

Social Media Policy Statement 2022-26

The following Social Media Policy statement defines how the Council will manage its social media presence and will be published on the Council website and a link to this page provided on all Council Social Media accounts.

1. Social Media Accounts

East Dunbartonshire Council manages the following social media accounts:

Twitter	@EDCouncil
Facebook	www.facebook.com/edunbartonshirecouncil
YouTube	www.youtube.com/user/EastDunCouncil
LinkedIn	https://www.linkedin.com/company/east-dunbartonshire-council/
Instagram	https://www.instagram.com/eastduncouncil/

The following accounts are supported by the Council on behalf of EDLC Trust:

Twitter	@EDLC_culture @EDLC_leisure
Facebook	www.facebook.com/EDLCCulture www.facebook.com/EDLCLeisure

The Council also manages an East Dunbartonshire Provost Facebook and Instagram account for the Civic Office:

Instagram	https://www.instagram.com/eastdunprovost/
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2. Content

The Council will issue written messages through Twitter and Facebook, instantly during the working day and also by scheduling messages through social media management software out-with these times. Emergency information will be issued 24/7 as required.

Those who follow the Council's Twitter and Facebook accounts can expect the following:

Issuing information

- Direct and scheduled messages on key issues and campaigns
- Information on Council activities and events
- Information on road closures and traffic disruptions
- Emergency information (eg service disruptions, school closures, adverse weather)
- Shared relevant information from other organisations

Engaging with Customers

- Invitations to provide feedback on specific issues on which we are consulting
- Live coverage of events (e.g. election counts)
- Responses to enquiries or acknowledgement or comments in relation to Council services

Video

Video content will be produced to promote key issues and support key Council campaigns and policies through the YouTube account. Visualisation of messages through video can increase customer understanding and enhances messages issued through other communications channels. Video content can also be posted on the television monitors in Council reception areas and in the Community Hubs.

Photo

Photos used on the Council's social media pages will have the relevant permissions for use in place in line with all publications.

Graphics and Infographics

Graphics will be developed with images, information and data as required to best illustrate key messages and information for social media messaging. Accessibility will be considered for the use of graphics with current guidance followed.

3. Engagement with other organisations through social media

The Council follows or likes the social media accounts of other relevant organisations, including but not exclusive to:

- Scottish Government
- Government agencies and public bodies
- COSLA
- Community Planning partners,
- Other councils
- Partner organisation
- Media organisations
- Organisations relevant to key initiatives and campaigns

Organisations or individuals who follow us through our social media channels, will not automatically be followed or liked back.

Being followed or liked by the Council does not imply endorsement of any kind.

4. Administration and Availability

The Council's Social Media accounts are managed by the Communications & Engagement Service and are available to customers 24 hours a day.

Communications and Engagement have access to the administration of the accounts. Access to these accounts for Council employees is managed through hosted social

media management software.

Information is issued through the social media accounts directly during office hours and 24/7 using message schedule tools. Emergency information is also issued live 24/7 as required by the duty Communications Officer.

Customer Services monitor customer comments and feedback and respond accordingly during customer services operating hours, Monday to Friday 9am to 5pm.

5. Feedback, Reporting, Complaints and Comments

In line with the Council's priority to promote the click, call, come in approach to customer services, social media channels provide an additional communication channel for customers to engage with the Council.

Customer Services will monitor the social media accounts for reports, comments and complaints and deal with these in line with existing customer service standards. Replies to customers will be provided in line with approved guidelines, detailed in the relevant section of this policy.

6. Replies to Customers

The Council's social media strategy outlines guidance in relation to responding to social media messages to the Council.

In addition, the Social Media Guide for Employees should be followed by anyone responding to customer social media message, and customers will be advised, where appropriate, that further engagement will continue through private messaging or other communications channels such as email and telephone to ensure the protection of personal information and details.

7. Access to Social Media by Council Employees

In line with the Council's ICT Strategy, all Council employees with access to the Council's ICT systems are able to access social media.

Employees involved in the administration and management of the Council's social media accounts must also follow the relevant ICT and information security policies.

All employees should follow the guidance provided in the Employee Guide to Social Media.

Any breaches of the social media guidance for employees will be dealt with through the Council's usual Discipline at Work Policy and Procedures and Grievance Policy and Procedures (as detailed in the Personal Use Guidelines).