

**Publication
Date
3 November
2013**

CHILTERN DISTRICT COUNCIL

**MINUTES of the CABINET
held on 22 OCTOBER 2013**

PRESENT Councillors N M Rose - Leader
M R Smith - Deputy Leader
Mrs I A Darby
G K Harris
P J Hudson
P E C Martin
M Stannard

ALSO IN ATTENDANCE: Councillors N L Brown, R Burns-Green,
J L Gladwin, P M Jones and D W Phillips

45 MINUTES

The Minutes of the Cabinet meeting held on 27 August 2013, copies of which had been previously circulated, were approved and signed by Councillor N Rose, Cabinet Leader, as a correct record subject to the word "Regulation" being included between the words "Traffic" and "Act" in Resolution 1a of Minute 36 – Off Street Car Parking Order 2012.

46 DECLARATIONS OF INTEREST

There were no declarations of interest.

47 28-DAY NOTICE FORWARD PLAN

The Cabinet received a report attaching the draft 28-Day Notice which provided a forward look at the Agenda for the next meeting of the Cabinet. Potential further reports included HS2 and the Buckinghamshire Thames Valley Local Enterprise Partnership. The Notice would be published on 18 November 2013.

Councillor N M Rose added that he had invited Richard Harrington, Chief Executive of the Bucks Thames Valley Local Enterprise Partnership to give a presentation to the Performance and Resources Overview Committee on **3 December 2013**. Councillor Rose noted that the Government regarded LEPs as a key mechanism for the development of local capacity, growth, and the devolution of mainstream departmental funding. As such, the LEP would play a key role, and all Members were encouraged to attend the presentation.

RESOLVED –

That the Draft 28-Day Notice / Forward Plan, to be published on 18 November 2013, be noted.

48 CURRENT ISSUES

(i) Councillor Mrs I Darby – Flood Fair, Chesham

Councillor Mrs Darby reported that a Flood Fair had been successfully held at Chesham Town Hall on 9 October 2013. Information and experts were on hand to talk about the risk of flooding and how residents could protect their homes. There had also been a demonstration of the modern alternative to sandbags which could be viewed at:

<http://www.chiltern.gov.uk/article/3132/Flood-Fair-Chesham>

(ii) Councillor Mrs I Darby – Clean Bus Fund

Councillor Mrs Darby was pleased to report that the Council had been successful in a bid to secure £85,000 of government funding to modify five local buses to reduce harmful and polluting emissions. Chiltern was one of just eight local authorities in the UK to win a share of more than £1m. The grant would mean that five buses operating in the Chesham area could now have exhaust gas modifications, making them run greener and cleaner.

(iii) Councillor Mrs I Darby – Safe Places Scheme

Councillor Mrs Darby advised that the Safe Places Scheme, which had launched in Chesham earlier in the year, was being extended to Chalfont St Peter. The Scheme identified local shops (via window stickers) as safe places where vulnerable people could go if they felt unsafe. Councillor Mrs Darby added that 35 local businesses had already signed up for the Scheme.

(iv) Councillor P E C Martin – Waste Update

Councillor P E C Martin reported that collections in Wycombe under the joint waste contract would begin on 28 October. The changes for Wycombe residents were less significant, and it was expected that this would be reflected in the response to the new service.

Councillor Martin added that a concern that had emerged in terms of collections in Chiltern was that wheeled bins were not being returned to the

correct place once they had been emptied. Bin placement would be addressed with the contractor accordingly.

Reference was also made to newspaper articles – in response to a briefing by a Junior Government Minister – that residents across the country would be given different recycling containers for each different waste stream. Councillor Martin clarified that this had been a mistake by the Junior Minister concerned, and the Local Government Association had taken up the matter.

(v) Councillor N M Rose – HS2 Update

Councillor N M Rose noted that the legal challenge to the Government's decision to proceed with HS2 would be covered later on the Agenda (see Minute 62). However, he made reference to the KPMG report – originally released in September 2013 – which had said that HS2 could boost the economy. Now, following a Freedom of Information request, it had been revealed that the report also highlighted potential losses to some regional economies (for example, Aberdeen, Cambridge and Bristol) as a result of HS2. Councillor Rose expressed distaste at the decision to omit this information in September, citing it as a further example of deceit around the benefits of HS2.

49 CAPITAL PROGRAMME REVIEW 2013/14 TO 2017/18 AND REPAIRS & RENEWALS FUND PROGRAMME 2013/14 TO 2014/15

In order to inform the Capital Programme, the Council's Budget Managers had been asked to review existing and committed schemes, and to also review the provisional schemes list. The report had also been presented to the Performance and Resources Overview Committee on 8 October 2013, and to the Corporate Asset Management Group on 16 October; their comments were reported to the Cabinet.

It was noted that as a result of the review, £2.7m of expenditure had been re-phased from the current year to future years, with £150k released from the programme.

The provisional scheme list identified schemes which might be included in the future programme. These schemes required a Business Case to be approved, and the Cabinet noted the importance of thoroughly scrutinising each Business Case that came forward.

In relation to the Repairs and Renewals Fund, bids to the value of £210k were received for 2014/15.

After noting that moving forward, there would be difficult decisions to be made in relation to the Capital Programme, particularly in relation to leisure, it was

RESOLVED –

- 1. That the proposed changes to the Approved and Committed Programme 2013/14 to 2017/18 be agreed.**
- 2. That the Repairs and Renewals Fund Programme 2013/14 to 2014/15 be agreed.**

50 PROCUREMENT STRATEGY

The report before the Cabinet proposed a Joint Procurement Strategy with South Bucks District Council. The report had been considered by the Performance and Resources Overview Committee on 8 October 2013. A revised draft of Appendix 3 to the Strategy was tabled at the meeting – as attached to the Minutes – to reflect the comments of the Overview Committee.

As a Joint Strategy, it was noted that it would also need to be approved by South Bucks District Council. The Head of Finance advised that if changes were made at South Bucks, the Strategy would be brought back.

Regarding the procurement performance indicators, it was noted that the number of active suppliers on the finance system had increased from 499 in 2011/12 to 905 in 2012/13. The Head of Finance advised that this was the result of changes in the definition of ‘active supplier’.

After noting that the Joint Procurement Strategy had been created to promote good practice and a consistent policy for both Councils to follow, the Cabinet

RECOMMENDED –

That the Joint Chiltern District Council / South Bucks District Council Procurement Strategy – with the revised Appendix 3 as tabled at the meeting – be approved subject to South Bucks District Council also agreeing the Strategy.

