

Terms of Reference of the Sway Parish Council Information Working Group

1. The Information Working Group shall comprise an ad-hoc group of Sway Parish Council members. There is no specified minimum or maximum number, and members may join or leave the group according to need.
2. There shall be no Chair or any other formal positions within the Information Working Group. Instead, members shall take guidance from the full Parish Council, the Leaders of the various Sway Parish Council Committees and working parties, and the Parish Clerk, along with these Terms of Reference.
3. There shall be no formal regular schedule of meetings of the Information Working Group. Most of its collaborative work can be achieved through various electronic and other forms of communication.
4. There shall be no formal minutes, but whenever appropriate, one or more member(s) of the Information Working Group shall report activities of the Information Working Group to meetings of the full Parish Council.
5. Individual members of the Information Working Group may operate autonomously provided they do so strictly in accordance with these Terms of Reference.
6. The Information Working Group shall maintain the content of the official Sway Parish Council website <http://www.sway-pc.gov.uk/> plus the official Sway Parish Council social media (facebook, twitter etc).
7. The Information Working Group shall use these resources in order to keep the residents of Sway fully informed of work relating to Sway Parish Council in as timely a fashion as possible.
8. The Information Working Group shall draft a newsletter up to 4 times a year which, when approved by full council, will be made available in hardcopy and digital format. A downloadable copy will be posted on the website.
9. Unless otherwise authorised by Sway Parish Council or an appropriate committee or working party, the Information published on the web site shall adhere to the following guidelines:
 - a. Only subjects relating to work of the Parish Council shall be published.
 - b. References to external information shall only be through official sites such as New Forest District Council, New Forest National Park Authority, Hampshire County Council, Hampshire Police, UK Government, etc.
 - c. All photographs and other images shall be selected such that there are no copyright or authorship restrictions upon them.
 - d. Where clearly identifiable images of people are used, verbal or other permission shall be obtained in advance from those involved.
 - e. No inappropriate material shall be published.

- 10.** The social media may be used to
- a. Post minutes and dates of meetings
 - b. Advertise events and activities
 - c. Good news stories linked to website or press page
 - d. Vacancies
 - e. Retweeting or 'share' information from partners i.e. Police, Library and Health etc.
 - f. Announcing new information.
 - g. Post or Share information from other Parish related community groups/clubs/associations/bodies e.g. Schools, sports clubs and community groups
 - h. Refer resident queries to the clerk and all other councillors

Version 1.3 17th December 2015