

DRIFFIELD TOWN COUNCIL SOCIAL MEDIA PROMOTION POLICY

The Driffield Town Council social media pages will promote:

Any activity by community groups, charitable groups, sports groups, ERYC, private businesses that:

Promote, enhance and encourage the economic, cultural, environmental and social wellbeing of Driffield, Little Driffield and the Wolds.

Examples: awards/regional or national recognition/events/campaigns for the general good e.g. environmental, retention of services, new business in town centre, expansion of business in town centre/competitions/special promotions & offers not involving price cuts/sales etc.

The onus is on the organiser of any of the above to inform DTC and request council promotion on the DTC social media outlets if the admin team have not already seen details of said event and deemed it eligible for the DTC promotion policy.

Postings will be at the discretion of the DTC Social Media Admin Team and dependant on time. The Admin team also reserve the right to remove postings on their social media outlets should they deem it necessary.

DTC/POLICIES/NOVEMBER 5TH Minute Number: 120/19