51 TREASURY MANAGEMENT REPORT - JULY TO SEPTEMBER 2013

The Cabinet considered a report setting out the activities of the Treasury Management operation for the quarter ending 30 September 2013.

The Council’s contract for banking services was with the Co-Operative Bank. In light of the financial difficulties experienced by the Co-Op Bank, assurance had been received that the downgraded ratings in no way indicated any threat to the ability of the bank to service customers. It was reported that they had also assured the Council that regardless of the bank’s eventual strategic

direction, existing contracts would be honoured until their expiry date. The Director of Resources added that the Council had no fixed-term investments with the Co-op, and had no plans to make any future fixed investment with the bank.

Notwithstanding these assurances, Members expressed concerns regarding the Council's exposure with the Co-Operative Bank, and considered it important to investigate options. In particular, it was suggested that it was important to ascertain the Council's obligations under the existing contract; what alternative options there were; and what was on deposit on an average day. The Cabinet considered that it was important to receive this information as soon as possible, and the Director of Resources confirmed that this would be done.

Although encouraged that there were no fixed-term investments with the Co-Op, the Cabinet considered it appropriate that the Co-Operative be removed from the list of authorised providers. Following which it was

RESOLVED –

- 1. That the treasury management activity in the quarter July to September 2013 be noted.**
- 2. That the Co-Operative be removed from the list of authorised counterparties for the investment of the Council's funds.**

52 BUCKS HOME CHOICE ALLOCATIONS POLICY

Bucks Home Choice was the lettings scheme operated jointly by Aylesbury Vale, Chiltern, South Bucks, and Wycombe District Councils for the allocation of social housing tenancies.

The Cabinet had received a report on 30 October 2012 advising of changes to the Policy in light of the Localism Act 2011 amongst other things. A formal consultation had since been held on the changes. The report now before the Cabinet detailed the 588 responses received and the arising revised Policy. It had been considered by the Housing and Planning Overview Committee on 3 October 2013 and their comments were reported to the Cabinet.

The Principal Housing Officer advised that it was proposed to amend the recommendations in the report to include reference to the DCLG Consultation Paper "Providing Social Housing for Local People – Strengthening Statutory Guidance on Social Housing Allocations". The final statutory guidance would be issued once the consultation process had concluded. After noting that the proposed Guidance would mainly focus on encouraging local authorities to prioritise applicants who had a close association with the local area, it was

RESOLVED –

- 1. That the draft revised Bucks Home Choice Allocations Policy be noted.**
- 2. That the Head of Health and Housing be given delegated authority, in consultation with the Portfolio Holder for Health and Housing, to agree and adopt the final version of the revised Bucks Home Choice Allocations Policy, subject to:**
 - i) consideration being given to the Department for Communities & local Government Consultation Paper “Providing Social Housing for Local People – Strengthening Statutory Guidance on Social Housing Allocations”;** and
 - ii) Aylesbury Vale, South Bucks and Wycombe District Councils also adopting the revised policy.**
- 3. That the Head of Health and Housing, in consultation with the Portfolio Holder for Health and Housing, be given delegated authority to make any necessary amendments to the adopted Bucks Home Choice Allocations Policy once the final statutory guidance referred to in the DCLG consultation paper has been issued and subject to Aylesbury Vale, South Bucks and Wycombe District Councils also agreeing to the necessary amendments.**

Note: Councillors D W Phillips and J Gladwin left the meeting at 5.34pm.

53 ANNUAL CAR PARK REPORT

The Cabinet were asked to note the Annual Car Parking Report. Under the Traffic Management Act 2004 the report would also be submitted to the Department for Transport.

The report had been considered by the Housing and Planning Overview Committee on 3 October 2013, and their comments were reported to the Cabinet.

Regarding unpaid Penalty Charge Notices, it was confirmed that these were pursued to the full extent of the legislation and referred on for debt collection. In terms of the quantity, this was not out of keeping with other authorities. As part of the shared service review with South Bucks District Council procedures would be further reviewed.

In terms of unpaid Penalty Charge Notices which were ultimately written-off, it was noted that this was detailed in the Annual Audit Car Parking Report.

Regarding the lease on the Buryfields Car Park in Great Missenden, Members were advised that this had been renewed for a further three-year period.

RESOLVED –

That the report, which under the Traffic Management Act 2004 will be submitted to the Department for Transport, be noted.

54 CHILTERN LEISURE ADVISORY BOARD - LEISURE CONTRACT PERFORMANCE REPORT

The report before the Cabinet captured the key financial and operational performance of the leisure contract in its financial year 1 January 2012 to 31 December 2012.

The report had also been considered by the Chiltern Leisure Advisory Board and by the Community and Environment Overview Committee on 24 September 2013 and their comments were reported to the Cabinet. It was noted that John Amatt (Operations Director) and Luke Askew (Partnership Manager) from GLL, the Council's Leisure provider, had given a presentation to the Overview Committee, that had been well received.

Overall the contract had performed well with a total surplus of £433,416 exceeding the budget target by £137,988. This had been achieved despite the financial climate impacting negatively on income.

RESOLVED –

That the report be noted.

55 2013 HOUSING LAND SUPPLY TRAJECTORY

The Cabinet were invited to approve the content and format of the Housing Land Supply Trajectory 2006 to 2028, as an evidence document for the Delivery Development Plan Document (DPDD) and inclusion in the 2012/13 Annual Monitoring Report.

The report summarised the changes that had been made to the 2012 Trajectory. The Cabinet noted that the Trajectory was a key document for proving that there was an adequate housing land supply, and as such was a cornerstone of the Council's Core Strategy.

After noting the potential negative implications of the Draft Vale of Aylesbury Plan on meeting the District's unplanned housing need, as reported at the meeting on 9 July 2013 (Minute 5 refers) it was

RESOLVED –

That the 2013 Chiltern District Housing Land Supply Trajectory 2006 to 2028 be approved for publication as an evidence document for the Delivery Development Plan Document and inclusion in the 2012/13 Annual Monitoring Report.

56 CHILTERN AONB MANAGEMENT PLAN 2014-19

The Chilterns Conservation Board were consulting on their draft Management Plan and the Cabinet were invited to comment.

It was noted that the consultation had not been available in time for the Housing and Planning Overview Committee on 3 October 2013. Instead, the Committee had subsequently been emailed the consultation; however, no comments had been received.

