

Date: 15 July 2013
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Our Reference: DV



To: [All elected Members of the Council](#)
Honorary Aldermen
Chief Executive
Deputy Chief Executives

East Devon District Council
Knowle
Sidmouth
Devon
EX10 8HL

Dear Sir/Madam

DX 48705 Sidmouth

**Meeting of the Council of the District of East Devon on
Wednesday 24 July 2013 at 6.30 pm**

Tel: 01395 516551

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www.eastdevon.gov.uk

You are called upon to attend the above meeting to be held in the Council Chamber, Knowle, Sidmouth. It is proposed that the matters set out on the agenda below will be considered at the meeting and resolution or resolutions passed as the Council considers expedient.

Members of the public are welcome to attend the meeting which will start at 6.30 pm.

- **A period of 15 minutes has been provided at the beginning of the meeting to allow members of the public to raise questions.**
- **All individual contributions will be limited to 3 minutes – where there is an interest group of objectors or supporters, a spokesperson should be appointed to speak on behalf of group.**
- **The public is advised that the Chairman has the right and discretion to control questions to avoid disruption, repetition - to make best use of the meeting time.**

Should anyone have any special needs or require any reasonable adjustments to assist them in making individual contributions, please contact Diana Vernon. Contact details are at the top of this page.)

A hearing loop system will be in operation in the Council Chamber.

Written Questions by Members: Please note that under Procedure Rule 9.2, Councillors may submit written questions to Council Leader or specific Portfolio Holders.

Councillors and members of the public are reminded to turn mobile phones to silent during the meeting. If this is not practical due to particular circumstances, please advise the Chairman in advance of the meeting.

Yours faithfully

A handwritten signature in black ink, appearing to read "Mark Williams".

Chief Executive

Prior to the formal start of the meeting, the Chairman will invite Revd Jeremy White, former vicar of Uplyme, to say a prayer.

AGENDA

- 1 Public question time – standard agenda item (15 minutes)

Members of the public are invited to put questions to the Council through the Chairman. (The process is set out on the front of the agenda).

Councillors also have the opportunity to ask questions of the Leader and/or Portfolio Holders during this time slot whilst giving priority at this part of the agenda to members of the public.

- 2 To confirm as a true record the minutes of the Annual meetings of the Council held on 22 May 2013.

(The minutes of the meeting of 10 April 2013 were referred to the Annual Meeting and signed but have been included in the Minute Book for information and ease of reference).

- 3 Apologies.

- 4 To receive any declarations of interest relating to items on the agenda.

- 5 To consider any items, which, in the opinion of the Chairman, should be dealt with as matters of urgency because of special circumstances.
(Note: Such circumstances need to be identified in the minutes).

- 6 To receive any announcements from the Chairman and Leader.

- 7 To agree any items to be dealt with after the public (including the press) have been excluded. There are no items which Officers recommend should be dealt with in this way.

- 8 To confirm the appointment, following the selection process, of John Bowley as a tenant and/or leaseholder representative on the Housing Review Board.

- 9 **Community Infrastructure Levy** - consultation feedback and submission of the Charging Schedule for examination.

(The closing date for feedback was 12 July 2013. The Planning Officer's report will be forwarded as soon as this is available in advance of the meeting.)

- 10 **Social media policy**

The draft policy is attached for information. This is being referred to a special meeting of the Standards Committee on 23 July 2013. Council will be advised of any recommended amendments from that meeting.

6-21

- 11 To answer questions asked by Members of the Council pursuant to Procedure Rules No 9.2 and 9.5.

- 12 To consider reports from the Cabinet and the Council's Committees and to receive questions and answers on any of those reports:-

Cabinet	Minutes	208-220, 1-24, 25-*
†Overview and Scrutiny Committee	Minutes	64-70,1-9
†Housing Review Board	Minutes	74-86, 1-14
Development Management Committee	Minutes	61-66, 67-71, 1-5, 6-*
Planning Inspections	Minutes	12-15, 16-18
Audit and Governance Committee	Minutes	1-10
Standards Committee	Minutes	23-30, 1-9
Licensing and Enforcement Committee	Minutes	1-4
Licensing and Enforcement Sub Committee	Minutes	43-47, 48-49, 1-2, 3-8, 9-11

*The minutes of the following meetings will be forwarded under separate cover:

- Cabinet – 17 July 2013
- Special Development Management Committee – 18 July 2013

†The recommendations of the meetings of Overview and Scrutiny Committee and Housing Review Board have already been referred to Cabinet for consideration.

