

Barming Parish Council

Established 1894

Social Media Policy

The use of digital and social media enables Barming Parish Council to interact in a way that improves the communication both within the Council and between the people, businesses and agencies it works with and serves.

The Council has a website, a Facebook, Instagram and Tik Tok page and will always try to use the most effective channel for communications. Over time, the Council may add to the channels of communication that it uses as it seeks to improve and expand the services it delivers. All policies will be updated to reflect any new arrangements.

The Facebook page will be available to provide information and updates regarding activities and opportunities within the Parish and to promote our community positively. The Instagram and Tik Tok accounts will be used to showcase projects and events when appropriate.

Communications from the Council will meet the following criteria:

- 1 – be civil, tasteful and relevant;
- 2 – not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- 3 – not contain content knowingly copied from elsewhere, for which we do not own the copyright or have permission to share;
- 4 – not contain any personal information;
- 5 – will be used for official Council business and managed by the Clerk to the Council;
- 6 – will not be used for the dissemination of any political advertising.

Councillors and Employees who engage on social media platforms must not:

- 1- Hide their identity using false names or pseudonyms
- 2- Present personal opinions as that of the parish council
- 3- Post content that is contrary to the democratic decisions of the parish council
- 4- Publish photographs or videos of minors without parental permission
- 5- Breach any Data Protection legislation
- 6- Use any council accounts to engage in communication which may be construed as bullying or harassment
- 7- Post any information which may be deemed as libellous or that infringes copyright

The Facebook page will be used as a social media noticeboard therefore; comments will be switched off on some posts. The site will not be monitored 24 hours a day and we will not be able to reply to all individual messages received on the platform. Sending a message via Facebook will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests of information through these channels. Instead, please make direct contact with the Clerk to the Council by email at clerk@barmingparishcouncil.gov.uk

Anyone who has concerns regarding any social media content should initially report this to the Parish Clerk for investigation.

ADOPTED MARCH 2026