



## CLAYTON-LE-WOODS PARISH COUNCIL

### USE OF SOCIAL MEDIA POLICY

#### 1.Principles

- i) To publish information about the work of Clayton-le-Woods Parish Council ('the Parish Council')
- ii) To avoid entering online debates or arguments about the Parish Council's work.

#### 2. Approved Parish Council Social Media

The Parish Council has approved the use of Facebook and the Parish Council's website to promote the work of the Parish Council and to communicate messages approved by the Management Committee and/or the Clerk.

Our Parish Council Facebook page can be found at [www.facebook.com/claytonlewoodspc](http://www.facebook.com/claytonlewoodspc)

Our website can be found at <http://www.claytonlewoodsparishcouncil.org.uk>

#### 3.Users of Parish Council Social Media

- i) The Clerk is the Parish Council's nominated Press Officer with the authority to place official press releases on the website and on Facebook once they have been approved by the Management Committee.
- ii) Any Councillor can draft press releases for the approval of the Management Committee and/or the Clerk.
- iii) The Clerk is appointed by the Parish Council to post messages onto the Parish Council's Facebook page, which have been approved by the Management Committee.

#### 4.Guidance for nominated Parish Councillors on the use of Parish Council Facebook page

- i) Only the Clerk should post messages on the Parish Council's Facebook page, when approved by the Management Committee
- ii) No information should be published that is not already known to be in the public domain (e.g. available on the Parish Council's website, published in Minutes).
- iii) Information that is published should be factual, fair, thorough and transparent.
- iv) Copyright laws must be respected.



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- v) Other organisations should not be referenced without their approval – when referencing, link back to the original source wherever possible.

#### **5.Guidance for Parish Councillors on the use of Social Media**

- i) Councillors and Officers should not use social media in a private capacity to discuss the work of the Parish Council. Everyone must be mindful that information published in this way will stay in the public domain indefinitely, without the opportunity for retrieval/deletion.
- ii) Discussions or reports about Parish Council business that are meant to be private or internal must not be published on social media.
- iii) Do not publish anything on social media that would be regarded in the workplace as unacceptable.
- iv) Officers and Councillors must remember that they will be seen as ambassadors for the Parish Council and should always act in a responsible and socially aware manner when using social media.

#### **6.Third party Social Media and Individual Councillor Usage**

- i) Councillors and Officers need to think about whether they are acting in a private capacity, or whether any impression might be conveyed that they are acting for and on behalf of Clayton-le-Woods Parish Council.
- ii) The Council has adopted a Code of Conduct which is binding on all members. If you use Social Media in your official capacity as a Councillor or Officer, you should always be mindful of the Code, and of the seven Nolan principles applicable to holding public office – selflessness, integrity, objectivity, accountability, openness, honesty and leadership.



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**DO:**

- Set appropriate privacy settings for any blog or networking site.
- Watch out for defamatory or obscene posts from others on any blog or page and remove them as soon as possible to avoid any perception that you condone such views.
- Be aware that the higher your profile as a Councillor, the more likely it is that you may be seen as acting in an official capacity when you blog or network.
- Ensure any Parish Council facilities are used, any posts that you make are extremely likely to be viewed as being made in your official capacity.
- Avoid publishing any information that you could only have accessed in your position as Parish Councillor or Officer.
- Be careful if making 'political' points and avoid being specific or personal about individuals.

**DON'T:**

- Blog in haste. - Post comments that you would not be prepared to make in writing or face-to-face contact.
- Use Parish Council facilities for personal or political purposes.

**Revisions: Discussed and agreed at Communications Committee meeting on 8<sup>th</sup> December 2021**

**Adopted: Full Parish Council 17<sup>th</sup> January 2022**