



Saltash Town Council
KONSEL AN DRE ESSA

Brand Guidelines





Saltash Town Council

**Working for the
people of Saltash**

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Town Seals & Modern Logo Permissions

All applications to use the Town Seals or Modern Logo should be submitted in writing to the The Town Clerk, or in their absence the Office Manager / Assistant to the Town Clerk.

This policy provides guidance on when permission will or will not be given for use of the Town Seals or Modern Logo by external organisations.

Background

The need to protect the integrity of the Town Seals requires any organisation wishing to use the seals or Modern Logo to seek permission before using them. The copyright remains with the Town Council at all times.

Permission to use the Town Seals or Modern Logo

The Town Clerk, or in their absence the Office Manager / Assistant to the Town Clerk, has

delegated authority to make decisions on requests to use the Town Seals or Modern Logo. Requests to be added to an internal register to be reported at the end of each Policy and Finance Committee year.

Protocol

1. Except in exceptional circumstances, permission to use either the Town Seals or Modern Logo will not be granted where use is not in line with the purposes, policies and values of Saltash Town Council.

2. Approval to use the Town Seals will normally only be granted:

2.1. For use within Saltash;

2.2. For Town Council projects or requests that have a strong direct link to the Town Council – i.e. through funding or ongoing association;

2.3. Are in a permanent stationary place (e.g. not on vehicles (STC exempt), memorabilia, flyers etc.) or, on official Town Council publications;

2.4. Are of a suitably dignified nature;

2.5. Not unacceptable under point 1 above.

2.6. The Town Seals are a pair and must be displayed as so.

3. The use of the Modern Logo should be approved only for instances that:

3.1. Are for Town Council projects or have a direct relevant link to the Town Council – i.e. through funding or ongoing association;

3.2. Will not bring the Town or Town Council into disrepute;

3.3. Not unacceptable under point 1 above.

Town Seals



Town Seal 1



Town Seal 2

The Town Seals represent the history and dignity of the town and need to be preserved and respected as such, with their use limited to situations that will not devalue them.

IMPORTANT: The Town Seals & Modern Logo must not appear together

See page 6 for more details

Town Seals Usage



Town Seal 1



Town Seal 2

Town seals have historical significance and are deeply rooted in tradition. The seals feature symbols and imagery that represent the town's heritage, values and notable landmarks.

TO BE USED ON:

Official documents, such as legal papers, **proclamations**, **certificates** and **Town Council vehicles** only.

The seals symbolise continuity and provide a tangible link to the town's past.

IMPORTANT: The Town Seals & Modern Logo must not appear together. It is either the Modern Logo or the Town Seals, but as stated the Town Seals are of historic value and are only to be used when it is deemed appropriate, and approved, by the Town Clerk.

Town Seals Usage



Do not distort the Seals by compressing or condensing it.

The Seals should never be rotated or skewed.

The colours within the Seals should never be altered..

The fonts within the Seals should never be changed.

The Seals should never be faded or diluted in colour or appearance.

Town Seals Usage

The Seals should always be positioned with the light blue on the left and dark blue on the right, if used on top of each other light blue on top and dark blue on bottom.

Always keep a minimum amount of space around the Seals as indicated by the X symbol (which is approximately a 1/4 width of the Seals) this will allow the Seal to breathe.

Avoid any inflections with surrounding imagery, other logos or text that may lessen the impact of the Seals.

The Seals must always be scaled to a size where it is legible and clearly distinguishable.

When overlaid on photographic imagery or colour backgrounds/textures or patterns ensure the Seals are clearly distinguishable.



Modern Logo



Modern Logo

The Modern Logo represents the modern face and image of Saltash: it can be used more widely, but must still only be used in situations that could not bring the town or Town Council into disrepute or associate it with inappropriate commercial ventures .

IMPORTANT: The Town Seals & Modern Logo must not appear together

See page 6 for more details

Modern Logo Usage



Modern Logo

The Modern Logo has been designed in recent years with contemporary branding principles in mind. It aims to create a recognisable visual identity for the Town Council, incorporating elements that convey the town's character, aspirations, and unique selling points.

TO BE USED ON:

Typically for **promotional materials, signage,** and **digital platforms** to enhance visibility and community engagement. It represents the Town Council's efforts to connect with residents and key stakeholders in a dynamic, modern way.

IMPORTANT: The Town Seals & Modern Logo must not appear together

See page 6 for more details

Modern Logo Usage



Do not distort the logo by compressing or condensing it.

The logo should never be rotated or skewed.

The colours within the logos should never be altered..

The fonts within the logo should never be changed.

The logo should never be faded or diluted in colour or appearance.

