

EDMONDSLEY PARISH COUNCIL

Social Media Policy

Date Adopted:	10/07/25
Review Date:	-
Version no.:	1

Aims

- 1 This policy relates to the creation and management of the Parish Council's Facebook Page and Facebook Group.
- 2 The aim of this policy is to set down rules and regulations to ensure proper use of the Facebook Page and Facebook Group.
- 3 The aim is to use the Facebook Page and Facebook Group to enhance the Council's engagement with residents and the wider community.

Management

- 4 The Facebook Page and Facebook Group will be managed by the Parish Clerk, but 2 Councillors to have access to the Group for administration purposes.
- 5 The account should only link to pages of a local government organisation or organisations/causes relating to the Parish.
- 6 The Facebook page will be used to:
 - Post meeting notices
 - Advertise Council events and activities
 - Share Vacancies
 - Share information affecting Edmondsley Parish and the local area
 - Share information from partner agencies such as other Local Authorities, the Police etc.
 - Share information relating to Community Groups, such as Coffee Mornings, Social Nights, Local Clubs, Schools and Charities.
- 7 Posts made by the official Facebook Page will be set to public.
- 8 The Facebook Group will be set to Public.
- 9 Only local residents/businesses can join the Facebook Group.
- 10 The profile picture of the Facebook Page and Facebook Group will be the Parish logo, or photographs of the Parish.
- 11 Photos uploaded to the Facebook Group or Page will not have direct view of any child's face without the prior consent of their parent/guardian.

- 12 The Group will be monitored by the Parish Clerk and the 2 named Councillors who will remove any posts which include:
 - a Abusive language content
 - b Which may cause offence to a specific group of people eg comments on a person's sexuality, sexist comments, racial comments etc.
 - c Which contain potentially libellous comments
 - d Are of a political nature
 - e Are not related to the Parish Council, Edmondsley Parish, or the surrounding area
- 13 No Parish Councillor will enter into personal debate around Council policy or matters with group members. If any topic arises that needs to be debated, the person posting should be directed to email their comments/complaints/suggestions to the Parish Clerk. If necessary, an item will be placed on the next agenda for discussion at a Parish Council Meeting. If group members continue to attempt to create a debate, the post will be removed by the named Councillors or the Clerk.
- 14 Facebook events will be created for any Parish Council event taking place.
- 15 Advertising personal businesses will only be allowed if that business is within the Parish Boundary or immediate surrounding area.
- 16 The level of advertising will be monitored, and if any individual or business is deemed to be advertising excessively, they will be asked to reduce their posts to once per week.
- 17 If a Group member breaks the Group rules, they will be given a warning. If they continue to break the Group rules after this warning they will be removed from the Group and banned from posting.
- 18 Private messages will only be sent in response to anyone sending an initial private message to the Parish Council account. The response will ask the person to email the Parish Clerk.

Changes

- 19 This policy will be a living document and will be able to be altered by the Parish Clerk to allow immediate action should the unexpected arise. Changes to the policy will be highlighted at the next Council meeting to keep Members abreast of the changes.

Code of Practice

When using Social Media Parish Councillors and Council Staff must be mindful of the information they post in both a personal and Council capacity and keep the tone of any comments respectful and informative.

Individual Parish Councillors are responsible for what they post. Councillors are personally responsible for any online activity conducted via their published e-mail address which is used for Council business.

The current Code of Conduct applies to online activity in the same way it does to other written or verbal communication.

Online content should be accurate, objective, balanced and informative.

Parish Councillors and Council Staff must not:

- hide their identity using false names or pseudonyms
- present personal opinions as that of the Council
- present themselves in a way that might cause embarrassment to the Council
- post content that is contrary to the democratic decisions of the Council
- post controversial or potentially inflammatory remarks
- engage in personal attacks, online fights and hostile communications
- use an individual's name unless given written permission to do so
- publish photographs or videos of minors without parental permission
- post any information that infringes copyright of others
- post any information that may be deemed libel
- post online activity that constitutes bullying or harassment
- bring the Council into disrepute, including through content posted in a personal capacity
- post offensive language relating to race, sexuality, disability, gender, age, religion or belief
- conduct any online activity that violates laws, regulations or that constitutes a criminal offence

Chairman: _____ Date: _____

Clerk: _____ Date: _____