After noting that the Plan was comprehensive with full coverage given to the various issues facing the AONB both now and in the future, it was

RESOLVED –

- 1. That the Chilterns Area of Outstanding Natural Beauty (AONB) Management Plan 2014-2019 Consultation Draft September 2013 be supported.**
- 2. That a letter supporting the plan be sent to the AONB Board. The precise wording of the letter delegated to the Head of Sustainable Development in consultation with the Portfolio Holder for Sustainable Development.**

57 JOINT CHILTERN AND SOUTH BUCKS SUSTAINABLE COMMUNITY STRATEGY 2013 - 2026

The Cabinet received a report containing the new draft joint Sustainable Community Strategy which had been reviewed by the Partnership Steering Group on 17 September and signed off by the Chiltern and South Bucks Strategic Partnership on 16 October 2013.

After noting that the joint partnership with South Bucks was working well, it was

RESOLVED –

That the report be noted.

58 QUARTER 1 PERFORMANCE REPORT 2013/14

The report before the Cabinet outlined the performance of the Council against national and local indicators and key objectives during April and June 2013. The report had been presented to the Performance and Resources Overview Committee at the meeting on 8 October 2013 and their comments were reported to the Cabinet.

It was noted that further explanation would be included in future reports, which would be presented quarterly.

RESOLVED –

That the report be noted.

59 SOCIAL MEDIA POLICIES FOR STAFF AND MEMBERS

The Cabinet received a report setting out the principles that Chiltern District Councillors and Council staff were expected to follow when using social media.

It was noted that the policies applied to all Members and staff, regardless of status or position. It was not intended to stop Councillors or staff from conducting legitimate activities on the internet through social media, but rather to serve to flag up areas in which conflicts could arise.

The Cabinet were advised that the possibility of a joint e-newsletter for residents was being explored with South Bucks District Council. This would be minimal cost, with limited copies printed from existing budgets for special groups.

RECOMMENDED –

That the Social Media Policies for Staff and Members be adopted.

60 AVIATION UPDATE

Following the response in October 2012 to the Government's consultation on the Draft Aviation Policy Framework, the Cabinet received an update report outlining what had occurred since that time. The Cabinet noted that the implications of changes to stacking remained critical and developments would continue to be monitored closely. After also noting that the Council would

continue to respond to both the Future Airspace Strategy development and London Airspace Management Programme, it was

RESOLVED –

That the report be noted.

Note: Councillor P M Jones left the meeting at 5.58pm.

61 MINUTES OF JOINT EXECUTIVE COMMITTEES

In relation to Minute 9 – Site Search: Aylesbury Crematorium – the Chief Executive advised that there had been positive progress on the proposed site.

RESOLVED –

That the Minutes of the Chilterns Crematorium Joint Committee held on 11 September 2013 be received.

62 HS2 UPDATE

The Cabinet received a report providing an update on the Legal Challenge to the Government's decision to proceed with High Speed 2 (HS2), and the work undertaken in respect of the Draft Environmental Statement and parliamentary process to date.

The Supreme Court had heard the appeal against the government's decision to proceed with HS2 on 15-16 October 2013. The judgement was expected to be delivered before the end of the year.

It was also anticipated that the Hybrid Bill (Bill) would be put before Parliament before the end of the year. The report detailed how the petitioning activity associated with the Bill would work in practice. It was noted that it had taken over three and a half years for the Crossrail Bill to go through parliament.

The report also detailed the expenditure to date and the earmarked reserve for HS2 which was summarised as follows:

Legal Costs of Court challenge up to end of Appeal Court Stage	£137,493
Supreme Court appeal	£20,000
Parliamentary Petitioning process	£100,000
Backfill technical officer resources	£24,000
Total	£263,493

It was acknowledged that it was difficult to estimate fees and costs, however the areas where further funding could be required was the petitioning stage of the Hybrid Bill process; communication and engagement with local communities; and, commissioning any technical expertise in support of the specific issues to be addressed through the petitioning process.

It was also noted that a dedicated team of officers had been put together as the HS2 Officers Steering Group (comprising officers from both Chiltern and South Bucks) to take forward work against HS2. In addition, the Members HS2 Steering Group had also been established, and it was considered appropriate to extend the membership to include other Members whose wards were affected by the proposal. Councillor Rose advised that he had approached a number of Members to be on the Steering Group and would confirm in due course.

RESOLVED –

- 1. That the Chief Executive in consultation with the Cabinet Leader and Head of Legal & Democratic Services be authorised to draw down sums from the reserve as necessary for the on-going work on the parliamentary process, any expenditure being reported back to Cabinet.**
- 2. That a further report be brought back to Cabinet on the Issues for Petitioning once finalised by the HS2 Members and Officers Steering groups and the Supreme Court judgement once received.**
- 3. That the Member Officer Working Group be expanded to six Members from Chiltern and the representative from South Bucks be confirmed with up to two Members.**

The meeting ended at 6.25 pm

Proposed Amended Sustainable Procurement Policy following comments made at P&R

Appendix 3: Sustainable Procurement Policy

The Councils recognise that they have a vital role in furthering sustainable development, through its procurement of buildings, goods, works and services.

Procurement decisions have a major socio-economic and environmental implication, both locally and globally, now and for future generations.

The Councils will therefore strive to:

People, Education and Awareness

- Educate, train and encourage internal purchasers to review their consumption of goods and services, reduce usage and adopt more environmentally friendly alternative products.
- Communicate the sustainable procurement policy to all staff, suppliers and stakeholders.

Policy, Strategy & Procurement Process

General

- Promote and embed best practice for sustainable procurement.
- Work in partnership with other councils to maximise sustainable procurement gains.

Environmental products

- Consider the costs and benefits of socially and environmentally preferable goods, suppliers and services.
- Wherever possible and practicable, specify a requirement in line with nationally or regionally agreed minimum specifications. For instance timber or wood derived products should either be recycled or from sustainable sources.
- Where such exact specification is not possible, offer a facility for suppliers to submit offers for environmentally friendly alternatives.

Environmental construction, biodiversity & recycling

- Set targets for carbon emission reductions through carbon management.
- Set targets where appropriate for sustainable construction, refurbishment and maintenance through national standards such as BREEAM1.
- Fulfil obligations under the Biodiversity duty (Natural Environment and Rural Communities Act 2006) as part of Sustainable Development plans.

¹ BREEAM - An environmental assessment method and rating system for buildings

Minute Item 50

- Investigate opportunities for recycling, reduced usage, bulk delivery and reduced or recyclable packaging.

Socio-Economic

- Fully support the Councils' commitment to the Small Business Friendly Concordat and VCS (Voluntary and Community Sector) Compact.
- Ensure that where appropriate and allowable, Sustainability Criteria are part of the supplier evaluation process and are used in the award of contracts.