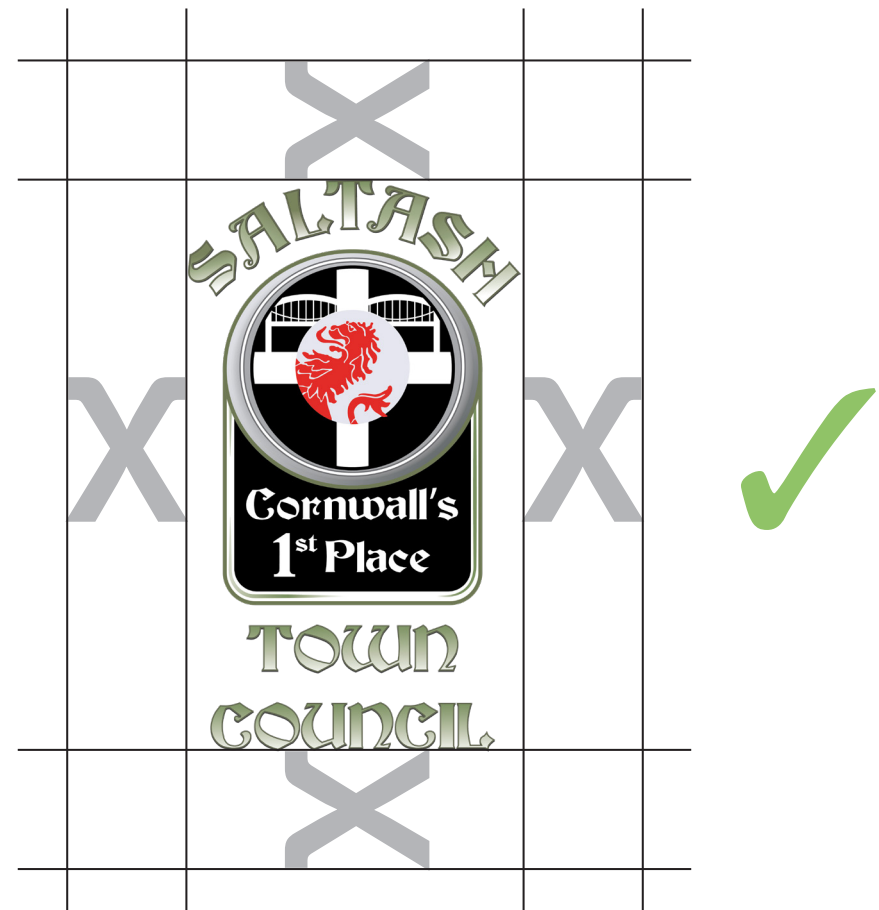
Modern Logo Usage

Always keep a minimum amount of space around the logos as indicated by the X symbol (which is approximately half the width of the Modern Logo) this will allow the logo to breathe.

Avoid any inflections with surrounding imagery, other logos or text that may lessen the impact of the logo.

The logo must always be scaled to a size where it is legible and clearly distinguishable.

When overlaid on photographic imagery or colour backgrounds/textures or patterns ensure the logo is clearly distinguishable.



Fonts

Museo been chosen as the font for the Saltash Town Council brand identity. This contemporary typeface offers legibility and clarity of messaging.

Museo 300 should be used for the body font, where legibility can not be guaranteed **Museo 500** should be used.

Museo 700 should be used for titles, sub titles, statements or any text where messaging needs to be highlighted or have dominance.

MUSEO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Museo 300

Museo 500

Museo 700

Colour palette

Primary



Ocean

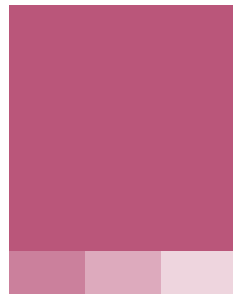
C69 M16 Y22 K0
R72 G167 B191
#47a6bf

Secondary Colours



Pistachio

C51 M0 Y73 K0
R144 G195 B103
#8fc367



Grape

C30 M77 Y32 K0
R186 G86 B122
#ba557a



Royal

C100 M50 Y0 K8
R0 G21 B42
#00356b

These four colours are the foundation of this brand identity. They should be utilised where and when they can to compliment and strengthen the brand further.

Ocean blue is the primary colour and should always be considered as the lead.

Lighter tones of the palettes colours can be used where they can further enhance and improve the design or messaging.

Visual aids

The Linear Band

The Linear Band has been devised as an integral part of the Saltash Town Council brand identity.

The next few pages give guidance of how the Linear Band should be applied to any medium (digital or print), ensuring visual continuity and the creation of a brand identity that can be easily identified and associated with Saltash Town Council.



Visual aids

The Linear Band can appear on any angle from 0 degrees to 180 degrees. Preferably on increments of 5 degrees.

