

## **Social media, web chat and chatbot guidelines** *Updated December 2017*

At North East Lincolnshire Council we want it to be as easy and convenient as possible to keep in touch with us. We use our social media, web chat and chatbot presence to keep you informed and engaged. We've produced the following guidelines to make sure all three are used safely, efficiently and appropriately to benefit you, our employees, elected members and partners. The social media platforms we use are Facebook, Twitter, Instagram, LinkedIn, YouTube, web chat, chatbot from our website and chatbot from Skype Messenger we will always follow the guidelines and rules of each platform.

### **Contacting via social media web chat and chatbot**

Our social media and web chat accounts are monitored Monday to Friday during normal working hours (excluding Bank Holidays). As we don't monitor these platforms 24/7, we aim to respond to interactions appropriately and efficiently during the working day. The chatbot is available 24/7 and is automated artificial intelligence designed to respond to basic questions about waste and recycling.

With social media and web chat we may not be able to respond to enquiries during the same working day, but will always respond as soon as we can and keep you up to date with our progress. We will try to answer all reasonable questions in a timely manner, but often need to consult colleagues from different parts of the council and partner organisations.

For social media, web chat and chatbot we will stop responding to conversations if we can no longer add value to the discussion. Please be aware that it may not be possible to answer all questions asked.

Anyone can post to our Facebook wall and we strive to answer queries as quickly as possible. We do, however, reserve the right to remove offensive or discriminatory posts, advertisement of products or services and posts that promote political parties without notice. Content should only be posted if you own the copyright, and please do not repeat the same message, or very similar messages, more than once (also called 'spamming').

Interaction must be used for council related conversations and we don't respond to inappropriate language or comments. If you rephrase your webchat or chatbot query we will be happy to continue to have a conversation with you. Posts on our social media platforms by third parties do not imply endorsement of any kind from North East Lincolnshire Council.

Please take extra care when sharing personal information, such as addresses and telephone numbers. Personal details should NEVER be posted publically on our social media sites, within web chat messages to us or on our chatbot. Please contact us by private or direct message or use email instead.

### **Feedback**

Ideas, feedback and comments are welcomed. We read all interactions and guarantee that any themes or suggestions are passed to the relevant departments.

## **Interaction on Social Media**

We do not automatically follow/interact with accounts that follow us. We may need to follow you to send a Direct Message, but after the conversation has ended we will unfollow you. A follow, like, share or comment does not indicate collaboration, partnership or endorsement. We will follow, like, comment or share posts, pages and organisations if the information is appropriate to our work. We try to support local and national campaigns that are relevant to us, or one of our services