Engaging Suppliers

- Communicate the Councils' sustainability objectives to our suppliers, together with the Councils' carbon emission reduction requirements.
- Encourage and persuade suppliers to adopt socially and environmentally friendly processes which underpin their supply of goods and services as part of their Corporate Social Responsibility.
- Address barriers to the Councils doing business with Small Business & Voluntary sectors.
- Address barriers to the Councils doing business with local suppliers.

Measurements and Results

- Collaborate with other councils to meet the sustainability targets set regionally or nationally.
- Support achievement of the authorities' targets for Sustainability and carbon management improvement.

SOCIAL MEDIA POLICY/PROTOCOLS FOR CHILTERN AND SOUTH BUCKS DISTRICT COUNCILS - staff

1. What is social media?

1.1 'Social media' is the term used for online tools, websites and interactive media that enable users to interact with each other in various ways, through sharing information, opinions, knowledge and interests. It involves building online communities or networks, which encourages participation, dialogue and involvement. There are too many social media sites to list but some of the more popular examples are Facebook (social network), Twitter (microblogging), YouTube (content sharing), Flickr, MySpace and LinkedIn.

2. What the policy is about

2.1 This policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as staff in this policy).

2.2 This policy is intended to help staff make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles such as Twitter, Facebook, and LinkedIn. The Internet is a fast moving technology and it is impossible to cover all circumstances. However, the principles set out in this document should always be followed.

2.3 Social media provides a number of benefits in which Chiltern and/or South Bucks District Council staff may wish to participate. However, when someone clearly identifies their association with Chiltern and/or South Bucks District Councils and/or discusses their work, they are expected to behave appropriately when using social media, and in ways that are consistent with both of the Council's values and policies.

2.4 This policy sets out the principles and standards which Chiltern and/or South Bucks staff are expected to observe when using social media, and the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.

2.5 The intention of this guidance is not to stop Chiltern and/or South Bucks staff from conducting legitimate activities on the Internet through social media, but serves to flag-up those areas in which conflicts can arise.

2.6 This policy supplements the Chiltern District Council 'Acceptable Use Policy for Internet and Email' which can be found on the intranet within the Information Technology - Policies section http://cdc-intranet/site/scripts/documents_info.php?documentID=148 and supplements the South Bucks District Council 'Acceptable Use Policy' which can be found on the intranet in the Information Management section http://sbdcnetservice_areas/director_of_resources/information_management/default.asp
NB - work is currently taking place on producing a joint Acceptable Use Policy for both councils.

2.7 This policy supplements both Councils' Data Protection policies.

2.8 It is important that staff are aware that whilst the law regarding the use of social media is currently very fluid, contravention of the advice within this policy could result in

disciplinary or civil action or even prosecution. This applies whether the equipment being used when the policy is breached is council owned or personal property.

2.9 Breach of this policy may be dealt with under the relevant Council's Disciplinary Procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

3. Why use social media?

3.1 Rather than waiting for a resident / group to approach the council, social media offers the opportunity of being able to connect with the community, listen to what people are saying and engage with them on an equal footing focusing on two-way communications rather than simply delivering messages which we currently focus on via press releases, various newsletters and refuse and recycling email alerts.

3.2 Social media provides further opportunities for councils to communicate with residents, which can lead to:

- Better informed residents.
- Greater involvement with customers.
- Create a new dialogue between residents and the council.
- Better knowledge of our customers and communities.
- Easier access to hard to reach groups like the younger population of Chiltern and South Bucks

4. Pros and cons of social media

4.1 Many of the positives have been mentioned above but to add to that social media is:

- Real-time, you could send a message out about a bin collection cancellation and potentially contact thousands in seconds
- Engaging
- Direct
- Free (except officer time)
- Paperless
- Delivered straight to the person who prefers to receive messages electronically

Cons and potential risks

- Reputational damage to the council as a result of misuse
- Once information is posted on a social media site it is in the public domain
- Once posted, a message is difficult to remove
- Possibly very time consuming
- Potential legal action against the council or individuals as a result of the posting of unsuitable or restricted content
- Breaches of the Code of Practice for publicity (e.g. 'Purdah' period before an election)

5. Examples of messages that social media could be used for (not exhaustive)

Corporate
News

Emergency messages
Consultations

Elections

Don't lose your vote - deadline alerts
Apply for a postal vote / proxy
Election announcements
Annual canvas messages

Community Safety

Timely safety messages e.g. Halloween, Guy Fawkes, and White Ribbon Day
Alert messages - there has been a spate of number plate thefts in your area here's how to prevent it happening to you.
CSI newsletter is out now
Neighbourhood Watch information / alerts
Campaign message - Bright idea - leave a light on

Waste

Promote new services / sites
Bin collection date changes
Bad weather
Recycling messages

Community

Promote community events (CDC, SBDC and external events)

Housing

Promotion of services e.g. repair grants, HomeChoice

Planning

Alerts about planning applications

Licensing

Alerts about premises licensing applications

Personnel

Job alerts

Council Tax

Fraud messages - report benefit cheats
Alerts of local cases of fraud - people claiming to be from Council Tax asking for account details

Environmental Health

Promotion of services
Safety messages - Fireworks, food hygiene

Buckinghamshire County Council

Forward on BCC messages which affect Chiltern and South Bucks residents.

Thames Valley Police

Forward on TVP messages which affect Chiltern and South Bucks residents.

6. Basic Principles of using social media

6.1 The public must be able to trust the integrity of the services at both Chiltern District and South Bucks District Councils. Our residents need to be confident that the outside

activities of our staff do not undermine each of the Council's reputation and that decisions are not perceived to be influenced by any commercial or personal interests.

6.2 To this end when identified as a Chiltern and/or South Bucks staff member people:

- Should not engage in activities on the Internet which might bring Chiltern and/or South Bucks District Councils into disrepute;
- Should not use the Internet in any way to attack or abuse colleagues;
- Should not post derogatory or offensive comments on the Internet;
- Should not advocate support for a particular political party;
- Should not express views for or against any policy which is a matter of current party political debate;
- Should not advocate any particular position on an issue of current public controversy or debate

6.3 Any online activities associated with work for Chiltern and/or South Bucks District Council should be discussed and approved in advance by a senior manager (principal officer or head of service).

7. Social Networking Sites

7.1 Social networking sites provide a great way for people to maintain contact with friends, family and customers. However, through the open nature of such sites, it is also possible for third parties to collate vast amounts of information.

7.2 All Chiltern and South Bucks staff should be mindful of the information they disclose on social networking sites. Where they associate themselves with Chiltern and/or South Bucks District Council (through providing work details or joining a Chiltern or South Bucks network) they should act in a manner which does not bring Chiltern and/or South Bucks District Council into disrepute.