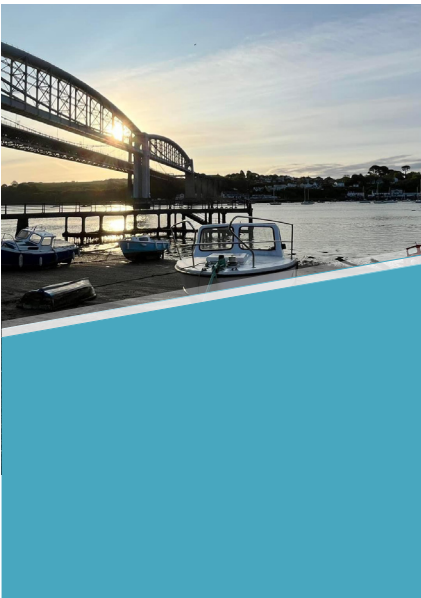
The selected angle of degree should be the one that most fits and compliments the layout of the design.



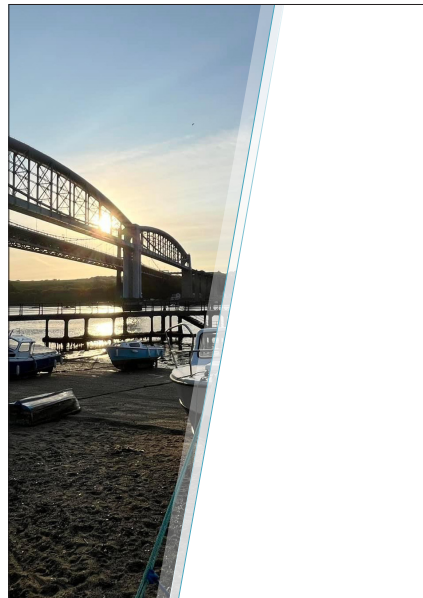
Visual aids

Portrait format

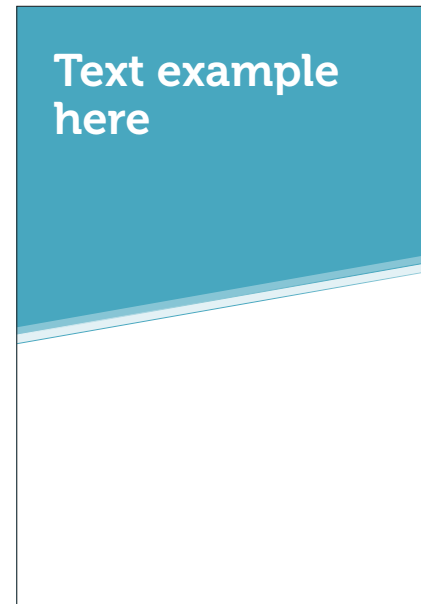
Below are some examples of how the Linear Band can be applied in portrait format for any medium. It can work horizontally (A) or vertically (B), there are no restrictions to the positioning of the band. It can extend to display a colour fill (A) or work independently with no colour fill (B). It can overlay and house images (A&B) or blocks of colour and space where text/typography can be positioned (C&D).



A



B



C



D

Visual aids

Square format

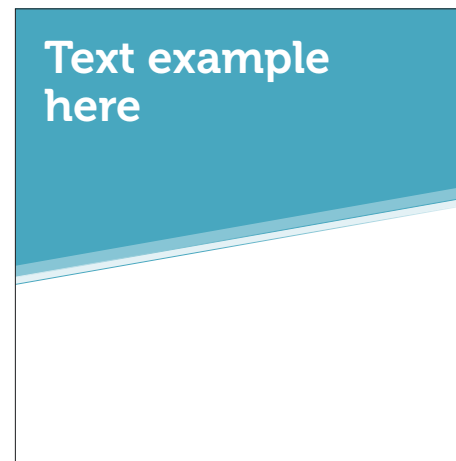
To the right are some examples of how the Linear Band can be applied in square format for any medium. It can work horizontally (A) or vertically (B), there are no restrictions to the positioning of the band. It can extend to display a colour fill (A) or work independently with no colour fill (B). It can overlay and house images (A&B) or blocks of colour and space where text/typography can be positioned (C&D).



A



B



C



D

Visual aids

Landscape format

To the right are some examples of how the Linear Band can be applied in landscape format for any medium. It can work horizontally (A) or vertically (B), there are no restrictions to the positioning of the band. It can extend to display a colour fill (A) or work independently with no colour fill (B). It can overlay and house images (A&B) or blocks of colour and space where text/typography can be positioned (C&D).



A



B



C



D

Iconography

Illustrated below are 6 graphic icons that represent the 6 associated topics.