13 **Motion – Disaggregated approach to development**

“The Council acknowledges the requirement to provide a Local Plan that provides the appropriate level of homes and employment up to 2026, having consulted local people, organisations, and town and parish councils, and having considered need and constraints.

The emerging Local Plan strategy, reflected in Council policies that proved very effective over a long period, effectively split East Devon into two parts with higher levels of development proposed for the west end, and lower rates of development for the rest of East Devon.

This Council therefore formally endorses this disaggregation approach, and agrees to ask the Inspector for the East Devon Local Plan Examination in Public to consider including in the Local Plan a policy for splitting the overall housing need into separate policy areas.”

Proposed by Councillor Roger Giles, Seconded by Councillor Claire Wright and supported by Councillors Ben Ingham, Susie Bond and Trevor Cope.

14 **Motion – Staffing levels**

“This Council supports the Motion to return staffing levels at EDDC to the same as they were in November 2011. This must be done before April 2014, with the intention of saving in excess of an additional £500,000 per annum.”

Proposed by Councillor Ben Ingham, Seconded by Councillor Claire Wright and supported by Councillors Roger Giles, Susie Bond and Geoff Pook.

15 **Councillor representation on Joint Bodies**

Leisure East Devon

To nominate Councillor Tim Wood to replace Councillor Andrew Moulding on LED Leisure Management Limited.

The Council's other representative on this Body is Councillor Peter Sullivan.

Seaton Regeneration Programme Board

To nominate Councillor Peter Burrows to replace Councillor Jim Knight on the Programme Board as Seaton Ward representative. The Seaton Member Champion is the other Ward representative.

This nomination will replace Councillor Jim Knight who will remain on the Board as Devon County Council's appointed representative.

East Devon Highways and Traffic Orders Committee

To seek a nomination for this Committee. At the annual meeting of the Council, Councillors Susie Bond, Andrew Moulding and Pauline Stott were appointed. Devon County Council has since advised that a replacement is needed for Andrew Moulding who is already on this Committee as a County representative.

Decision making and equality duties

The Council will give due regard under the Equality Act 2010 to the equality impact of its decisions. An appropriate level of analysis of equality issues, assessment of equalities impact and any mitigation and/or monitoring of impact will be addressed in committee reports. Consultation on major policy changes will take place in line with any legal requirements and with what is appropriate and fair for the decisions being taken. Members will be expected to give reasons for decisions which demonstrate they have addressed equality issues.

Members and co-opted members remember!

- You must declare the nature of any disclosable pecuniary interests. [Under the Localism Act 2011, this means the interests of your spouse, or civil partner, a person with whom you are living with as husband and wife or a person with whom you are living as if you are civil partners]. You must also disclose any personal interest.
- You must disclose your interest in an item whenever it becomes apparent that you have an interest in the business being considered.
Make sure you say what your interest is as this has to be included in the minutes. [For example, 'I have a disclosable pecuniary interest because this planning application is made by my husband's employer'.]
- If your interest is a disclosable pecuniary interest you cannot participate in the discussion, cannot vote and must leave the room unless you have obtained a dispensation from the Council's Monitoring Officer or Standards Committee.

Getting to the Meeting – for the benefit of visitors



The entrance to the Council Offices is located on Station Road, Sidmouth. **Parking** is limited during normal working hours but normally easily available for evening meetings.

The following **bus service** stops outside the Council Offices on Station Road: **From Exmouth, Budleigh, Otterton and Newton Poppleford – 157**

The following buses all terminate at the Triangle in Sidmouth. From the Triangle, walk up Station Road until you reach the Council Offices (approximately ½ mile).

From Exeter – 52A, 52B

From Honiton – 52B

From Seaton – 52A

From Ottery St Mary – 379, 387

Please check your local timetable for times.

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The Committee Suite has a separate entrance to the main building, located at the end of the visitor and Councillor car park. The rooms are at ground level and easily accessible; there is also a toilet for disabled users.

