



SOCIAL MEDIA

St Margaret's at Cliffe Parish Council

This policy provides guidance on the responsible use of social media, ensuring online communications uphold the integrity and reputation of the Parish Council.

Table of Contents

1. Introduction	2
2. Scope	2
3. Definitions	2
4. Official Use of Social Media	2
5. Personal Use of Social Media	2
6. Media and Public Statements	2
7. Monitoring and Compliance	3
8. Review	3

Date of policy	13 May 2025
Approving committee	St Margaret's at Cliffe Parish Council
Date of committee meeting	12 May 2025
Supersedes	Not applicable
Policy effective from	13 May 2025
Date for next review	May 2026

1. Introduction

This policy provides guidance for councillors and the clerk on the responsible use of social media, ensuring that online communications uphold the integrity and reputation of the Parish Council.

2. Scope

This policy applies to all councillors and the clerk when:

- Using official Parish Council social media platforms (e.g., the council's website and Facebook page).
- Representing the Parish Council in any capacity, both during and outside of official working hours.
- Engaging in personal social media activities that could be perceived as reflecting the views or positions of the Parish Council.

3. Definitions

- **Social Media:** Digital platforms that facilitate the creation and sharing of information, ideas, and other forms of expression. This includes, but is not limited to, the Parish Council's website and Facebook page.

4. Official Use of Social Media

- Only designated administrators are authorised to post on the Parish Council's official social media platforms.
- Content shared should be factual, respectful, and in line with the Council's objectives and policies.
- Prior approval from the Council is required before posting content that could be considered sensitive or controversial.

5. Personal Use of Social Media

- Councillors and the clerk must clearly state when their social media posts are personal opinions and not representative of the Parish Council's views.
- Personal social media use should not:
 - Disclose confidential or sensitive information acquired through official roles.
 - Include defamatory, discriminatory, or offensive content related to the Council or its stakeholders.
 - Undermine the reputation or integrity of the Parish Council.

6. Media and Public Statements

- Only authorised individuals may speak on behalf of the Parish Council to the media or on public platforms.
- If approached by the media or a social media outlet for comments, councillors and the clerk should:

- Inform the Parish Council promptly.
- Seek approval through email or official communication channels, ensuring that at least one-third of the Council and the Proper Officer provide consent before any statements are made.

7. Monitoring and Compliance

- While the Parish Council does not monitor personal social media accounts, any breaches of this policy may result in actions under the Council's disciplinary procedures.
- Councillors and the clerk are encouraged to report any concerns or breaches of this policy to the Chair or the Clerk.

8. Review

This policy will be reviewed annually to ensure its relevance and effectiveness, considering the evolving nature of social media platforms and usage.