These can be utilised in collaboration with any written content relative to their associated topics.



**Boosting Jobs and
Economic Prosperity**



Travel and Transport



Health and Wellbeing



Climate Emergency



Housing



Recreation and Leisure

For any further assistance or guidance with regard to the brand guidelines.
Please contact Saltash Town Council via email at enquiries@saltash.gov.uk



Saltash Town Council

Working for the people of Saltash

Communications Policy & Strategy

RESPONSIBLE COMMITTEE: P&F

This is a policy/procedure document of Saltash
Town Council to be followed by both
Councillors and Employees.

Current Document Status			
Version	2024/25	Approved by	ATM
Date	02.05.2024	Responsible Officer	AJT
Minute no.	64/24/25c(4)	Next review date	Annual or as required

Version History					
Date	Version	Author/ editor	Committee/ date	Minute no.	Notes
01.2021	1 DRAFT	AJT			New policy.
03.2021	1.1	AJT	P&F 09.03.2021	173/20/21c	New policy – deferred to next FTC.
05.2021	1.1	AJT	ATM 20.05.2021	46/21/22c(iii)	Adopted
05.2022	2022	AJT	ATM 05.05.2022	54/22/23b(iii)	Readopted.
05.2023	2023	AJT	ATM 04.05.2023	65/23/24c(iii)	Readopted.
08.2023	2023 v2	AJT	P&F 12.09.2023	73/23/24a	Updated section E1. Rec. to FTC
08.2023	2023 v2	AJT	FTC 05.10.2023	195/23/24a	Approved.
02.2024	2024 DRAFT	AJT	P&F 27.02.2024	156/23/24c(4)	Combined policy document. For recommendation to FTC 03.2024

03.2024	2024	AJT	FTC 07.03.2024	367/23/24c	Recommendation from P&F. Approved
05.2024	2024	AJT	ATM 02.05.2024	64/24/25c(4)	Readopted

Document Retention Period

Until superseded

Communications Policy

Aims

- To set out how we will communicate with staff, Members, partners, local residents and the media.
- To ensure all communications are consistent and co-ordinated across all channels.
- To develop excellent, innovative and cost-effective communications to increase awareness of the Town Council's services and achievements and improve the reputation of the Town Council.
- To promote high quality customer service and ensure that everyone in the Town Council understands their role in delivering this.

Outcomes

All communications issued by the Saltash Town Council will be:

- **Open and honest** – direct, truthful and factual.
- **Timely** – up to date information communicated regularly, consistently and quickly.
- **Clear and concise** – Plain English and jargon free – easily understood by all sectors of the community.
- **Accessible** – easy to access through appropriate media / channels and in mixed format.
- **Relevant** – targeted at the needs of the intended audience, appropriate information, informative and useful.
- **Inclusive** – face to face communications wherever possible, designed to encourage and value discussion and feedback. Information available in suitable formats.

Scope

This policy covers all types of communications received by and issued by the Town Council, its Officers and elected Members and includes:

- Verbal
- Written
- Email
- Social media
- All correspondence issued by Town Council Officers and staff

- All correspondence issued by Town Councillors

The Town Council will not consider any anonymous correspondence where the author cannot be identified or abusive or aggressive communications¹.

Data Protection and Freedom of Information

Saltash Town Council is registered with the Information Commissioner's Office (ICO) as a Data Controller. Town Council Officers, staff and Town Councillors are Data Processors and have a responsibility to maintain records and process data in accordance with the current General Data Protection Regulations. Breaches of the regulations may lead to the Town Council being subject to investigation by the ICO, a potential fine and loss of reputation. Anyone – Town Council Officers, staff and Town Councillors – should also remember that correspondence issued may be subject to release under a Freedom of Information request.

Councillors :

Councillors are reminded that the Code of Conduct applies to all forms of communications – verbal, written (including social media) and should be adhered to at all times.

1. Town Council Correspondence

- 1.1. The point of contact for the Town Council is the Town Clerk or the Officer delegated to the relevant role or task.
- 1.2. No individual Town Councillor or Officer should be the sole custodian of any correspondence or information in the name of the Town Council, a committee, sub-committee or working party. Town Councillors and Officers do not have a right to obtain confidential information/documentation unless they can demonstrate a 'need to know' in order to carry out their role on behalf of the Town Council.
- 1.3. All official communications should be sent in the name of the Town Council using Town Council letter headed paper and signed by the Town Clerk or, where another Town Council officer is signing, with the approval of a Line Manager or from an approved Town Council email address.
- 1.4. All official communications issued by the office of the Mayor or other nominated member must be authorised by Town Council or relevant committee in advance. The

¹ Zero Tolerance Policy; Unreasonable Persistent Complaints Policy

Town Clerk or Assistant Town Clerk will be responsible for authorising all official communications prior to release.