For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546

East Devon District Council

Social Media Policy

Purpose of the policy	Social Media - its use by Council Employees and Members and Third Party Contractors
Officer responsible	Corporate Organisational Development Manager
Authorisation	Cabinet
Authorisation date	
Review date	

Related Policies/Strategies, Procedures and Legislation

Communications Plan

ICT Plan

Customer Plan

Acceptable Behaviour Policy

Equality and Diversity Policy

Codes of Conduct for Councillors and Employees

Disciplinary Policy and Procedure

1. Why has the Council introduced this policy?

- 1.1 This policy supports our Communications Plan and together these policies aim to improve the Council's communication with customers and residents (including harder to reach groups) through the effective use of social media.
- 1.2 The policy aims to ensure that the public are clear at all times about whether the employee, councillor or third party contractor is communicating as an individual or on behalf of the Council.
- 1.3 Councils can use social media in many ways, including:
 - Providing information about services
 - Supporting local democracy
 - Gathering customer insight and managing customer relationships
 - Promoting cultural and leisure events
 - Supporting local communities and developing a neighbourly approach
- 1.4 Councillors who wish to help build a sense of belonging in a neighbourhood, increase resident satisfaction levels and reduce social problems can do much with social media as it is a way of connecting people, encouraging conversation and building trust.
- 1.5 Social media includes (but is not limited to) social networking sites (such as Facebook and LinkedIn); video and photo sharing websites (such as Flickr, YouTube and Instagram); blogs and microblogs (such as Twitter); 'wiki' sites that can be edited by the public (such as Wikipedia) and forums or discussion boards.
- 1.6 This policy aims to make sure that employees, councillors and third party contractors can actively take part in social networks so that local government keeps pace with the ways in which people like to engage.
- 1.7 This policy and associated guides will help ensure that employees, councillors and third parties understand and comply with all relevant legislation and EDDC policies which are relevant to the use of social media - whether the use is for official council business or personal use during their own time.
- 1.8 Contractors are required to comply with this policy in the same way as employees and Members of the Council and this requirement should form part of contractual agreements.

2. What is the Council's policy?

- 2.1 The Council is keen to maximise its use of social media wherever this is helpful to our customers and residents as a communication channel. This policy is consistent with our Communications Plan and operates within the guidelines set out in the Council's Information Security Policy.
- 2.2 Material published by the Council will not contain party political material and will not persuade the public to a particular view, promote the personal image of a particular councillor, promote a particular councillor's proposals, decisions or recommendations or personalise issues.
- 2.3 The Council's Communication Team will manage the implementation of this policy as well as manage the Council's corporate social media sites and oversee Official Sites which are service specific. Other methods of communication, such as press releases and the Council's website will continue to be used as appropriate.
- 2.4 An official Council social media site ('Official Site') may only be created if it is agreed by a Deputy Chief Executive, Head of Service or Corporate Manager. The Council's Corporate Communications Team will need to be consulted to ensure that the site is consistent with the Council's Communications Plan and to confirm whether or not the site is actually required or whether the corporate site can be used.
- 2.5 The Communications Team will maintain a register of all official social media sites and their users and the Communications Team will have access and administration rights to these.
- 2.6 Appendix A lists current authorised Official Sites used by EDDC.
- 2.7 Official Sites may only be accessed and edited by those who have been authorised to do so by their Head of Service and Corporate Manager.
- 2.8 Those accessing and editing sites must attend Social Media training organised by the Council.
- 2.9 Heads of Service and Corporate Managers who have an Official Site which allows for the posting of material by third parties must:
- put in place a system for moderating or removing unacceptable material;
 - notify the Communications Team of 'Authorised Users' and
 - ensure that there is cover in the event of sickness or absence.

3. Legal considerations – staying out of trouble online

- 3.1 Any form of communication is rife with the possibility of misunderstandings. Social media is perhaps no more or less vulnerable to this but there are some new ways to misfire with your message!
- 3.2 Although the best use of social media is conversational in tone, publishing on the web is still publishing. It is important to remember that everyone is responsible for what they publish on social media. Authorised Users need to be acutely aware that anything on an Official Site is published on behalf of the Council reflects upon the Council and its reputation.
- 3.3 In general terms, content must not be published which may result in actions which may be discriminatory, defamatory, breach copyright, data protection or other claims for damages. This includes (but is not limited to) material of an illegal, sexual or offensive nature that may bring the Council into disrepute.
- 3.4 Content for the promotion of personal financial interests, personal commercial ventures or personal campaigns must not be published.
- 3.5 Authorised Users must never publish pictures of children or young people aged under-18 on social media unless they have express written parental permission as part of a signed official permission form. **(Appendix F)**
- 3.6 Officers should refer to the **Guidance for Officers (Appendix B)** which forms part of the Council's Social Media Policy. This outlines important rules when using social media in either a Council or personal capacity.
- 3.7 Councillors should refer to the **Guidance for Councillors (Appendix C)** which forms part of the Council's Social Media Policy. This outlines important rules for using social media either as a Councillor or as an individual.

