



# **Bradwell Parish Council**

## **Norfolk**

### **Social Media Policy**

#### **Approval and Revision Table**

Review / Amendment Date	Section / Clause amended	Date of Council Adoption
March 2021	Complete review and update	4 <sup>th</sup> May 2021



# Bradwell Parish Council, Social Media Policy

## 1. Parish Council Use of Social Media – Principles

- i. To publish information about the work of Bradwell Parish Council
- ii. To avoid entering into online debates or arguments about the Parish Council's work.

## 2. Approved Parish Council Social Media

Bradwell 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 approved messages by the Chairman and/or the Clerk.

Bradwell Parish Council website can be found at  
<http://www.bradwellparishcouncil.co.uk/>

## 3. Users of Parish Council Social Media

In accordance with the Council's adopted Public Relation Strategy document, the Clerk is the Council's nominated Press Officer with the authority to issue official information and or press releases once they have been approved by the Chairman. The decision by the chairman on whether to post information or press releases or not is final.

The Parish Council has only appointed the Clerk or in their absence the Assistant Clerk to post messages on to our Facebook page.

## 4. Guidance for Parish Councillors on the use of Parish Council Social Media

Councillors and Officers should be familiar with the terms of use on third party websites – e.g. Facebook – and adhere to these at all times.

- i. No requests for information to 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) will be accepted.
- ii. The content of Information that is published shall be factual, fair, thorough and transparent.
- iii. Those requesting information for publication should be mindful that information published in this way may stay in the public domain indefinitely, without the opportunity for retrieval/deletion.
- iv. Copyright laws must be respected.
- v. Conversations or reports that are meant to be private or internal will not be published without permission.
- vi. Other organisations will not be referenced without their approval – when referencing, a link back to the original source shall be included wherever possible.
- vii. No information will be considered for publication that would be regarded in the workplace as unacceptable.

## 5. Third Party Social Media and Individual Councillor Usage

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 Bradwell Parish Council. The Council had adopted a Code of Conduct which is binding on all members. If you use Social Media in your personal capacity, 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.***



# Bradwell Parish Council, Social Media Policy

Aspects of the Members' Code of Conduct will apply to your online activity in the same way it does to other written or verbal communication you undertake. Members should comply with the general principles of the Code in what they publish and what they allow others to publish. You will need to be particularly aware of the following sections of the Code:

- Treat others with respect. Avoid personal attacks and disrespectful, rude or offensive comments.
- Comply with equality laws. Take care in publishing anything that might be considered sexist, racist, ageist, homophobic or anti-faith.
- Refrain from publishing anything you have received in confidence.
- Ensure you don't bring the council, or your councillor role, into disrepute.

Members of the public (or other members or officers) may make a complaint about you if you contravene the Code of Conduct. That complaint, and the sanctions that may be imposed, will be considered by the Staffing and Standards Committee

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.

## **Don't:**

- Blog or post 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.

## **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.
- Consider that 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 without Council approval.
- Be careful if making 'political' points, and avoid being specific or personal about individuals.