- 1.5. All correspondence issued by Town Councillors where tasks are delegated by the Town Council must be copied to the Town Clerk or Officer delegated to the relevant role or task.
- 1.6. Where correspondence is copied to persons other than the addressee, the addressee should be made aware that a copy is being forwarded to that other person (e.g. copy to XX) but data protection rules should be observed.
- 1.7. All communications should be compliant with the relevant data protection legislation, the Town Council's code of conduct, respect confidentiality and any other relevant Town Council policies in place at the time.
- 1.8. A copy of correspondence with Unitary Authority Town Councillors will be sent to Ward Town Councillors.

2. Agenda Items for Town Council, Committees, Sub-Committees and Working Parties

- 2.1. The agenda should be clear and concise. It should contain sufficient information to enable Town Councillors to make an informed decision, and for the public to understand what matters are being considered and what decisions are to be taken at a meeting.
- 2.2. Items for information will be circulated with the agenda and papers for the meeting and will be kept to a minimum.
- 2.3. Where a Town Councillor wishes to circulate matters for "information only", this information will be circulated via the Town Clerk's office, and circulated to all Town Councillors.
- 2.4. Motions for an agenda will be submitted to the Proper Officer in writing following the procedure laid out in Standing Orders.
- 2.5. The Policy for Receiving Public Questions, Representations and Evidence at Meetings will be followed where these are received.
- 2.6. Discussion and decision making should only take place by email or Survey Poll where it is used in exceptional circumstances under a scheme of delegation and in accordance with standing orders.

3. Communications with the Press and Public

- 3.1. The Town Clerk, or Assistant Town Clerk will clear all press releases, or comments to the media, with the Chairman of the Town Council² or the Chair of the relevant committee as appropriate.
- 3.2. Press releases from the Town Council, its committees or working parties should be from the Town Clerk or an officer delegated to the task or via the reporter's own attendance at a meeting.
- 3.3. All articles for the Town Messenger will be checked and approved by the Assistant Town Clerk or delegated Officer prior to publication.
- 3.4. Requests from the press/media for comments or statements should be sent to the Town Clerk's office.
- 3.5. Unless a Town Councillor has been authorised by the Town Council to speak to the media on an issue, Town Councillors who are asked for comment by the press should make it clear that it is a personal view and ask that it be clearly reported as their personal view. The Chairman of the Town Council is the normal authorised spokesperson for the Town Council³.
- 3.6. When representing the Town Council at a "Meet your Town Councillors" event Town Councillors should follow GDPR and data protection guidance, the Code of Conduct and relevant sections of this policy.
- 3.7. Unless a Town Councillor is certain that they are reporting the view of the Town Council, they must make it clear to members of the public that they are expressing a personal view.
- 3.8. If Town Councillors receive a complaint from a member of the public, this should be passed immediately to the Town Clerk who will process it under the Customer Feedback Policy⁴.
- 3.9. Designated staff are authorised to promote the work of the Town Council on social media platforms, the website and noticeboards but operate strictly in accordance with the approved Social Media policy⁵ of the Town Council.
- 3.10. In making public comments, Town Councillors must respect decisions made by a majority vote and abide at all times to the Code of Conduct⁶.

² Mayor's Protocol Guide p9

³ Mayor's Protocol Guide p9

⁴ Customer Feedback Policy p3

⁵ Social Media Policy

⁶ Code of Conduct Part 2, General Obligations

3.11. The Town Council may undertake consultations with residents from time to time. Where possible and practicable there will be multiple means of participation to ensure all consultees are contacted and able to respond, particularly taking account of difficult to reach groups.

4. Town Councillor Correspondence to external parties

- 4.1. Individual Town Councillors are responsible for their own ward member correspondence. The Town Council does not provide administrative support for such purpose. Town Councillors must ensure they make clear where they are informing on official policy and where they are stating their personal views.
- 4.2. When using a Town Council email account, Town Councillors must always reflect the view of the Town Council.
- 4.3. Correspondence (including emails) sent in relation to Town Council business where a Town Councillor has been delegated to a task, should be openly copied to the Town Clerk or officer responsible for the task.
- 4.4. Town Councillors should be aware that all emails sent and received from their STC email account may be subject to release under FOI legislation.

5. Communications with Town Council Staff⁷

- 5.1. It is unlawful for Members to instruct members of staff. Town Councillors must not give instructions to any member of staff⁸, unless authorised to do so through the Town Council's decision-making process and with their line manager's agreement.
- 5.2. No individual Town Councillor, regardless of whether or not they are the Chairman of the Town Council or the Chair of a committee or other meeting, may give instructions to the Town Clerk or to another employee which are inconsistent or conflict with Town Council decisions or arrangements for delegated power.
- 5.3. Telephone calls should be appropriate to the work of the Town Council.