7.3 When a staff member is contacted by the press about posts on their social networking site that relate to Chiltern and/or South Bucks District Councils they should talk to their senior manager (principal officer or head of service) before responding. The press offices at either Council must be consulted with regard to all press contact.

8. Political activities on social networking sites

8.1 When staff are using personal social media accounts they are free to engage in political activity unless their post is politically restricted e.g. press officers. However, when they identify themselves as a Chiltern and/or South Bucks staff member on these sites they must make clear what their position is in their work details and state that their views are their own. When using the council's social media accounts staff should not express personal or political views.

9. Consideration towards other members of staff when using social networking sites

9.1 Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, it may not be appropriate to share work-related information in this way.

9.2 For example, there may be an expectation that photographs taken at a private Chiltern or South Bucks event will not appear publicly on the Internet, both from those present and perhaps those not at the event. Staff should be considerate to their colleagues in such

SOCIAL MEDIA POLICY - STAFF

October 2013

Author: Rachel Prance

circumstance and should not post information when they have been asked not to. They should also remove information about a colleague if that colleague asks them to do so, immediately.

9.3 Under no circumstance should offensive comments be made about Chiltern and/or South Bucks colleagues on the Internet. This may amount to cyber-bullying and could be deemed a disciplinary offence.

10. Blogging and Microblogging

10.1 There will be staff who use their personal blogs, and increasingly their microblogs like *Twitter*. This guidance note is not intended to restrict this, as long as confidential information is not revealed.

10.2 Blogs, microblogs or other personal websites which do not identify the blogger as a Chiltern and/or South Bucks District Council employee, do not discuss Chiltern and/or South Bucks District Council business and are purely about personal matters would normally fall outside this guidance. However, best practice would be to not mention or refer to a Member or member of staff of either Council in any capacity.

10.3 Staff members who already have a personal blog, microblog or website which indicates in any way that they work at Chiltern and/or South Bucks District Council should discuss any potential conflicts of interest with their senior manager (principal officer or head of service).

10.4 Similarly, staff members who want to start blogging or microblogging, and wish to say that they work for Chiltern and/or South Bucks District Council, should discuss any potential conflicts of interest with their senior manager (principal officer or head of service).

10.5 If a blog makes it clear that the author works for Chiltern and/or South Bucks District Council, it should include a simple and visible disclaimer such as "these are my personal views and not those of Chiltern and/or South Bucks District Council".

10.6 Unless there are specific concerns about the nature of their role staff members are free to talk about content on their blogs or microblogs. If in doubt, staff members should consult their senior manager (principal officer or head of service).

10.7 Personal blogs, microblogs and websites should not reveal confidential information about Chiltern and/or South Bucks District Council. This might include aspects of Chiltern and/or South Bucks District Council policy or details of internal Chiltern and/or South Bucks District Council discussions. If in doubt about what might be confidential, staff members should consult their senior manager (principal officer or head of service).

10.8 Personal blogs, microblogs and websites should not be used to attack or abuse colleagues. Staff members should respect the privacy and the feelings of others at all times. Best practice would be to not mention or refer to a Member or member of staff of either Council in any capacity.

10.9 Staff should remember that if they break the law on a blog or microblog (for example by posting something defamatory), they will be personally responsible.

10.10 If a staff member thinks something on their blog, microblog or website gives rise to concerns about a conflict of interest, and in particular concerns about impartiality or confidentiality, this must be discussed with their senior manager (principal officer or head of service).

10.11 If a staff member is offered payment to produce a blog or microblog for a third party this could constitute a conflict of interest and must be discussed with their senior manager (principal officer or head of service).

10.12 When a staff member is contacted by the press about posts on their blog or tweets on their microblog that relate to Chiltern and/or South Bucks District Council they should talk to their senior manager (principal officer or head of service) before responding. The press offices at the relevant Council must be consulted with regard to all press matters.

10.13 Staff members are allowed to update their personal blog or microblog from a Chiltern and/or South Bucks District Council computer at work, under the relevant 'Acceptable Use Policy for Internet and Email'.

11. Guidance for Managers on Blogging and Microblogging

11.1 Under this guidance note, managers in each area will decide what is appropriate.

11.2 They should not adopt an unnecessarily restrictive approach. Managers should ensure that any special instructions on blogging or microblogging are reasonable and explained clearly to staff.

11.3 Managers should bear in mind concerns about impartiality, confidentiality, conflicts of interest or commercial sensitivity. In some cases individuals may be dealing with matters which are so sensitive that rules may have to be set on what they can and cannot talk about on their personal blog or microblog.

11.4 Managers should ensure that all staff who will be using social media on behalf of Chiltern and/or South Bucks District Council are suitably trained to ensure they use it effectively and appropriately (style, tone, language, use of images, 'hash-tagging')

12. Third party sites

12.1 It should be clear to users whether a site is a Chiltern and/or South Bucks District Council page or a "personal" page.

12.2 The overall parameters, purpose and benchmarks of any project should be discussed with the relevant senior manager (principal officer or head of service).

12.3 Before a site/profile/page is launched, what level of engagement is required, what resources will be needed to achieve it and over what time-frame needs to be agreed with your senior manager (principal officer or head of service).

12.4 You should check online "friends" before approving them and review their comments regularly once approved.

12.5 We should not give users the impression that a particular site will have a longer life than is planned. In some circumstances, it may be appropriate to "hand over" a Chiltern or South Bucks page to an online community.

12.6 Any proposal to use a chat room, message board, microblog or social networking site to find contributors must be referred to the relevant senior manager (principal officer or head of service).

12.7 When forwarding or "retweeting" messages, care should be taken that it does not appear that Chiltern and/or South Bucks District Council is endorsing a particular opinion.

SOCIAL MEDIA POLICY - STAFF

October 2013

Author: Rachel Prance

12.8 Sites aimed at teens should be suitable for that audience. If in doubt, the 'Home Office Task Force Good Practice Guidance on Social Networking' may be consulted.

12.9 Staff should be sensitive to the minimum age requirements on different social networking sites. This is often set at age 13.

12.10 Advertisements on Chiltern and/or South Bucks District Council-branded social networking pages should be monitored to check that they are appropriate.

12.11 Before uploading Chiltern and/or South Bucks District Council material onto a social networking site, you should make sure that you are aware of, and comfortable with, the site's own terms and conditions.

12.12 The closure or mothballing of a site should be carefully managed to ensure that it does not remain Chiltern and/or South Bucks District Council-branded but neglected.

