

MABE PARISH COUNCIL

Social Media Policy

1. Purpose

This policy sets out how the Parish Council uses social media to communicate with the community, share information, and promote engagement in a positive, lawful, and respectful way.

2. Scope

This policy applies to:

All Parish Council-managed social media accounts

Councillors, the Clerk, and any staff or volunteers who post on behalf of the Council

It also provides guidance for councillors when using personal social media accounts where Parish Council matters are discussed.

3. Aims of Using Social Media

The Parish Council uses social media to:

Share information about meetings, decisions, and local services

Promote community events and consultations

Provide timely updates and signpost residents to official information

Social media is not a replacement for formal decision-making or statutory notices.

4. Account Management

Official accounts will be approved by the Parish Council

Login details will be held securely by the Clerk

At least one councillor and the Clerk should have access for continuity

Accounts should clearly state they are official Parish Council channels

5. Content and Tone

Posts must:

Be accurate, factual, and relevant

Be respectful, neutral, and non-political

Avoid personal opinions, offensive language, or discriminatory content

Not disclose confidential or personal data of the author and/or any other living person

Council decisions should only be shared once they are formally agreed.

6. Engagement with the Public

Comments and messages should be monitored regularly

Legitimate questions may be acknowledged and signposted to appropriate contact details

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Formal complaints or queries should be directed to the Clerk

The Parish Council will not engage in arguments or personal disputes online.

7. Moderation

The Parish Council may remove or report comments that:

Are abusive, defamatory, or threatening

Are discriminatory or hateful

Contain false information

Are spam or promotional material

8. Use of Personal Accounts

Councillors and staff:

Are free to use personal social media accounts

Must not present personal views as those of the Parish Council

Should avoid posting content that could bring the Council into disrepute

When discussing Parish Council matters, it should be clear that views are personal.

9. Legal Considerations

All social media use must comply with:

Data protection legislation

Equality and anti-discrimination laws

Copyright and intellectual property laws

The Councillors' Code of Conduct

10. Review

This policy will be reviewed by the Parish Council periodically and updated as required.

*Adopted by the Parish Council on: 22 January 2026