4. General application of this policy

- 4.1 All employees, whether Authorised Users or not are required to adhere to this policy and guidance which forms part of the policy even when they are using social media for personal use. Employees should note that any breaches of the policy and guidance, for example, bullying of colleagues or social media activity causing serious damage to the organisation, may constitute gross misconduct and lead to summary dismissal.
- 4.2 If you discover defamatory, confidential, obscene or otherwise unlawful material that you consider affects the Council or any of its employees and should be responded to on behalf of the Council, you should draw it to the attention of the Communications Team and take their advice [and that of the

legal team where necessary] before taking any
media site in question.

action on the social

5. Appendices and where to find out more

- Appendix A Official Council Social Media Sites
- Appendix B Guidance for Officers
- Appendix C Guidance for Councillors
- Appendix D Flowchart for Officers and Councillors
- Appendix E Social Media Application Form
- Appendix F Photography and filming of Under 18s Form

www.geturvoiceheard.co.uk/doc/sn.php – provides advice on safeguarding children and vulnerable adults: any Official Sites set up by the Council must ensure that these groups are closely monitored.

www.thinkuknow.co.uk – provides advice information and resources about online safety, including how to use custom settings.

Appendix A Official Social Media Sites



Twitter (www.twitter.com)

Corporate	@eastdevon
Waste and Recycling	@recyclingEDDC
Procurement	@EDDCprocurement



Facebook (www.facebook.com)

Corporate:	/eastdevon
Waste and Recycling:	/eddcrcycle
Tenant Participation:	/ EDDCtenantparticipation
Switch Project:	www.facebook.com/pages/SWITCH/124817784260256

YouTube (www.youtube.com)

Growth Point:	/user/EEDGP
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Appendix B

Guidance for officers (this guidance forms part of the Council's Social Media Policy)

- 1 **What to bear in mind to keep you protected online either at work or at home**
 - 1.1 When you engage online it is important to just use common sense. The things that can get you into hot water anywhere else are just the same things to avoid in social media.
 - 1.2 Everyone is personally responsible for what they publish on social media. It is important that you think before you publish as words can't be unspoken. Even if you delete a hastily fired off blog or tweet, it will probably already have been read and will be indexed or duplicated in places beyond your reach.
 - 1.3 Remember that the law of defamation applies to social media in the same way as written or spoken communication and people can sue you personally for damages if they consider their reputation has been or may be harmed.

- 2 **Use of Social Media at work**
 - 2.1 When using any Official Site, **Authorised Users must:**
 - Clearly identify yourself as a Council employee and either include your name or job title as appropriate where you have been authorised by your Head of Service or Corporate Manager to act as a representative of the Council or to comment on behalf of the Council and are making comments on a social media site not specifically branded as belonging to the Council.
 - Make sure all content published is accurate, not misleading and complies with any relevant Council policy.
 - Comply with the terms and conditions of the social media site being used.
 - Be polite and treat other users of the social media site with respect.
 - Use the flowchart at the end of this guide to decide how and if to respond to customer comments, particularly negative ones.
 - Remember to keep key Members and other officers updated on your work.

2.2 When using any Official Site, **Authorised Users must not:**

- Make any comment or post any material that may cause damage to the Council's reputation or bring it into disrepute. This includes making negative or disparaging comments about the Council or its employees.
- Make any political comment; state any political preference or make any kind of partisan comment that may compromise the reputation of the Council or appear to put the Council in a conflict of interest.
- Post, publish or respond to any material that is defamatory; offensive; obscene; harassing or bullying; racist, sexist or otherwise discriminatory; infringes copyright; any person's right to privacy' constitutes contempt of court or is otherwise unlawful.

