



SOCIAL MEDIA POLICY

1. Purpose and Scope

This Social Media Policy outlines the principles and guidelines for the use of social media by Woore Parish Council and its Councillors and staff. The policy aims to ensure that social media is used effectively as a communication tool while safeguarding the council's reputation and ensuring compliance with legal obligations.

The principles of Woore Parish Council's Code of Conduct should also be referred to when reading this policy. Where a concern arises that a Councillor's social media activity may constitute a breach of the Code of Conduct, the matter will be considered and dealt with in accordance with the Council's Code of Conduct and the relevant procedures.

2. Definitions

For the purposes of this policy, the following definitions apply:

- Social Media: Platforms and tools used for creating, sharing, and exchanging information and ideas in virtual communities and networks.
- Council: Woore Parish Council.
- Councillor: An elected member of Woore Parish Council.

3. Access to Official Accounts

Access to the Council's official social media accounts will be granted only to the Clerk and Councillors formally authorised by the Council. The Clerk will oversee and monitor the use of official accounts to ensure compliance with this policy. Access should be reviewed when a Councillor's role or responsibilities change and should be removed when authorisation is no longer required.

4. Councillor Conduct on Personal / Other Accounts

Councillors must adhere to the following guidelines when using personal or other social media accounts, including the Code of Conduct. Other social media accounts could be where a Councillor has other responsibilities, belongs to other groups, societies, clubs or organisations (paid or unpaid):

- Councillors must not present personal opinions or those of other groups as those of the Council. They must ensure that the principle that only the Council's official account(s) speaks officially on behalf of the Council is maintained at all times. Where there is a risk of confusion, Councillors should make it clear when they are expressing a personal view and are not speaking on behalf of the Council.



- Confidential information must not be disclosed and the personal security and data protection of Councillors must not be compromised.
- Councillors must avoid posting content that could reasonably be considered to bring the Council into disrepute. This does not prevent Councillors from expressing disagreement with Council decisions or expressing personal views, provided that they do so appropriately and do not present those views as the official position of the Council.
- If a Councillor sees or witnesses behaviour by another Councillor on social media which they consider may be inappropriate or may constitute a breach of the Council's Code of Conduct, they should report the matter to the Clerk and Chair of the Council for appropriate action in accordance with the Council's Code of Conduct and relevant procedures.
- Councillors should not engage in or escalate disputes with other Councillors through social media. Where a Councillor considers that another Councillor's social media activity may be inappropriate or may constitute a breach of the Code of Conduct, the matter should be reported to the Clerk and Chair in accordance with this policy rather than addressed through public or online confrontation.
- Where a Councillor reports a concern regarding another Councillor's social media activity, they should, where appropriate, provide the Clerk and Chair with the relevant post, comment, message, link or screenshot to assist with consideration of the matter. Councillors should avoid further sharing or public discussion of the material where this is not necessary.
- Respectful, factual, and non-inflammatory communication is encouraged.

5. Election Period Restrictions

During the pre-election period, the Council's official social media account(s) may continue to publish necessary, factual and routine Council information, such as service information, roadworks and community events.

The Council's official social media account(s) must not be used to promote or oppose political parties, candidates or campaign groups, or to publish political messaging that could reasonably be viewed as representing the Council's position.

Councillors must ensure that their personal social media activity does not give the impression that their personal political views, or the views of a political party, candidate or other group, are the official views of the Council.

6. Legal Considerations

Councillors must be aware of the following legal considerations when using social media:



- Defamation: Councillors must take care not to publish statements about individuals or organisations that are defamatory or otherwise unlawful.
- Copyright: Councillors must respect intellectual property rights and avoid using copyrighted material without permission or an appropriate licence.
- Data Protection: Councillors must comply with applicable data protection legislation and ensure that personal data is handled appropriately and securely.
- Confidentiality: Councillors must not disclose confidential Council information or information that they are required to keep confidential.

7. Moderation and Enforcement

The Clerk will moderate the Council's official social media accounts to ensure compliance with this policy. Where a potential breach of this policy is identified, the matter will be considered by the appropriate person or body in accordance with the Council's relevant procedures. Where the conduct of a Councillor may constitute a breach of the Code of Conduct, the matter will be dealt with in accordance with the Council's Code of Conduct and applicable procedures. Where appropriate, access to the Council's official social media accounts may be restricted or removed.

8. Review and Amendments

This policy will be reviewed annually and amended as necessary to ensure its continued relevance and effectiveness. Any changes to the policy will be approved by the council and communicated to all councillors.

Policy Adopted: 12 October 2026

By: Full Council

Minute Item: 26066

Next Review Date: May 2027 (in line with all policies)