12.13 Managers can consult the relevant 'Acceptable Use Policy for Internet and Email' for further detail.

13. Open Access Online Encyclopaedias

13.1 In the course of Chiltern and/or South Bucks District Council work, staff may find errors in online encyclopaedias. If staff members edit online encyclopaedias at work the source of the correction will be recorded as a Chiltern and/or South Bucks District Council IP addresses. The intervention may therefore look as if it comes from the Chiltern and/or South Bucks District Council themselves. Chiltern and South Bucks staff should therefore act in a manner that does not bring Chiltern and/or South Bucks District Council into disrepute and should not post derogatory or offensive comments on any online encyclopaedias.

13.2 When correcting errors about Chiltern and/or South Bucks District Council, staff should be transparent about who they are. They should never remove criticism of Chiltern and/or South Bucks District Council. Instead, the Council should respond to legitimate criticism. Staff should not remove derogatory or offensive comments but must report them to the relevant senior manager (principal officer or head of service) for them to take action.

13.3 Before editing an online encyclopaedia entry about Chiltern and/or South Bucks District Council, or any entry which might be deemed a conflict of interest, Chiltern and South Bucks District Council staff should consult the house rules of the site concerned and, if necessary, ask permission from the relevant wikieditor. They may also need to seek advice from their senior manager (principal officer or head of service).

14. Process for issuing social media messages

14.1 Requests for corporate social media messages (news items, emergency information) will still be sent to the communications team, who will issue these through the main Council social media accounts. All press releases will be automatically sent out via Twitter.

14.2 Messages which relate directly to a service will be issued by the relevant service social media 'editor'.

14.3 When needed other authority information can also be re-issued, or re-tweeted, e.g. Thames Valley Police messages.

15. Style of social media messages

15.1 Many of the social media sites are intended to be fun, as well as informative. Updates are to be as frequent as possible - social media lives or dies by the quality and quantity of updates.

15.2 The style of postings should follow that of the Council's corporate style guidelines, although some abbreviations, for reasons of space may be needed.

15.3 Text speak should be avoided, for example we should always spell out 'you' and not use 'u'.

15.4 Postings to the Chiltern District Council social media sites are seen as representative of the Council and its views. Therefore postings about personal or party political content are not permitted.

15.5 Pictures can be added, where the picture adds value to the posting. Hyperlinks to items on websites for further information can also be included, which can help with the character limitations (for Twitter that is 140 characters).

16. Requests for specific service social media accounts

16.1 New social media accounts associated with the Council should only be created following agreement by Management Team to allow a uniformed approach and style.

16.2 The accounts will be the responsibility of the service area in terms of content management and appropriate usage.

17. Monitoring use of social media

17.1 Staff should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under the relevant Council's Disciplinary Procedure.

17.2 Senior managers (principal officer or head of service) reserve the right to restrict or prevent access to certain social media sites if they consider personal use to be excessive.

17.3 Misuse of social media can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and our customers/residents.

17.4 In particular uploading, posting or forwarding a link to any of the following types of material on social media, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

a) pornographic material (writing, films, pictures, video clips)

b) a false or defamatory statement about any person or organisation

c) material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to the Councils, their customers/residents or their staff

d) confidential information about the Councils or any of its staff or customers/residents (which staff do not have express authority to disseminate)

e) any other statement which is likely to create any liability (whether criminal or civil, and whether for the member of staff or the Councils); or

f) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person

Any such action will be addressed under the relevant Council's Disciplinary Procedure and is likely to result in summary dismissal.

17.5 Where evidence of misuse is found the relevant senior manager (principal officer/head of service) may undertake a more detailed investigation in accordance with the relevant Council's Disciplinary Procedure involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary such information may be handed to the police in connection with a criminal investigation.

17.6 If a member of staff notices any use of social media by other staff or Members in breach of this policy they should report it to their senior manager (principal officer/head of service).

17.7 Monthly monitoring reports will be provided to Management Team by the Head of Business Support but the handling of any misuse or abuse of the social media accounts will be the responsibility of the relevant senior manager (principal officer or head of service).

17.8 In addition the Communications Team will monitor social media comments about the Council on a weekly basis, and more often if the level of activity in social media becomes significant, for example due to high profile events or incidents.

18. How social media will be used at South Bucks District Council (from July 2013)

18.1 All requests for social media messages are currently sent to the communications team, who issue these through the main Council social media webpages and respond to messages.

18.2 To bring the two Council's policies into line the communications team at South Bucks will continue to issue corporate messages, news items and emergency information via social media. All press releases will continue to be automatically considered for issuing via Social Media.

18.3 Messages which relate directly to a service will be issued by the relevant service social media 'editor' as referred to in '*How social media will be used at Chiltern District Council*' point 19.2 below.

18.4 When needed other authority information will also be re-issued, or re-tweeted, e.g. Thames Valley Police messages by either the relevant service or the communications team.

18.5 The process of using social media including training and identification of suitable 'editors' (recommendation from senior manager or head of service), style of messages, requests for specific service social media accounts and monitoring will be the same as for Chiltern District Council and vice-versa.

19. How social media will be used at Chiltern District Council (from July 2013)

19.1 On a trial basis Facebook and Twitter accounts will be set up for four services (waste, community, community safety, democratic services). This is in addition to the @ChilternCouncil Twitter account which is managed by the communications team. If new social media tools rise in popularity, Management Team will consider setting up new social media sites on a case by case basis.

19.2 Each service area will need to identify who in the team will be the social media 'editors' (ideally two per service) and this network of people will operate in the same style as the web editors with the communications team being the 'managing editor'. Each 'editor' will be required to undertake social media training and to sign that they have agreed to the social media policy before they are given access to the social media accounts.

20. Review of the use social media at Chiltern and South Bucks District Councils

20.1 The Principal Officer for Policy, Performance and Communications will report back to Management Team every six months with details on the how effective social media is being for both Council's business.

20.2 Any other issues relating to the use of social media during the preceding six months will be dealt with by the appropriate senior manager (principal officer or head of service) using the relevant Council policies i.e. the 'Social Media Policy', the 'Acceptable Use Policy for Internet and Email' and/or the 'Disciplinary Policy' in the first instance.

ENDS

SOCIAL MEDIA POLICY/PROTOCOLS FOR CHILTERN AND SOUTH BUCKS DISTRICT COUNCILS - Members

1. What is social media?

1.1 'Social media' is the term used for online tools, websites and interactive media that enable users to interact with each other in various ways, through sharing information, opinions, knowledge and interests. It involves building online communities or networks, which encourages participation, dialogue and involvement. There are too many social media sites to list but some of the more popular examples are Facebook (social network), Twitter (microblogging), YouTube (content sharing), Flickr, MySpace and LinkedIn.

