

PURTON PARISH COUNCIL	POLICY ON FACEBOOK ADVERTISEMENTS
APPROVED BY COUNCIL: ...25.../...6.../...20... <i>This policy will be reviewed once every 3 years unless there is a significant change in legislation or staffing requirements</i>	
Signed by Clerk:	Dated:

Purton Parish Council are keen to promote all local businesses within its community.

“Buy Local” has been a key factor in the pandemic of 2020 COVID-19 with vital resources keeping our community serviced with essential products.

This policy highlights the Parish Councils remit, responsibility and control over matters relating to local businesses that we advertise through our FaceBook page.

1. No advertisements will be posted without first being “vetted” for appropriateness by the Clerk and/or a Councillor. The posting settings are such that they have to be approved before viewable by the public.
2. We aim to view all posts within 24 hours before permitting or refusing.
3. Only local businesses will be able to advertise unless there is an unusual circumstance that permits their details being shared (ie: pandemic, specialist services, association through the community/fundraiser to benefit community).
4. Only business accounts will be shared. No personal accounts.
5. The Council upholds it right to exercise its general duty to consider all matters in the exercise of any of its functions: Equal Opportunities (race, gender, sexual orientation, marital status, age and any disability), Crime and Disorder, Health and Safety and Human Rights.
6. The Council will not be affiliated to any business group, body or organisation that has **publicly** displayed any form of activity deemed in appropriate in line with item 5 above.
7. The Council is not associated or affiliated to any personal FaceBook accounts and the sharing of information contained only business accounts.
8. Any issue relating to business posts of which the community feels are inappropriate should be reported immediately to the Council.
9. The Council do not receive any financial gain from businesses within the Community to advertise through their FaceBook accounts. This is viewed as a community service.
10. Purton Parish Council retain the rights to remove posts should comments on the feed become abusive in any format.
11. Purton Parish Council has the rights to ban those who abuse the fundamental guidance of use above.
12. If a member of the public feels the post/business is inappropriate they should contact the council and also the necessary enforcing body if it fails within the remit of those (police/trading standards/environmental health etc).
13. Purton Parish Council will only comment on advertisement from a business should the advertisement be challenged by a member of the public. No personal information will be considered as there is no affiliation to any personal Facebook accounts (No 7).

25 th June 2020	Adoption of policy