Isle of Wight Council Social Media Guidelines

September 2020.

Our social media platforms feature a variety of information from our services and partners, keeping you informed and up to date with what is happening on the Island.

Our social media accounts are generally monitored Monday to Friday from 9 am to 5 pm.

We aim to respond to as many replies or comments as we can. This isn't always possible, and we won't always answer every comment or message, particularly when there is heavy social media traffic.

Social media is not the quickest way to get in touch with the council. If you want to find the answer to a question or tell us something, think about using our website to do it directly. If your issue needs an urgent response, we strongly advise that you do not rely on social media alone to pass on your message, as it may not be seen in time.

Reply and responding to posts and messages

We're here to help as best we can. We expect users to offer us the same level of courtesy that we offer them. We want our social media channels to be a place for healthy, open and insightful discussion, which is why we have some house rules:

- You should be civil, tasteful and relevant.
- You are responsible for any content you post including content that you choose to share.
- We may remove or hide messages and posts (where function allows) on our social media channels. This will happen when people (deliberately or unintentionally) post messages and comments which we believe are:
    - Abusive or obscene
    - Bullying or intimidating to an individual or organisation
    - Discriminatory against any individual or group
    - Deceptive or misleading
    - Defamatory
    - In violation of any intellectual property rights, including copyright
    - In violation of any law or regulation
    - Spam, memes and off-topic content
    - Persistent negative and/or abusive posts in which the aim is to provoke a response
    - Impersonating someone else or another organisation
    - Advertising products or services inappropriately
    - Making public your own, or anyone else's, personal information, such as contact details (doxing).
    - Representing a council service through a personal profile or through a social media page or account without permission from the Communications Team.

Anyone engaging with us using content or language which falls into the above categories may also be blocked and/or reported to the associated social media platform. We will not give notice before doing this. We will not tolerate or respond to abusive messages.

Politics

The council itself, as opposed to its political administration, must be politically neutral in its communications. Council officers are unable to reply to, endorse or engage with, any content that is of a party-political nature.
Please do not use any of our pages to promote party political messages or other political content. We may remove any comments that, in our view, may compromise our obligation to maintain political neutrality.
If you wish to discuss political issues, please [contact your local councillor](#).

Scope

These guidelines apply only to official social media accounts run by the Isle of Wight Council. They do not apply to personal accounts run by individual officers and members of the council; nor to accounts run by agencies or organisations that deliver services on behalf of the council.

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