2. What the policy is about

2.1 Social media provides a number of benefits in which Chiltern and/or South Bucks District Council Members may wish to participate. However, when someone clearly identifies their association with Chiltern and/or South Bucks District Councils and/or discusses their work, they are expected to behave appropriately when using social media, and in ways that are consistent with both of the Council's values and policies.

2.2 This policy/protocol guidance note sets out the principles which Chiltern and/or South Bucks Members are expected to follow when using social media including blogs, microblogs like *Twitter* and other personal webspace. It applies to all Members, regardless to status or position.

2.3 The Internet is a fast moving technology and it is impossible to cover all circumstances. However, the principles set out in this document should always be followed.

2.4 The intention of this guidance is not to stop Chiltern and/or South Bucks Members from conducting legitimate activities on the Internet through social media, but serves to flag-up those areas in which conflicts can arise.

2.5 It is important that Members are aware that whilst the law regarding the use of social media is currently very fluid, contravention of the advice within this policy could result in disciplinary (under the Members Code of Conduct), civil action or even prosecution. This applies whether the equipment being used when the policy is breached is council owned or personal property.

2.6 Members should also be aware that if they use social media in a libellous or defamatory fashion the Councils would not be able to defend their actions as it would be deemed their personal responsibility.

2.7 This policy supplements the Chiltern District Council 'Acceptable Use Policy for Internet and Email' which can be found on the intranet within the Information Technology - Policies section http://cdc-intranet/site/scripts/documents_info.php?documentID=148 and supplements the South Bucks District Council 'Acceptable Use Policy' which can be found on the intranet in the Information Management section http://sbdcnet/service_areas/director_of_resources/information_management/default.asp
NB - work is currently taking place on producing a joint Acceptable Use Policy for both councils.

2.8 This policy supplements both Councils' Data Protection policies.

3. Why use social media?

3.1 Rather than waiting for a resident / group to approach the council, social media offers the opportunity of being able to connect with the community, listen to what people are saying and engage with them on an equal footing focusing on two-way communications.

3.2 Social media provides further opportunities for Members to communicate with residents, which can lead to:

- Better informed residents.
- Greater involvement with customers.
- Create a new dialogue between residents and Members.
- Better knowledge of our customers and communities.
- Easier access to hard to reach groups like the younger population of Chiltern and South Bucks

4. Pros and cons of social media

4.1 Many of the positives have been mentioned above but to add to that social media is:

- Real-time, you could send a message out about a bin collection cancellation and potentially contact thousands in seconds
- Engaging
- Direct
- Free
- Paperless
- Delivered straight to the person who prefers to receive messages electronically

Cons and potential risks

- Reputational damage to the council as a result of misuse
- Once information is posted on a social media site it is in the public domain
- Once posted a message it's difficult to remove
- Possibly very time consuming
- Potential legal action against the council or individuals as a result of the posting of unsuitable or restricted content
- Breaches of the Code of Practice for publicity (e.g. 'Purdah' period before an election)

5. Basic Principles of using social media

5.1 The public must be able to trust the integrity of the Members of both Chiltern District and South Bucks District Councils. Our residents need to be confident that the outside activities of Members do not undermine either of the Council's reputations and that decisions are not perceived to be influenced by any commercial or personal interests.

5.2 To this end when identified as a Chiltern and/or South Bucks Member people:

- Should not engage in activities on the Internet which might bring Chiltern and/or South Bucks District Councils into disrepute;
- Should not use the Internet in any way to attack or abuse colleagues;

- Should not post derogatory or offensive comments on the Internet;
- Should not advocate support for a particular political party unless making it clear that the views expressed are their own;
- Should not express views for or against any policy which is a matter of current party political debate unless making it clear that the views expressed are their own; ;
- Should not advocate any particular position on an issue of current public controversy or debate unless making it clear that the views expressed are their own;

6. Social Networking Sites

6.1 Social networking sites provide a great way for people to maintain contact with friends, family and customers. However, through the open nature of such sites, it is also possible for third parties to collate vast amounts of information.

6.2 All Chiltern Members should be mindful of the information they disclose on social networking sites. Where they associate themselves with Chiltern and/or South Bucks District Council (through providing work details or joining a Chiltern or South Bucks network) they should act in a manner which does not bring Chiltern and/or South Bucks District Council into disrepute.

6.3 When a Member is contacted by the press about posts on their social networking site that relate to Chiltern and/or South Bucks District Councils they should talk to the press offices at either Council before responding.

7. Political activities on social networking sites

7.1 When Members are using personal social media accounts they are free to engage in political activity. However, when they identify themselves as a Chiltern and/or South Bucks Member on these sites they must make clear what their position on the Council is and state that their views are their own. When using the Council's social media accounts Members should not express personal or political views.

8. Consideration towards other Members and staff when using social networking sites

8.1 Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, it may not be appropriate to share Council work-related information in this way.

8.2 For example, there may be an expectation that photographs taken at a private Chiltern or South Bucks event will not appear publicly on the Internet, both from those present and perhaps those not at the event. Members should be considerate to their colleagues in such circumstance and should not post information when they have been asked not to. They should also remove information about a colleague if that colleague asks them to do so, immediately.

8.3 Under no circumstance should offensive comments be made about Chiltern and/or South Bucks colleagues on the Internet. This may amount to cyber-bullying and could be deemed a disciplinary offence (under the Members Code of Conduct).

9. Blogging and Microblogging

9.1 There will be Members who use their personal blogs, and increasingly their microblogs like *Twitter*. This guidance note is not intended to restrict this, as long as confidential information is not revealed.

9.2 Blogs, microblogs or other personal websites which do not identify the blogger as a Chiltern and/or South Bucks District Council Member, that do not discuss Chiltern and/or South Bucks District Council business and are purely about personal matters would normally fall outside this guidance.

9.3 Members who already have a personal blog, microblog or website which indicates in any way that they are a Member of Chiltern and/or South Bucks District Council should discuss any potential conflicts of interest with the Chief Executive and/or the Leader of the Council.

9.4 Similarly, Members who want to start blogging or microblogging, and wish to say that they are a Member for Chiltern and/or South Bucks District Council, should discuss any potential conflicts of interest with the Chief Executive/Leader of the Council.

9.5 If a blog makes it clear that the author is a Member of Chiltern and/or South Bucks District Council, it should include a simple and visible disclaimer such as "these are my personal views and not those of Chiltern and/or South Bucks District Council".

9.6 Unless there are specific concerns about the nature of their role Members are free to talk about content on their blogs or microblogs. If in doubt, Members should consult the Chief Executive and/or Leader of the Council.

