



## Withernsea Big Local Electronic and Social Media Policy and Guidelines

Guidelines on the use of the Withernsea Big Local Website and Social Media<sup>1</sup> (referred to collectively as “Withernsea Big Local media” throughout).

- *References to “the Partnership” refer to those people or organisations that have registered their written intent to be a member of the Withernsea Big Local Partnership (“Withernsea Big Local”) and have provided contact details. A full list can be found on the Withernsea Big Local website.*
- *References to the “Steering Group” refer to the decision-making body of Withernsea Big Local.*
- *References to the “Media Sub Group” relate to the sub group of Withernsea Big Local authorised by the Steering Group to edit and moderate Withernsea Big Local media on behalf of Withernsea Big Local.*

### 1. Basic Principles

1.1. The primary function of Withernsea Big Local Media is to promote the aims, objectives and activities of the Big Local programme in Withernsea and in particular, to engage, listen and communicate with local residents and organisations about the work of the Partnership.

1.2. The secondary function is to serve as an information resource and support vehicle to the community of Withernsea; to promote organisations and activities that reflect our outcomes and that aim to improve the general health and wellbeing of Withernsea residents. It will also be used generally to inform and advise on matters likely to be of interest to local people.

1.3. Withernsea Big Local media content will, as a general principle, only promote activities or services provided by third parties on a not-for-profit basis to benefit the community of Withernsea.

### 2. Posting and Content

2.1. The Steering Group will form a Media Sub Group to be chaired by one of its number, which will consist of up to five members of the Partnership, the majority of whom should be members of the Steering Group.

2.2. The Media Sub Group will have authority to produce content for Withernsea Big Local media without reference to the Steering Group or Partnership provided that such content is posted within the principles, policy and guidance contained within this document.

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<sup>1</sup> The term “Social media” is intended to encompass any means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Examples include Facebook, Twitter, MySpace, LinkedIn, YouTube, Flickr etc.

2.3. In all matters of interpretation of this document, the decision of the Steering Group will be final.

2.4. The Chair of the Steering Group and two delegated members of the Media Sub Group will hold passwords for access to electronic media. Passwords will not be changed without the agreement of the Steering Group Chair.

### **3. Standards and Values**

3.1. The following will not be included in any form of Withernsea Big Local media content:

3.2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, colour, ethnicity or nationality; religion; age; gender; sexual orientation; physical or mental disability; employment status or marital status.

3.3. Sexual content or links to sexual content.

3.4. Profane language.

3.5. Conduct or encouragement of illegal activity.

3.6. Information that may tend to compromise the safety or security of the public or public systems.

3.7. Copyrighted material or content that violates a legal ownership interest of any other party.

3.8. Anything that could bring the Local Trust or Big Local programme into disrepute.

3.9. Known inaccuracies or false information.

### **4. Withernsea Big Local Media content**

4.1. Withernsea Big Local Media content should:

- a. Be based on verifiable facts and information.
- b. Be updated on a regular basis with all time-limited information being regularly purged.
- c. Be accurate with spelling, punctuation and grammar with identified mistakes being corrected promptly.
- d. Use language appropriate for the intended audience and wherever possible avoiding the use of jargon or acronyms.

### **5. Replying to direct questions**

5.1. The steering group / Partnership openly accept comment and feedback from members of the public about its work.

5.2. The steering group strive to remain open, consistent and unbiased when responding to comments and posts on social media.

5.3. Where appropriate and inline with this policy, direct questions will be answered via social media.

5.4. There will be occasions when a direct question may need steering group approval or a more formal format such as email to respond. Where this is the case a request for the persons email will be sort and where appropriate brought to the steering group meeting.

5.5. Frequently asked questions will be added to the websites FAQ section.

## **6. Steering Group & Partnership Members Conduct**

6.1. Steering group and Partnership members can promote big local projects and events that are agreed to be “put in the public domain” by the Steering Group using their own social media outlets.

6.2. It is the expectation of the Steering Group and the Partnership that what is constitutionally agreed by the steering group/partnership is publicly promoted.

6.3. Personal views on Withernsea Big Local topics should not be voiced on social media outlets by steering group members.

## **7. Postings from Third Parties**

7.1. No third party should be able to post content directly on any Withernsea Big Local media (such as Twitter or Facebook) without first being approved by a moderator appointed from the Media Sub Group to act on behalf of the Media Sub Group in the implementation of this Policy.

7.2. The moderator will not normally block content unless it contravenes the Standards and Values criteria listed in this policy.

7.3. The moderator will block postings that make derogatory or personal remarks about individuals.

7.4. Posting by a third party critical of the Big Local programme should not in itself be a reason for blocking their content.

## **8. Political Impartiality**

8.1. As a general principle, Withernsea Big Local media will not:

8.2. Advocate support for any political party or cause;

8.3. Express views for or against any policy which is a matter of current party political debate;

8.4. Advocate any particular position on an issue of current public controversy or debate.

**9. Monitoring, audit and review**

9.1. The Steering Group shall receive an annual report and review from the Media Sub Group and should satisfy itself that the Policy is effective. The Media Sub Group shall report on progress at the monthly meetings.