⁷ Protocol for Officer Member Relations ; Standing Orders

⁸ Standing Orders

- 5.4. Instant replies should not be expected to e-mails to the Town Clerk or other members of staff; reasons for urgency should be clearly stated.
- 5.5. Town Councillors should acknowledge their e-mails when requested to do so.
- 5.6. For meetings with the Town Clerk or other Officers an appointment should be made wherever possible, meetings should be relevant to the work of that Officer and Town Councillors should be clear that the matter is legitimate Town Council business and not matters driven by personal or political agendas.

Summary

Saltash Town Council is committed to effective communications to ensure the Town Council's operations, priorities, objectives, values, ambitions and challenges are better understood by all our audiences - both internal and external.

Communications Strategy

Vision Statement

Saltash Town Council is committed to effective communications to ensure the Town Council's operations, priorities, objectives, values, ambitions and challenges are better understood by all our audiences - both internal and external – including our statutory obligations as a council.

Who do we want to reach?

Our Audience and stakeholders:

Key stakeholders include residents, local businesses, and community organisations, local government organisations and Cornwall Councillors, local media and Politicians.

What do we want to achieve?

Updates to the community:

Provide regular updates on council activities, decisions, and upcoming events to keep the community informed.

Community engagement:

Actively engage with the community through public forums, surveys and consultations, and feedback mechanisms to understand concerns and gather input. Ensure the channels of communicating these elements cover electronic and paper versions.

Transparency:

Emphasise transparency by sharing meeting minutes, financial reports, and important documents to build trust and enable scrutiny of council functions and business.

Responsive platforms:

Monitor and respond promptly to inquiries and concerns raised by residents on various communication platforms.

Feedback mechanism:

Promote the methods for residents to provide feedback on services and decision making.

How will we communicate?

Consistent Branding:

Maintain a consistent visual identity and tone of voice across all messaging on all communication channels, and assets for recognition and clarity⁹.

Channels of Communication:

Identify a mix of channels such as official websites, social media, newsletters, and community meetings to disseminate information. Social media platforms such as Facebook and Instagram will provide a fundamental and cost-effective home for Saltash Town Council communications.

- Town Council website
- Social media strategy to encompass various platforms utilising them to their full potential.
- Print media including local news outlets
- Broadcast TV and Radio channels
- Mailouts and leaflet drops
- Posters and banners
- Noticeboards
- In Person – Meet your Councillor sessions

Proactive PR:

Continue to positively promote the work that Saltash Town Council undertakes to the local media utilising all opportunities to enhance the role of the council in the town.

Statements to the Media:

Provide a mechanism to respond to any media enquiries in a timely manner as to safeguard the image of the town council and its members.

What will we communicate?

Regular Updates:

Establish a clear plan for communicating during urgent situations, ensuring residents receive timely and accurate information.

Education Campaigns:

⁹ Appendix 1

Implement educational campaigns to inform residents about local policies, initiatives, and the decision-making process – dog poo campaign, green initiatives, speeding awareness etc. including circulating Cornwall Council education awareness.

Multilingual and Accessible Communication:

Incorporate Cornish language elements to communications out to community – including email signatures. Celebrate our Cornish heritage by using Cornish and English for communications and greetings in all genres – written, video and all graphics. We will endeavour to make all our communications as accessible as possible in accordance with the Equality Act 2010, and the Public Sector Bodies Accessibility Regulations 2018.

Building good partnerships

Collaboration with Local Media:

Foster relationships with local media outlets to enhance coverage of council activities and community news through a positive working relationship.

Collaboration with Local Government:

Use our communications platforms to promote the division of responsibilities between Saltash Town Council and Cornwall Council and provide clarity regarding reporting issues to both councils.

How will this be led?

In 2024-25 we will; be recruiting new roles of Development Manager and Communications and Engagement Officer. A part of their roles will be the implementation of this strategy.

Appendix 1 – Branding and House Style

Saltash Town Council Style Guide:

Using a corporate style ensures consistency and accessibility across written communications.

