### **Our simple rules**

The Parish uses a range of social media; we encourage you to 'Like' or 'Follow' us. We use social media to provide news, information on events, jobs, updates on Parish services and much more.

Most online communities have their own rules which we will always follow. We reserve the right to remove any contributions that break the rules of the relevant community, or which are not in line with the following general guidelines;

- Be civil, tasteful and relevant;
- Do not post messages that are unlawful, libellous, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- Do not swear;
- Do not post content copied from elsewhere, for which you do not own the copyright;
- Do not post the same message, or very similar messages, more than once (also called 'spamming');
- Do not publicise your own or anyone else's personal information, such as contact details;
- Do not advertise products or services; and
- Do not pretend to be someone else.

The Parish reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

### **Monitoring accounts, responding and replying**

Social media and technology in general is an integral part of Parish communications. We recognise the opportunities provided by social media, and also know that many parishioners wish to use more traditional methods of communication. Our standards are the same, regardless of whether the communication is via social media, website, telephone, letter, email, or face-to-face.

We monitor our Parish Twitter and Facebook accounts Monday to Friday 9am to 5pm (except Bank Holidays and public holidays). If you contact us via these channels during these times we will reply as soon as possible; there could be delays on some requests whilst we investigate, but we will keep you updated.

If your query is serious, urgent, or involves personal details, please let us know by contacting the Town Hall on 01534 811811, visiting in person or emailing us at [townhall@sthelier.je](mailto:townhall@sthelier.je).

### **Deleting, liking, following, sharing and re-tweeting**

Generally, we will not remove posts that are on our social media; however, we will consider removing posts or blocking users or accounts that breach the guidelines outlined above, without any explanation. After 12 months the owner of the account can appeal the decision to block.

Please don't be offended if we don't 'Like' or 'Follow' you on social media. This doesn't mean that we are not interested in what you have to say, it's just that the numbers can get too high for us to manage.

We sometimes Follow or Like people who provide information that is relevant to our work as a Parish, or those whose information we can pass on for the benefit of many people.

Occasionally, we'll try and lend our support to local, national, or international campaigns. There will also be times we'll need to Like or Follow an account in order to take part in conversations.

If we Like or Follow someone, re-tweet or share their information, it does not mean that we endorse them.

We try and share or re-tweet information that we think will be of interest to our followers; however, please do not be offended if we do not re-tweet something you want us to.

### **Defamation**

Please take care not to make defamatory statements. In law this means a statement that lowers the reputation of a person or organisation in the eyes of a reasonable person. We will therefore take down any statement that could be deemed to be defamatory.

### **Election period**

The Parish administration itself, as opposed to the Constable, is politically neutral in its communications. Therefore, please do not use any of our pages to promote political messages or other content.

This is a particularly sensitive issue in the run-up to an election, and we need to be mindful of how content may be perceived (regardless of what was intended).

The Parish will continue to publish important service announcements using social media but may have to remove any comments that, in its view, may compromise its obligation to maintain political neutrality.

## Contacting us

If you have a concern about something posted on a page that the Parish is responsible for, or just wish to contact us, you can use our social media channels (please see links below). You are also very welcome to raise any matter in person at the Town Hall, via telephone on 01534 811811, via email at [townhall@sthelier.je](mailto:townhall@sthelier.je) or via our website [www.sthelier.je](http://www.sthelier.je).

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

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

LinkedIn: <https://www.linkedin.com/company/parishofsthelier/>

Instagram: <https://www.instagram.com/parishofsthelier/>

### Please note:

- You should not reply on a social media platform itself to raise urgent concerns - as it will not be monitored continuously, especially outside normal working hours;
- Unless stated otherwise, the views/ comments given on any of our social media sites may not necessarily reflect the views of the Parish;
- The Parish of St Helier is committed to providing the best possible services for parishioners and those visiting our Parish. Our feedback process gives you the chance to tell us what you think of the services we provide. Please visit [www.sthelier.je](http://www.sthelier.je) to give us your feedback.
- The Parish of St Helier produces and holds a wide range of information. We try to publish as much of this information as possible. Please take a look at the information already published before making an information request.
- Any details you provide to register with the Parish for social media such as Twitter and Facebook will only be used for that purpose. We do not cross reference these details with any other information held by the Parish.