

East Cambridgeshire District Council

Social Media Guidelines

1. Our social media channels

East Cambridgeshire District Council currently has active presences on Facebook, Twitter, LinkedIn and YouTube.

- Facebook: [Facebook.com/eastcambsgov](https://www.facebook.com/eastcambsgov)
- Twitter: twitter.com/EastCambs
- YouTube: [youtube.com/channel/UC0cFMP6_WYXa6OZ7_lq4ZSg](https://www.youtube.com/channel/UC0cFMP6_WYXa6OZ7_lq4ZSg)
- LinkedIn: [linkedin.com/company/enterpriseeastcambridgeshire](https://www.linkedin.com/company/enterpriseeastcambridgeshire)

2. Availability

Our social media accounts are managed by our Communications Team. We monitor and update our social media accounts during office hours 9am to 5pm Monday to Thursday and 9am to 4.30pm Friday (except bank holidays and public holidays).

We welcome feedback and ideas from our followers and we will always try to help with queries received via our social media channels, but we may not be able to formally act on or respond to all of them.

In these cases we will provide general information or signpost you to the appropriate online self-help service.

While we will always respond as soon as we are able to, unfortunately we cannot guarantee a response within a certain time frame.

If you require a response during a designated time frame or if you have questions relating to the services provided by East Cambridgeshire District Council the best way to contact us is through your online account ([LINK](#)) or via the usual ways of contacting us as detailed in the contact us ([LINK](#)) section of our website.

If you are a member of the media or a politician or Council member who wants to get in touch please use comms@eastcambs.gov.uk instead of contacting us on social media.

3. Our content

If you follow us, you can expect to receive information on the following:

- news releases
- alerts about new content on our website
- invitations to provide feedback on specific issues on which we are consulting
- information and campaigns, including those issued by the government or our stakeholders, which are relevant to residents, visitors, organisations and businesses
- customer service messages and updates to the services we provide
- coverage of events
- job advertisements and recruitment campaigns
- updates on our enforcement actions

- items of interest or importance to residents, visitors, business, organisations and our stakeholders
- notifications to assist with public safety
- images and videos and links we deem to be appropriate content

4. Your posts

Any information you give to us in comments or messages belongs to you. We do not own the data that you post. We will hide any posts in which you give personal information about yourself (including your address or customer reference number). This is so that we comply with the EU General Data Protection Regulations and Data Protection Act 2018.

We reserve the right to hide any posts that breach our Press and PR Protocol (LINK) or our moderation guidelines (LINK to point 7 below).

5. Twitter

If you follow us on Twitter, we will not automatically follow you back. This is so that we do not waste resources dealing with spam or tweets that are not relevant to East Cambridgeshire District Council. Being followed by East Cambridgeshire District Council does not imply endorsement of any kind. We cannot be held responsible for the opinions or tweets of those who follow us on Twitter.

We may be asked to re-tweet content from other Twitter users. We will consider such requests on a case-by-case basis but will generally honour those from other government departments or official agencies only.

6. Facebook

If you wish to be kept informed of any updates to our Facebook page, then click on the 'Like' link. When you click 'Like' on our page, you are making a connection to our page. The page will be displayed in your Facebook profile, and in turn, you will be displayed on our page as a person who likes that page. You will then be able to post a comment on our posts, or posts that we share.

7. Moderation

The purpose of the dialogue on our social media is to enable as many people as possible to be informed, rate and comment on our stories or discussions. We want to keep discussion as open as possible and will not attempt to exclude or edit critical opinions. However, to protect these services from abuse, ideas and comments must satisfy some basic conditions.

For this dialogue to comply with the law and with the Code of Recommended Practice on Local Authority Publicity 2011 (as amended) you must not include:

- party political material - these are local government social media pages, and we cannot publish party political content (this does not mean you cannot raise controversial issues)
- potentially libellous, false, or defamatory statements
- any commercial endorsement, promotion of any product, service, or publication
- language, which is offensive, extreme, or provocative - this not only includes obvious swear words and insults, but any language to which people reading it could reasonably take offence

Please also ensure that your ideas and comments:

- are respectful of others – comments should not be malicious or offensive in nature, and should not constitute a personal attack on a person’s character
- do not incite hatred on the basis of race, religion, gender, nationality or sexuality or other personal characteristics
- do not reveal personal details, such as private addresses, phone numbers, email addresses or other online contact details
- do not break the law – this includes libel, condoning illegal activity, and breaking copyright
- are reasonably concise, and do not constitute spamming of the site
- are in English – unfortunately, we do not currently have the resource to moderate comments in other languages
- are relevant – please do not post messages unrelated to this channel or the subject under discussion

In order to provide a safe and inviting place for other users to engage with our services we may mute or block users who continue to make comments that go against our guidelines.

Any comments that breach the rules of the social media platforms we use will be reported by us to the relevant organisation who may take action against the user.