9.7 Personal blogs, microblogs and websites should not reveal confidential information about Chiltern and/or South Bucks District Council. This might include aspects of Chiltern and/or South Bucks District Council policy or details of internal Chiltern and/or South Bucks District Council discussions. If in doubt about what might be confidential, Members should consult the Chief Executive and/or Leader of the Council.

9.8 Personal blogs, microblogs and websites should not be used to attack or abuse colleagues. Members should respect the privacy and the feelings of others.

9.9 Remember also that if Members break the law on a blog or microblog (for example by posting something defamatory), they will be personally responsible.

9.10 If a Member thinks something on their blog, microblog or website gives rise to concerns about a conflict of interest, and in particular concerns about impartiality or confidentiality, this must be discussed with the Chief Executive and/or Leader of the Council.

9.11 If a Member is offered payment to produce a blog or microblog for a third party this could constitute a conflict of interest and must be discussed with the Chief Executive and/or Leader of the Council.

9.12 When a Member is contacted by the press about posts on their blog or tweets on their microblog that relate to Chiltern and/or South Bucks District Council they should talk to the press office at the relevant Council before responding.

9.13 Members are allowed to update their personal blog or microblog from a Chiltern and/or South Bucks District Council computer work, under the relevant 'Acceptable Use Policy for Internet and Email'.

9.14 Members who will using social media on behalf of Chiltern and/or South Bucks District Council should be suitably trained to ensure they use it effectively and appropriately (style, tone, language, use of images, 'hash-tagging').

10. Third party sites

10.1 It should be clear to users whether a site is a Chiltern and/or South Bucks District Council page or a "personal" page.

10.2 The overall parameters, purpose and benchmarks of any project must be discussed with Leader of the Council or in their absence, the Deputy Leader.

10.3 You should check online "friends" before approving them and review their comments regularly once approved.

10.4 We should not give users the impression that a particular site will have a longer life than is planned. In some circumstances, it may be appropriate to "hand over" a Chiltern or South Bucks page to an online community.

10.5 When forwarding or "retweeting" messages, care should be taken that it does not appear that Chiltern and/or South Bucks District Council is endorsing a particular opinion.

10.6 Sites aimed at teens should be suitable for that audience. If in doubt, the 'Home Office Task Force Good Practice Guidance on Social Networking' may be consulted.

10.7 Members should be sensitive to the minimum age requirements on different social networking sites. This is often set at age 13.

10.8 Advertisements on Chiltern and/or South Bucks District Council-branded social networking pages should be monitored to check that they are appropriate.

10.9 Before uploading Chiltern and/or South Bucks District Council material onto a social networking site, you should make sure that you are aware of, and comfortable with, the site's own terms and conditions.

10.10 The closure or mothballing of a site should be carefully managed to ensure that it does not remain Chiltern and/or South Bucks District Council-branded but neglected.

10.11 When required other authority information can re-issued, or re-tweeted, e.g. Thames Valley Police messages by Members.

10.12 Members can consult the relevant 'Acceptable Use Policy for Internet and Email' for further detail if required.

11. Open Access Online Encyclopaedias (most common is Wikipedia)

11.1 In the course of Chiltern and/or South Bucks District Council work, Members may find errors in online encyclopaedias. If Members edit online encyclopaedias using Council equipment the source of the correction will be recorded as a Chiltern and/or South Bucks District Council IP addresses. The intervention may therefore look as if it comes from the Chiltern and/or South Bucks District Council themselves. Chiltern and South Bucks Members should therefore act in a manner that does not bring Chiltern and/or South Bucks District Council into disrepute and should not post derogatory or offensive comments on any online encyclopaedias.

11.2 When correcting errors about Chiltern and/or South Bucks District Council, Members should be transparent about who they are. They should never remove criticism of Chiltern and/or South Bucks District Council. Instead, they should respond to legitimate criticism. Members should not remove derogatory or offensive comments but must report them to the Chief Executive and/or Leader of the Council for them to take action.

11.3 Before editing an online encyclopaedia entry about Chiltern and/or South Bucks District Council, or any entry which might be deemed a conflict of interest, Chiltern and South Bucks District Council Members should consult the house rules of the site concerned and, if necessary, ask permission from the relevant wikieditor. They may also need to seek advice from Chief Executive and/or Leader of the Council.

12. Style of social media messages

12.1 Many of the social media sites are intended to be fun, as well as informative. Updates are to be as frequent as possible - social media lives or dies by the quality and quantity of updates.

12.2 The style of postings should follow that of the Council's corporate style guidelines, although some abbreviations, for reasons of space, may be needed.

12.3 Text speak should be avoided, for example we should always spell out 'you' and not use 'u'.

12.4 Postings to the Chiltern District and South Bucks District Council social media sites are seen as representative of the Council and its views. Therefore postings about personal or party political content are not permitted.

12.5 Pictures can be added, where the picture adds value to the posting. Hyperlinks to items on websites for further information can also be included, which can help with the character limitations (for Twitter that is 140 characters).

13. Monitoring use of social media

13.1 Members should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under the Members Code of Conduct.

13.2 Misuse of social media can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against the Member and the Council. It may also cause embarrassment to us and our customers/residents. (see also 1.6)

13.3 In particular uploading, posting or forwarding a link to any of the following types of material on social media, whether in a professional or personal capacity, will amount to disciplinary action under the Members Code of Conduct (this list is not exhaustive):

- a) pornographic material (writing, films, pictures, video clips)
- b) a false or defamatory statement about any person or organisation
- c) material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to the Councils, their customers/residents or their staff
- d) confidential information about the Councils or any of its staff or customers/residents (which staff do not have express authority to disseminate)
- e) any other statement which is likely to create any liability (whether criminal or civil, and whether for the member of staff or the Councils); or

f) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person

Any such action will be addressed under the Members Code of Conduct.

13.4 Where evidence of misuse is found the Chief Executive/Leader of the Council may undertake a more detailed investigation in accordance with the Members Code of Conduct involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses involved in the investigation. If necessary such information may be handed to the police in connection with a criminal investigation.

13.5 If a Member notices any use of social media by other Members or members of staff in breach of this policy they should report it to the Chief Executive/Leader of the Council.

13.6 In addition the Communications Team will monitor social media comments about the Council on a weekly basis, and more often if the level of activity in social media becomes significant, for example due to high profile events or incidents.

14. Review of the use social media at Chiltern and South Bucks District Councils

14.1 The Principal Officer for Policy, Performance and Communications will report back to Management Team every six months with details on the how effective social media is being for both Council's business.

ENDS