3 Monitoring use of social media at work

- 3.1 Authorised Users should not spend more time using social media sites in the course of their employment than is necessary for the purposes of Council public communication. Priority should be given to sites which are widely read by the general public and communicate information about services or service changes that relate to key Council proposals or affect significant numbers of residents.
- 3.2 They should ensure that the use of social media does not interfere with their other duties. Authorised Users spending an unnecessary or excessive amount of time using social media sites may be subject to disciplinary action.

4 Open Access Editable "Wiki" Sites Such As Wikipedia

- 4.1 Most wiki sites record the IP address of the editing computer. Alterations to such wiki sites and encyclopaedias may appear as if it has come from the Council itself. Members should not act in a manner that may bring the Council into disrepute and should not post derogatory or offensive comments on any online encyclopaedias or wiki sites.
- 4.2 Prior to altering any wiki site or online encyclopaedia entry about the Council or any entry which might be deemed a conflict of interest, employees should read the terms and conditions of the site concerned and, if necessary, ask permission from the relevant wiki editor. They should also seek advice from the Communications Team

5 Personal use of social media

- 5.1 Access to social media sites for personal use using the Council's IT systems is not allowed.
- 5.2 Employees should be aware and recognise that there is a risk of damage being caused to the Council via their personal use of social media when they can be identified as an employee of the Council. This may be by direct identification (because a profile or content expressly states a Council association) or indirect identification (because friends, family or others know the user works for the Council).
- 5.3 If in respect of any personal use of social media an employee can be identified as associated with the Council by the profile or content then the following guidance should be complied with:

You should:

- Expressly state (through a disclaimer) on any profile or content that identifies you as an employee (or otherwise refers to or implies a relationship with the Council) that the stated views are your own personal views and are not those of the Council. You can use something like 'the views I express here are mine alone and do not reflect the views of my employer' or 'all tweets personal'.
- Ensure that readers are not misled into believing that any material published by you is on behalf of the Council, authorised by the Council or official Council policy if it is not.
- Ensure all content that relates to the Council or Council business is accurate, fairly balanced, not misleading and complies with any relevant Council policy.
- Comply with the terms and conditions of the social media site being used.
- Be polite and treat other users of the social media site with respect.
- Tell the Communications Team if you discover defamatory, confidential, obscene or otherwise unlawful material that you consider affects the Council or any of its employees.

In addition to the provisions outlined in point 3 of the main body of the Social Media Policy, you must not:

- Publish content for the promotion of personal financial interests, personal commercial ventures or personal campaigns or publish content in an abusive manner, or in a way which appears as if the

Council have endorsed them or contravenes the Council's Acceptable Behaviour Policy.

- Share sensitive or confidential information about the Council or its employees or councillors nor upload any photos or videos of colleagues without their express permission. The Council's Acceptable Behaviour Policy must be complied with at all times.
- Use your Council email address or any Council logos or copyright material for personal use.

Appendix B

Guidance for Councillors (this guidance forms part of the Council's Social Media Policy)

1 What to bear in mind

- 1.1 When you engage online it is important to just use common sense. The things that can get you into hot water anywhere else are just the same things to avoid in social media.
- 1.2 Everyone is personally responsible for what they publish on social media. It is important that you think before you publish as words can't be unspoken. Even if you delete a hastily fired off blog or tweet, it will probably already have been read and will be indexed or duplicated in places beyond your reach.
- 1.3 Remember that the law of defamation applies to social media in the same way as written or spoken communication and people can sue you for damages if they consider their reputation has been or may be harmed.
- 1.4 Be mindful if using social media during an official Council meeting or event that the use does not negatively impact on the proceedings or contravene the Constitution or other Council protocol.
- 1.5 At all times, whether posting in a personal or professional capacity, councillors must be clear whether they are writing as an elected member or private individual. Including 'Cllr' or 'Councillor' in a name is taken to mean that the councillor is writing in the capacity as an elected member. Councillor profiles, websites and use of social media should clearly be either 1) private and personal 2) in their capacity as a councillor. This is particularly important as mixing these uses is likely to cause confusion to the electorate.

2 Members' Code of Conduct

- 2.1 Aspects of this will apply to your online activity in the same way it does to other written or verbal communication you undertake. Members should comply with the general principles of the Code in what they publish and what they allow others to publish.

