



ALCESTER TOWN COUNCIL

PUBLICATIONS POLICY

This policy applies to all documents and social media posts published in the name of Alcester Town Council. Writers must adhere to this policy when preparing items for publication.

Items for publication must:

- Bear the ATC name and, in documents, the logo
- Be written to a professional standard
- Where facts and statistics are quoted, they should be verifiable with sources stated
- Comply with copyright law for any content and the author must obtain permission for images of individuals to be published. (If a child is under 13 years of age you will have to obtain consent from a parent or guardian. You will also need to be able to verify that person giving consent on behalf of a child is allowed to do so).

Items for publication should **not**:

- Be political in nature or appear to be designed to affect public support for any political party
- Be inappropriate or objectionable
- Be likely to subject the Council to prosecution or bring the Council into disrepute
- Promote a commercial enterprise
- Promote gambling, weaponry, alcohol, tobacco or similar products
- Have an overtly sexual 'tone' or appear to promote illegal or even 'inappropriate' behaviour or lifestyles
- Include organisations in financial or legal conflict with the Council

Guidelines for submissions to the Town Council Newsletter

The Town Council newsletter is about local news and updates on the Council's activities. This may sometimes include events that the council is holding or that of voluntary groups. It endeavours to cover a wide range of topics that may be of interest to parishioners.

- Any promotional articles from charitable or not for profit organisations must publicise activities or events that are occurring within the Parish or in an immediate neighbouring parish and have specific relevance to the community. Any exceptions to this policy must be agreed by the Clerk on behalf of the Council.
- Text must contain correct spellings and grammar and be in Word format

- High resolution images and graphics should be included where possible (a picture tells a thousand words) and be in JPG or PNG format
- Keep it brief. The editor will advise on the maximum number of words
- Think about your audience and ensure the wording and graphics relate to them
- Ensure you submit content to administration@alcester-tc.gov.uk by the date advised by the editor

Guidelines for councillors - Alcester Town Council social media

Alcester Town Council has Facebook, X, YouTube and Instagram accounts. Social media is valuable for engaging with Alcester's social media users. It is particularly useful for urgent messages and to advertise the Town Council's activities.

It should maintain a broad platform and provide a balance of information and signposting to third party posts (eg. SDC) together with advertising/reporting Town Council activities.

Social media accounts are managed by the Town Council staff and requests to publish posts should be sent to office@alcester-tc.gov.uk

The Town Clerk has the final decision on suitability of posts.

Any suggestions for posts should follow these guidelines:

- Clear instructions to the publisher
- Accompanying text for the caption to be provided in Word format
- No more than 2 hashtags and these to appear at end of post
- No more than 2 tags
- No more than one website link
- Remember character limit (280) for X
- Remember direct links do not work on Instagram captions
- Consider using short videos (20 seconds maximum)
- Photos to be submitted in JPG or PNG format. (Making it clear to the publisher that you have obtained the necessary permissions to publish photos of individuals concerned on these platforms. If a child is under 13 years of age you will have to obtain consent from a parent or guardian. You will also need to be able to verify that person giving consent on behalf of a child is allowed to do so).
- Consider using alternative text for images
- Consider using the free software Canva to design social media posts
- Plan posts/uploads in advance where possible and send to publisher- please note working hours

Councillors should also be aware of the separate Social Media Policy *[add link to new policy]* which aims to deal with the civility and respect issues arising from use of social media and to reduce the risk of Councillors breaching the Code of Conduct through use of their own social media.

Approved by F & GP Committee – 24th March 2026

Adopted by Full Council

Review due in April 2028