Typography	
Abbreviations	<p>The full word or phrase to be used the for the first use, followed by the abbreviation in brackets. Full stops not to be used abbreviations. In general, shortened versions of words (such as ‘approx’ for approximately or ‘Jan’ for January) should not be used. The exceptions are:</p> <ul style="list-style-type: none">• ‘cllr’ for councillor, which can be used in certain circumstances, When referring to a specific councillor, use ‘Councillor’ and their full name at first mention, and ‘Cllr’ and their surname subsequently• When writing for social media.
Branding	<p>Town Seals and Modern Logo: refer to the Town Seals and Modern Logo Policy for guidance. When the Town Council is referred to in a publication it will be referred to as the Town Council not we.</p>
Colour	<p>The colour palette selected should be consistent with the type of publication and across the document. Avoid using colour alone to convey meaning in charts or graphs.</p>
Date and Time	<p>Write dates in full using the ‘dd month yyyy’ format. Do not name days unless it is absolutely necessary. For example:</p> <ul style="list-style-type: none">• 14 September 2020 (not 14th September 2020). <p>For financial years and academic years write 2020/21 – not 2020-21, 2020-1, 2020/1 or 2020-2021.</p> <p>To refer to an expanse of time, use, for example, 2020 to 2025.</p>

	Write the time using numbers, with a full stop (rather than a colon) to separate hours and minutes. Always use a 12-hour clock, for example 10.30am till 5.15pm.
Headings and titles:	Arial size 14, bold and placed. These should be in sentence case, with a capital letter used for only the first word of the heading.
Hyperlinks	When creating a hyperlink, use meaningful text as links. This makes content accessible to people using screen readers: Avoid uninformative link phrases such as 'click here' or 'read more'.
Imagery	'Alt text' (alternative text) should be provided for all images to ensure accessibility. Following guidance for appropriate content in data protection documents.
Italics	Italics make text more difficult to read. Use single quotation marks to emphasise a word.
Main body text:	Corporate typeface is Arial size 12 black (do not use italic or underlined text).
Numbers	Use figures for numbers 10 and above. Write out numbers one to nine in letters.
Percentages	Use 'per cent', not percent or %. Only use the symbol in tables, graphs and images, or if a document uses the term so much that you could significantly reduce the word count by doing so. When not quoting a figure, use the word 'percentage'
Style	Be consistent with use of layout in keeping with the type of publication being produced.
Spacing	Use at least 1.5 line spacing (the minimum requirement for accessibility). Use a single space after full stops.

Please refer to the Local Government Association writing style guide for full guidance on creating written content for webpages, printed publications or social media platforms. Found on the following <https://www.local.gov.uk/about/creating-content-lga/local-government-association-lga-writing-style-guide>

Social Media Policy

RESPONSIBLE COMMITTEE: P&F

This is a policy/procedure document of Saltash Town Council to be followed by both Town Council Members and Employees.

Current Document Status			
Version	2024/25	Approved by	ATM
Date	02.05.2024	Responsible Officer	AJT
Minute no.	64/24/25c(14)	Next review date	Annual or as required

Version History					
Date	Version	Author/ editor	Committee/ date	Minute no.	Notes
05.2014	1	AK	FTC 01.05.2014	52/14/15	New
05.2021	1/2021	AJT	ATM 20.05.2021	46/21/22c(xii)	Reviewed for reapproval – new Town Council
05.2022	1/2022	AJT	ATM 05.05.2023	54/22/23b(xx)	Reapproved
05.2023	2023	AJT	ATM 04.05.2023	65/23/24c(xv)	Readopted
02.2024	2024 DRAFT	AJT	P&F 27.02.2024	156/23/24c(16)	Reviewed for recommendation to FTC 03.2024. Referred to Communications WG for further review.
03.2024	2024	SB	FTC 07.03.2024	367/23/24c	Recommendation from P&F. Approved.
05.2024	2024	SB	ATM 02.05.2024	64/24/25c(14)	Readopted

Document Retention Period

Until superseded

Social Media Policy

“If your Town Council isn't using Facebook, test the water. It's a great way of getting information out to people. Used well, it can cut calls to your contact centre. But it isn't just about marketing. It's not simply for customer service and it's not solely about engagement either. It's all of those things. It's about bringing Town Councils closer to the communities we serve” - Sandwell Town Council's press officer.

Section A: Operation of policy

1. This policy will be reviewed every 6 months by the Working Group who will recommend any changes to Town Council.
2. Minor changes can be implemented by agreement of Town Clerk / Working Group Chairman – for example minor additions to content, modifications to style, experimenting with different media etc.

Section B: Aims of use of social media

The aims of the Town Council's expansion into social media include:

- To meet the requirement for communication as part of Quality Town Council Status.
- To communicate with more people, including younger people.
- To provide information for people who can't get to the Guildhall.
- To provide an alternative way for residents to communicate views, issues and question, bearing in mind that some are more comfortable communicating online.
- To promote tourism.
- To provide positive publicity for the town, town centre, town organisations, town events and Town Council.
- Town centre promotion.
- To receive residents views and issues.
- To promote two-way communication and consultation.
- Potentially in future to broadcast (podcast) Town Council meetings, increasing 'attendance' and awareness.

