



Lyneham and Bradenstoke Parish Council

Social Media Policy

Adopted on the

19th May 2020

To be reviewed every 3 years



Statement of policy and purpose of policy

Lyneham and Bradenstoke Parish Council recognises that social interaction on the internet is an important and integral part of life and, if used correctly, can offer valuable opportunities for communicating with residents. However, inappropriate use of Social Media can damage the reputation and credibility of the Parish Council and can also pose significant risks to the individual.

The purpose of this policy is to ensure that all councillors and staff understand:

- the extent to which personal use of Social Media is permitted;
- the limitations on their use of Social Media;
- the types of use of Social Media that could expose them and the Council to legal liability.

This is a statement of policy only. The Council may amend this policy at any time.

Who and what does this policy apply to?

This policy and the rules contained in it apply to:

- all councillors and staff;
- use by councillors and staff of websites specifically aimed at social interaction such as Facebook, LinkedIn, Wikipedia, Snapchat and Twitter as well as blogging, participation in wikis and the use of interactive features or the ability to post or publish comments or information (including video, audio, photographs and text) with other people on other websites (**Social Media**);
- use of Social Media for Council and/or personal purposes.



Who is responsible for this policy?

The Parish Clerk has general responsibility for oversight and updating of this policy. All councillors and staff have personal responsibility to ensure compliance with this policy.

Council and personal use of Social Media

All media enquiries (including requests for comments for publication on Social Media) should be directed to the Parish Clerk. If any councillor or employees are contacted by a media representative or asked for comment for publication about the Council, you should not respond unless you have been given written approval by the Chair / Vice Chair / Parish Clerk.

Only councillors and staff specifically authorised by the Parish Clerk may use Social Media on behalf of the Council or otherwise or post comments on any of any Social Media accounts or profiles on behalf of the council.

If you are authorised to do this, then the Council may require you to undergo training before undertaking such activities and you may be required to comply with additional guidance and instructions concerning these communications.

Guidance on use of Social Media

Personal capacity

When using Social Media:

- you should make it clear that you are speaking in your personal capacity and not as a representative of the Council, communicate in a way consistent with that and if you choose to include contact



information this should be your personal, not council contact details;
and

- if you do elect to disclose your connection to the Council, then you must clearly and expressly state that your views do not represent those of the Council.

Permanent form

It is always useful to bear in mind when posting any Social Media content or comment that it may be permanently and publicly available and that you may not be able later to delete or remove it. You should ensure that your communications are consistent with the image that you would like to present publicly including to present and any future Councils, colleagues, friends, business contacts and the world at large.

Personal liability

Remember that you are personally responsible and may be legally liable for what you communicate on Social Media. Public statements of this type can create legal issues in a number of different ways including for being defamatory, breach of confidentiality, infringement of intellectual property rights or amounting to unlawful harassment.

Taking care to avoid misunderstandings

Before posting comments, think about whether, even if innocently meant, they could be misconstrued in a way that creates legal problems or causes reputational damage to the Council or you. Steer away from commenting on sensitive topics relating to the Council or your role as a councillor or member of staff. Such comments might damage the reputation of the Council even if you make clear that the views you express are personal.

Respecting privacy and confidentiality

All of us have information that we prefer to keep private. Do not post anything related to your fellow councillors or the Council's suppliers, customers or other stakeholders without their written permission.



Respecting intellectual property

If you post or reference material that is protected by intellectual property rights, you should satisfy yourself that you have taken steps to avoid legal liability such as appropriately referencing sources and ensuring that citations are accurate. If you are an Authorised User and have questions about whether a particular post or upload to the Council's Social Media accounts or profiles might violate anyone's copyright or trademark, then you should check with the Parish Clerk in advance.

Prohibited uses of Social Media

Any communications through Social Media, like all other modes of communication, must not breach the Council's disciplinary rules or any other policy or procedure and must not cause the council to be in breach of obligations owed to others. For example, you must not use Social Media in any way that:

- breaches obligations of confidentiality which you owe to the Council or to any third party or which causes the Council to breach duties of confidence which the Council owes to any third party.
- breaches the rights of any other councillors or staff to privacy, data protection and confidentiality or which amounts to bullying or harassment;
- is offensive, insulting, discriminatory or obscene;
- poses a threat to confidential information and intellectual property;
- infringes the intellectual property rights of any other person or entity;
- defames, disparages or causes reputational damage to the Council or associated authorities or to any party with whom the Council has a relationship, such as suppliers or customers and other authorities;



- breaches or causes the Council to breach any law or the rules or guidelines of any regulatory authority relevant to the Council;;
- breaches data protection rules;
- breaches the rules, policies or procedures of the Council for the use of its IT systems or other equipment or resources;
- is dishonest, improper, unethical or deceptive (eg pretending to be someone);
- is likely to damage your reputation or the Council's reputation;
- breaches any of the Council's other policies and procedures.

You may not use the Council logos, slogans or other identifiable marks or post any of the Council's confidential information without prior written permission.

You must not give references for any person on a Social Media site (including any professional networking sites) on which the identity of the Council is shown in any public or private part of the site. This applies whether the reference is positive or negative. The reason for this is that such references may otherwise be attributed to the Council and create legal liability both for the Council and for you personally as the author.

Breaches of this policy

All councillors and staff must contribute to protecting the reputation of the Parish Council. If you see content in Social Media that is defamatory, false or disparages or reflects poorly on the Council or our stakeholders, you should contact the Parish Clerk who will bring this to the attention of the Chair/Vice Chair to agree a response (if any).

Staff who breach this policy:

- may be required to remove the offending internet postings, comment or information;
- may be subject to disciplinary action.



Councillors who breach this policy:

- may be required to remove the offending internet posting, comment or information;
- may be reported to Wiltshire Council's Monitoring Officer if a breach of the Councillor's Code of Conduct is suspected.