

## Carnforth Town Council

### Social Media Post Selection Policy for Community Groups

This policy outlines the criteria for selecting social media posts submitted by community groups for sharing on official Carnforth Town Council channels.

This policy ensures that only appropriate and relevant content representing the interests and values of Carnforth is shared on the Council's social media platforms.

Posts must align with the Council's overall communication strategy and maintain a consistent brand image.

To be considered, posts must be submitted through the designated channels (e.g., email, online form) and include all necessary information, such as contact details and any required permissions.

The Council will prioritise posts that promote community engagement, local events, and initiatives that benefit Carnforth residents.

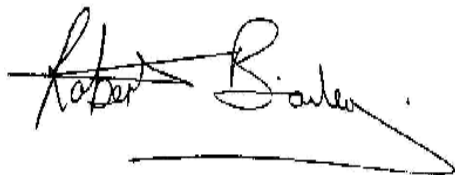
Posts promoting commercial products or services will generally not be accepted, unless they directly support a community-based project.

The Council reserves the right to edit posts for clarity, grammar, and style before publication.

The final decision on whether to post rests with the designated Council representative. This ensures the Council maintains control over its online presence and protects its reputation.

#### **Actionable Steps for Implementation:**

- Create a clear submission process for community groups.
- Develop a checklist for evaluating submitted posts against the policy criteria.
- Designate a Council representative responsible for reviewing and approving posts.
- Communicate this policy effectively to all community groups.

A handwritten signature in black ink, appearing to read 'Robert Bailey', with a long horizontal flourish extending to the right.

Bob Bailey, Town Clerk & Responsible Financial Officer

## Draft submission form template for community groups to use when submitting social media posts to Carnforth Town Council.

### Streamlining Submissions: A Template for Carnforth Town Council

A well-designed submission form simplifies the process for community groups wanting their posts shared on the Council's social media.

This template ensures consistency and efficiency in collecting necessary information. The form should be concise and user-friendly, minimising the burden on community groups.

Clear instructions and examples will help avoid errors and delays.

It is suggested that the form should request key information such as:

- **Group Name and Contact Information:** This enables easy communication and verification.
- **Post Content:** Include space for text, images, and links. Set word limits to maintain consistency.
- **Target Platform:** Specify whether the post is intended for Facebook, X, Instagram, etc.
- **Desired Posting Date:** Allows the Council to schedule posts effectively.
- **Relevant Event/Initiative:** Provides context and allows the Council to assess relevance to Carnforth.
- **Permissions:** Confirm that all necessary permissions are obtained for images and content.
- **Consent to Edit:** Clarify that the Council may edit the post for consistency.

### Actionable Steps to Create the Form:

- Use Microsoft Forms
- Clearly label all fields with concise instructions.
- Provide examples of well-formatted submissions.
- Test the form thoroughly before launching it.