2.2 You will need to be particularly aware of the following sections of the code and their practical application:

- Treat others with respect. Avoid personal attacks and disrespectful, rude or offensive comments.
- Comply with equality laws. Take care not to publish anything that might be considered as sexist, racist, ageist, homophobic or anti-faith.
- Refrain from publishing anything which is confidential or sensitive in its nature.
- Ensure that you do not bring the Council or your Councillor role into disrepute and that readers are not misled into believing that any material published by you is on behalf of the Council, authorised by the Council or official Council policy if it is not.
- Ensure all content that relates to the Council or Council business is accurate, fairly balanced, not misleading and complies with any relevant Council policy.
- Comply with the terms and condition of the social media site being used.

2.3 Members of the public (or other members or officers) may make a complaint about you if you contravene the Code of Conduct. Councillors should also follow the guidance in the protocol for Relationships between Members and Offices which is contained in Part V of the Constitution and can be found on the Council's website. This includes media relations.

- **2.4**
- You should also comply with the Code of Recommended Practice on Local Authority Publicity
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/5670/1878324.pdf

3 Personal use of social media

3.1 Councillors should be aware and recognise that there is a risk of damage being caused to the Council via their personal use of social media when they can be identified as an elected Councillor. This may be by direct identification (because a profile or content expressly states a Council association) or indirect identification (because friends, family or others know the user works for the Council).

3.2 If in respect of any personal use of social media a Councillor can be identified as associated with the Council by the profile or content then the following guidance should be complied with:

You should:

- Expressly state (through a prominent disclaimer) on any profile or content that identifies you as a Councillor (or otherwise refers to or implies a relationship with the Council) that the stated views are your own personal views and are not those of the Council.
- Ensure that readers are not misled into believing that any material published by you is on behalf of the Council, authorised by the Council or official Council policy if it is not.
- Ensure all content that relates to the Council or Council business is accurate, fairly balanced, not misleading and complies with any relevant Council policy.

Comply with the terms and condition of the social media site being used.

In addition to the provisions outlined in point 3 of the main body of the Social Media Policy, **you must not:**

- Make any comment or post material that may cause damage to the Council's reputation or bring it into disrepute.
- Present political or personal opinion as fact or as representative of the Council.
- Imply that you are authorised to speak as a representative of the Council nor give the impression that the views you express are those of the Council.
- Post or publish any material that is defamatory; offensive; obscene; harassing or bullying; racist, sexist or otherwise discriminatory; infringes copyright; infringes any person's right to privacy or is otherwise unlawful. Harrassment may include personal attacks on officers.
- Publish content for the promotion of personal financial interests, personal commercial ventures or personal campaigns or publish content in an abusive manner, or in a way which appears as if the Council have endorsed them or contravenes the Council's Acceptable Behaviour Policy.

