# SDCC Communications: Social Media Guidelines (Draft)

Scope:

*These guidelines have been drawn up to help community councilors who are posting content to the SDCC Facebook. They could apply also to other forms of public communication including adding news items to the SDCC website.*

1. Posts to the SDCC Facebook page will be made solely on behalf of the Community Council and should never express personal opinions.
2. The Community Council acts in the interests of the Community Council as a whole and of all members of the communities served by it. Posts to Facebook must not be party-political or partisan in any way and should not discriminate against persons or groups on the grounds of race, gender, gender recognition, disability, age, sexual orientation, and religion or belief.
3. Posts should not be critical of any individual or organisation. The purpose of the SDCC Facebook page is to provide information to all members of the community in Stonehaven and District. Community councillors will not use the Facebook page to engage in debate with any individual or group.
4. Posts should not be made for commercial purposes such as to advertise products or services. Posts should not be made for the financial or other material benefit of community councillors or for their friends, families or associates.
5. Examples of posts which are considered relevant and appropriate are:
   * SDCC activities and projects
   * flood alerts and severe weather warnings
   * road closures and traffic restrictions
   * police alerts
   * local health announcements (such as vaccination programmes)
   * updates to Aberdeenshire Council services (such as recycling)
   * opportunities for business development and sources of funding available (such as highlights from Kincardineshire Development Partnership bulletin)
   * announcements from other local clubs and organisations about activities open to the whole community
6. Care must be taken not to identify or refer to any individuals or otherwise breach their confidentiality or the GDPR.
7. A formal moderation process will not be used. Community councillors will make their own judgments about what is relevant and appropriate taking these guidelines into account. However, if any community councillor questions whether any post is relevant or appropriate, that post will be removed until the question is resolved by the Communications Team.
8. The Communications Team will appoint three administrators. Other members of the team will be designated Editors with the rights to post to the SDCC page.
9. The Communications Team will report back to the full Community Council each month.
10. These guidelines will be reviewed continuously and revised as necessary.