

**Social Media Protocol**

This process outlined below arose because of a Facebook posting and various adverse reactions to it. There will be people who disagree with some of our postings that are published in good faith. There is a signing off procedure for any perceived problem posts but with such wide social media coverage one can't hope to cover everything.

The postings mentioned above were done on a Friday evening and after several negative comments and discussion into the late evening I decided to bring the post down. Julie actioned my decision.

To mitigate any future occurrences like this I suggest the following process- any BTC social media postings go out on weekday mornings. This will give us time to react if necessary to any adverse comments. We want to avoid the Friday night hot spots that can generate indiscriminate comment.

In addition, internally we have regular fortnightly meetings with Widescope to plan and review the website, social media, and any other related matters e.g. Newsletter. We are also using the website more to give a full explanation of any projects, events, or other notable issues. A link is planned to be put on social media so that any interested people on social media can click the link to take them to the web page. This link may we think prevent some people from posting because it involves a further click.

If necessary, I can be authorised to take down social media postings after discussion with the Mayor.

Joseph Hughes  
Town Clerk