4 Open Access Editable "Wiki" Sites Such As Wikipedia

4.1 Most wiki sites record the IP address of the editing computer.

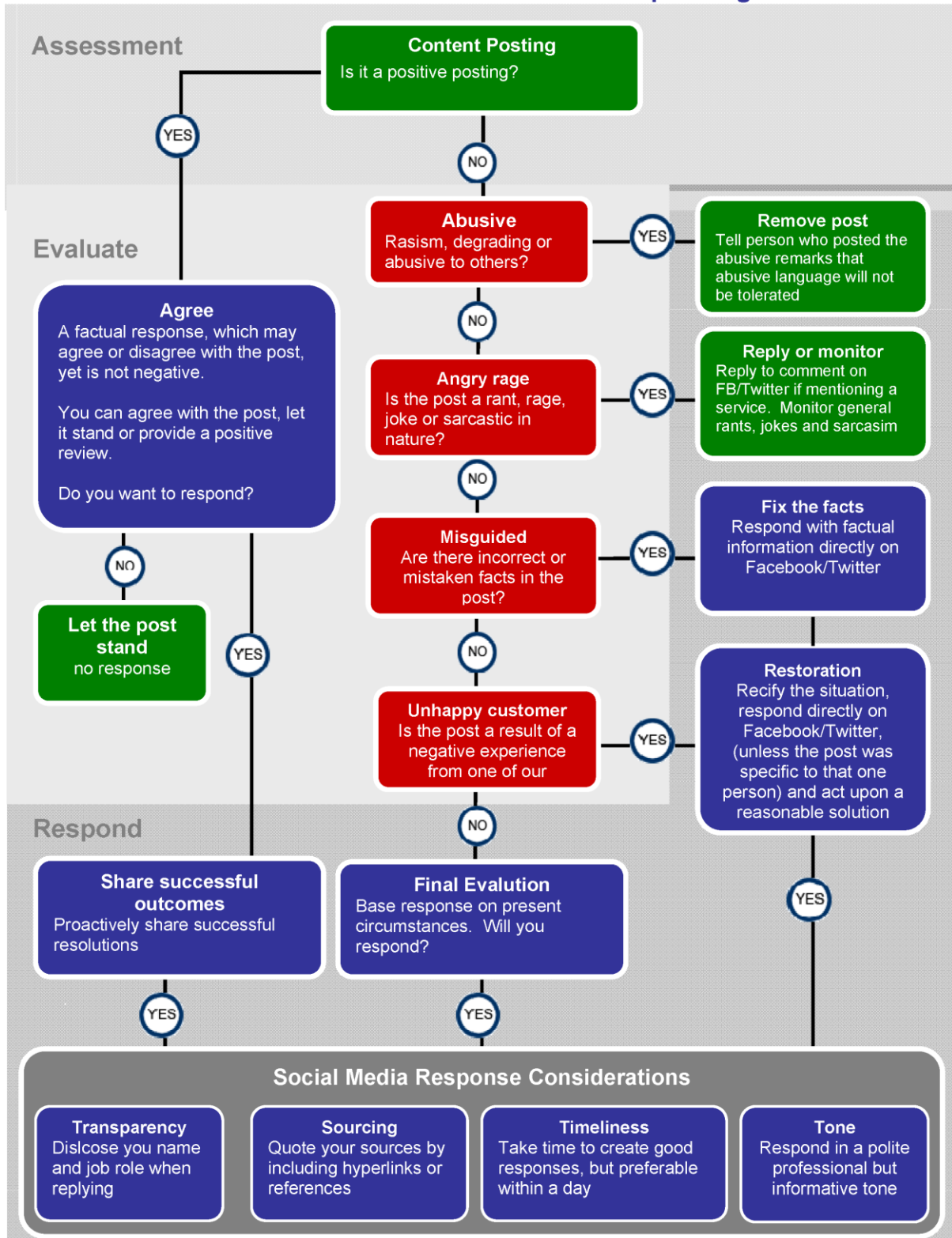
Alterations to such wiki sites and encyclopaedias may appear as if it has come from the Council itself. Members should not act in a manner that may bring the Council into disrepute and should not post derogatory or offensive comments on any online encyclopaedias or wiki sites.

4.2 Prior to altering any wiki site or online encyclopaedia entry about the Council or any entry which might be deemed a conflict of interest, Members should read the terms and conditions of the site concerned and, if necessary, ask permission from the relevant wiki editor. They should also seek advice from the Communications Team.

Appendix D Response Flow Chart for Officers and Councillors



Social Media: Quick Guide For Responding



Appendix E: Social Media Application Form

Please ensure all content providers, moderators and your service lead has read the Social Media Policy and Guidance before completing this form.

Primary Content Provider/Moderator	
Name:	Service:
Secondary Content Provider/Moderator: who will take control when primary controller is away.	
Name:	Service:
Moderator: (if not one of the above) who will monitor it for offensive or negative posts?	
Name:	Service:

Project Details	
Platform: Facebook, Blog, Twitter?	
Proposed URL or page name:	
Business Purpose/Objective: What are you hoping to achieve?	
Target audience: Who are you targeting with your social media communications and what is your strategy for engaging with them?	

Frequency of use: How often will you update your chosen platform? (please tick).	
Once a day <input type="checkbox"/> 3 times week <input type="checkbox"/> Once a week <input type="checkbox"/>	
Moderation: How often will you moderate the site for offensive or negative posts?	
Once a day <input type="checkbox"/> 3 times a day <input type="checkbox"/> More <input type="checkbox"/>	
Evaluation - How will you evaluate the success of your social media communications and whether the social media presence is sustainable?	

Approval and acceptance: your service lead must approve this form and you both must have read the council's [Social Media Policy](#).

Service lead:

Department:

As the service lead I have approved the application form and have read the social media policy

Yes No

All content providers and moderators must read the [Social Media Policy](#) and ensure they understand how they should deal with offensive or negative comments.

Please return the completed form to:

Communications and Public Affairs Manager
Room 36, Knowle