Section C: Types of Social Media

1. STC will initially use a Facebook page (a 'like' page, as opposed to a personal account with 'friends') and a Twitter account.
2. STC will potentially expand into use of a blog (allowing Town Councillors to post personal projects and views) and Googleplus.
3. In the medium term STC will consider the use of podcasting and a YouTube Channel.

Section D: Responsibilities & appropriate use

1. Both the Facebook page and the Twitter account will be the responsibility of the Administration Officer assisted by those other staff members who have been trained. They will be registered 'administrators' for the Facebook page and will have the username and password for the Twitter Account, and will assist in promoting the pages (see Section H).
2. This is not expected to be an onerous task for any of the staff involved – it is anticipated that the staff operating the accounts will spend around 15 minutes a day on average on these tasks (where possible spread throughout the day to not 'cluster' posts).
3. The Town Clerk will monitor and offer guidance as required.
4. The Chairman of the Working Group will also monitor, will give feedback to the Town Clerk and staff, and may be consulted for guidance if required. They will be an administrator for the Facebook page and will have the username and password for the Twitter Account: this is solely to provide continuity of access if staff are on leave/ill/leave etc.
5. Town Councillors will not be involved in 'official posting' but are encouraged to promote the pages (see Section H).
6. Official posts must conform to the content and style guidelines below.
7. All staff must not post in their personal capacity during office hours.
8. Town Councillor posts, or staff posts in their own time, must make clear whether any opinions posted are either official STC policy or their own personal view.

Section F: Administration guidelines

1. In general, STC will only 'like' or follow organisations who provide information related to public services or public transport that is likely to be of interest to residents of Saltash, and will otherwise not 'like' or 'follow' other pages and users of Twitter.
2. Further to F1, The Town Clerk or Chairman of the Working Group can approve additional pages to be liked or followed.
3. STC will reply as appropriate where posts are not abusive/using inappropriate language.
4. Users who do post abusively or using inappropriate language will be warned once and then blocked or banned.
5. These guidelines will be posted on the Facebook page and Twitter account where possible.

Section G: Content & style guidelines

1. If unsure on any point of content or style consult the Administration Officer in the first instance and then the Town Clerk or the Chairman of the Working Group.
2. Official posts must express no personal opinions: only factual information or Town Council policy.
3. In general, anything that would be allowed on the STC noticeboards will be allowed on the Facebook page and will be re-tweeted.
 - 3.1. General content should include:
 - 3.1.1. Regular items
 - 3.1.2. Next meeting: main topics.
 - 3.1.3. Major town events.
 - 3.1.4. Photos from events/engagement if available.
 - 3.2. As and when items
 - 3.2.1. Consultations.
 - 3.2.2. Elections – reminder when and where to vote.
 - 3.2.3. Important public information (school closures, road closures etc.).
 - 3.3. Periodic reminders
 - 3.3.1. Allotments.

- 3.3.2. Guildhall hire.
 - 3.3.3. Festival fund.
 - 3.3.4. Community chest.
 - 3.3.5. Notice-boards.
4. Post using 'we' rather than 'I'.
 5. Try to spread posts – too close together and it may bore people, or they won't see everything you share. Over-posting can put people off, especially on Facebook.
 6. Postings should be in plain everyday English not 'Town Council speak' – for example 'snow' not 'inclement weather' and 'budget setting' rather than 'precepting'.
 7. Add photographs where possible. Avoid using photographs that clearly identify under-18s unless they are supplied by organisations with clear child protection procedures (such as schools or sports clubs).
 8. On Twitter use hashtags (#) and at signs (@) as appropriate. '#' flags up a post as being about a particular topic so people can easily find it so #severeweathersaltash please ring Saltash TC on 844846 if a grit bin near you in Saltash needs refilling'. '@' identifies a particular twitter user so '@sheryllmurray attending Town Council this evening: come along to give her your view on transport issues in Saltash' etc.
 9. If a post requires a response of general interest (e.g. about a road closure) post or tweet to everyone. If it requires an individual response (e.g. about a casework issue) message them on Facebook, or tweet contact details (as replying individually requires 'following').
 10. When replying to queries or comments speak as you would to a customer in person or on the phone.
 11. If a query relates to something that STC doesn't deal with try to give as much information as possible about who to contact (e.g. officer name if possible). Remember that as they are already online a link to a web page or email address may be better than a phone number.

Section H Promotion

STC staff and members will aim to promote the Facebook account (to get 'likes') and the Twitter account (to get 'followers') via

1. Town Messenger.
2. STC Website.
3. STC Noticeboards.
4. Suggestions on Facebook.
5. Word of mouth.
6. Other appropriate ways as agreed.