



MARDEN PARISH COUNCIL **COMMUNICATION POLICY**

Introduction

Marden Parish Council (MPC) is committed to engaging with all residents on a regular basis through the following channels: social media, website, noticeboards, Marden Parish Council Newsletter (see separate policy) and a weekly e-newsletter.

Social Media and Website Policy

This Policy is intended to help MPC employees and Cllrs to make appropriate decisions about the use of social media and use of computers.

This Policy outlines the standards which should be observed when using social media and computers, the circumstances in which use of social media will be monitored and the action which will be taken in respect of breaches of this Policy.

Social Media (Facebook, Twitter (X) and Instagram)

Engaging with the MPC on social media:

MPC encourages members of the public, local organisations and community groups, members of the press, local councillors and others in our wider community to follow the Council through social media accounts.

MPC also encourages everyone in our community to share content from our corporate social media accounts with their own social media networks. This is especially important for example, during emergency situations or where sharing timely information is essential.

Individuals and organisations are responsible for the content that they choose to post to their social media accounts. This includes content created by others that individuals or organisations choose to repost, retweet or share.

In order to ensure that all discussions on any MPC social media platform are productive, respectful, energised and consistent with MPC's mission and goals, we ask you to follow these guidelines:

- MPC will treat everyone with courtesy and respect on its social media channels, and MPC therefore asks for the same in return from those who choose to engage with the Parish Council.

Office Opening Times:

Mondays, Tuesdays & Fridays 10am - 12 noon

Email: clerk@mardenkent-pc.gov.uk

Website: www.mardenkent-pc.gov.uk

Parish Council – Communications Policy & Procedures March 2026



- MPC asks that Council employees and Cllrs are treated courteously. MPC employees and Cllrs should never be subjected to bullying or other forms of abuse or harassment.
- MPC employees and Cllrs have the right to carry out their civic duties and work without fear from being attacked or abused. Any behaviour whether that be verbal, physical or in writing, which causes either MPC Cllrs or employees to feel uncomfortable, embarrassed or threatened, is unacceptable.
- Share freely and be generous but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using any Social Media page for commercial purposes or to market products.

Social Media sites are not monitored 24/7. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people.

Sending a message/post via Social Media will not be considered as contacting MPC for official purposes and MPC will not be obliged to monitor or respond to requests for information through any Social Media channel. Please do not include personal/private information in any Social Media posts or messages. Any issues you wish raised with the Parish Council please contact the office via email (clerk@mardenkent-pc.gov.uk or deputyclerk@mardenkent-pc.gov.uk)

Reporting a civility and respect-related issues:

- MPC employees and others operating MPC's social media accounts will, at all times, be mindful of MPC's relevant policies, procedures and processes, including the Code of Conduct.
- MPC will record and report abuse directed at the Parish Council. MPC may, for example, create screenshots of comments and keep a record of abusive or threatening communications, any may take further action as appropriate.
- MPC employees and Cllrs should not have to put up with abusive or threatening behaviour. When subjected to such behaviour, MPC reserves the right to enact its relevant social media policies and may, for example, delete content, block individuals or report individuals to social media platforms when appropriate to do so.
- MPC may need to report issues of poor conduct directly to social media platforms. For instance, if someone has created a "fake account" or if someone is persistently abusive to MPC.
- MPC reserves the right to report criminal matters it notices on social media to the Police. For instance, hate crime/speech or threats of violence.
- Please get in touch with the Parish Office (see contact details below) if you feel that a Cllr, employee or a user of our social media has failed to act in a civil and respectful way on our social media.

Office Opening Times:

Mondays, Tuesdays & Fridays 10am - 12 noon

Email: clerk@mardenkent-pc.gov.uk

Website: www.mardenkent-pc.gov.uk

Parish Council – Communications Policy & Procedures March 2026



You can contact Alison Hooker, the Clerk in the following ways: Parish Office, Marden Memorial Hall, Goudhurst Road, Marden, Kent, TN12 9JX, telephone 01622 832305 or email clerk@mardenkent-pc.gov.uk.

We retain the right to remove comments or content that includes:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potentially libellous statements
- Plagiarised material, any material in violation of any laws, including copyright
- Private, personal information published without consent
- Information or links unrelated to the content of the forum
- Commercial promotions or spam.

Any publisher can hide a comment and should email the Communication Sub-Group to advise them.

If a social media user persistently contravenes the policy, the Clerk/Deputy Clerk will contact the Communication Sub-Group members to agree if further action writing should be taken. Following this, the Clerk/Deputy Clerk may contact the users either by email or by private message to tell them their comment is inappropriate and does not comply with this policy.

If further comments are received that contravene this policy the social media user will be blocked from MPC's social media page for one month.

MPC is not responsible for the accuracy of content posted by any subscriber to any forum; opinions expressed in comments on MPC's social media forums do not necessarily represent those of MPC.

All comments, once posted, become the property of MPC and we reserve the right to reproduce, distribute, publish, display or edit. Derivative work can also be created from such postings or content, and used for any purpose, in any form and on any other media.

MPC is not responsible, liable for and does not endorse the privacy practices of any Social Media platform or any other linked websites. The use of MPC social media platforms and any linked websites are at the users own risk.

MPC assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use or reliance upon the information and material contained within or downloaded from any websites.

Social Media platforms may occasionally be unavailable and MPC accepts no responsibility for this lack of service.

Office Opening Times:

Mondays, Tuesdays & Fridays 10am - 12 noon

Email: clerk@mardenkent-pc.gov.uk

Website: www.mardenkent-pc.gov.uk

Parish Council – Communications Policy & Procedures March 2026



Only public events will be published/shared on MPC's social media pages.

No profit-making activities will be published/shared on MPC's social media pages.

The presence of any advertisement on these Social Media platforms is not an endorsement of the authenticity or quality of the goods, services or website and MPC will not be held responsible for any claims arising in that respect.

MPC will not engage in/with, and we discourage posts or comments on, issues of a political nature.

Comments should not advertise commercial products or services.

By choosing to comment and/or utilise any MPC Social Media sites, users are deemed to agree to this policy.

This Policy may be revised at any time.

Adopted by Marden Parish Council on: 10th March 2026

Reviewed on:

Review date: March 2027

Office Opening Times:

Mondays, Tuesdays & Fridays 10am - 12 noon

Email: clerk@mardenkent-pc.gov.uk

Website: www.mardenkent-pc.gov.uk

Parish Council – Communications Policy & Procedures March 2026

