

Whissonsett Parish Council

Social Media Policy

Approved: 9th March 2026

Date of Review: Three years

Purpose

The aim of this Policy is to set out a Code of Practice to provide guidance to the Council and the Clerk regarding procedures and protocol to follow when using Facebook.

General

Council may have a Facebook Page. All posts will be clear and use language accessible and suitable for the platform. Language will be informal in tone but reflect the Parish Council as a credible public body. Updates will be timely, addressing current topics of interest and contributing to the public discussion on activities and issues. Updates will be informative to members of the public and other statutory and non-statutory bodies, with links to our website if required. Council must remain aware that not everyone in the Parish has access to Facebook.

Operation of Facebook

The Parish Council will not respond to all comments posted on Facebook but will always aim to provide a response for information or when maintaining or protecting its reputation. Facebook will be monitored regularly. The Chairman and Clerk will manage the social media posts. The views expressed on the social media account will be interpreted as those of the Parish Council. The Chairman and Clerk must be mindful when using social media, particularly when commenting on contentious issues, and must speak on behalf of the Parish Council, rather than personal opinion; the Chairman will always be consulted on any contentious issues. No comments will be made to posts received. Posts which contain personal and inflammatory remarks will be removed.

Councillors are responsible for what they post in connection with the Council. Councillors must adhere to the Council's Code of Conduct and follow the principles of the Data Protection Act, as incorporated into the Council's Data protection Policy.

The Parish Clerk is the designated "Council" owner of the Council's Facebook Account. No account details may be changed without the permission of the Council.

Only information regarding the Parish Council or deemed relevant to the Parish will be published.

All posts will be for information only and will not have the option to be commented on.

The Chairman and Clerk are the only authorised persons to operate the Facebook account. This will be done in accordance with the following good practice guidelines for Parish Councils' use of social media:

- Post only what we want the world to see.
 - Do not disclose confidential matters or criticise Council Policies, personnel or contractors.
 - Do not post images, including those of young people, without (parental) permission.
 - Do not use commentary deemed to be defamatory, obscene, proprietary or libellous.
 - Exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted material, legal conclusions, and derogatory remarks or characterisations.
 - Maintain updated anti-virus and malware protection to avoid infections of spyware and adware that social networking sites might place on your computer.
 - Be careful not to fall for phishing scams that arrive via email or on your wall, providing a link to click, leading to fake login pages.
 - If you find information on the social networking site that falls under the mandatory reporting guidelines then you must report it as required by law.
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