HUNDLEBY PARISH COUNCIL

SOCIAL MEDIA POLICY

Last review 7/9/2026
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1. WHAT IS SOCIAL MEDIA

1.1 'Social media' is the term commonly given to websites and online tools which allow users to interact with each other in some way = by sharing information, opinions, knowledge and interests. This interaction may be through computers, mobile phones and new generation technology such as i-Pads.

Examples of social media websites include:
Social networking – (e.g. www.facebook.com, Tik Toc, Snap Chat)
Video sharing – (e.g. www.youtube.com) Blogs (eg. London2012.com/blog)
Micro-blogging (e.g. www.twitter.com)
Message boards (e.g. www.bbc.co.uk/dna/mbsn/home)
Wikis (e.g. www.wikipedia.org)
Social bookmarking (e.g. www.delicious.com)

2. COUNCIL USE OF SOCIAL MEDIA PRINCIPLES

2.1To publish information about the work of Hundleby Parish Council to a wider audience.

2.2 To avoid entering into online debates or arguments about the Council's work. Social Media must NOT be used in the recruitment process for employees or new Councillors - other than for the sole purpose of placing vacancy advertisements - as this could lead to potential discrimination and privacy actions, as well as breach of data protection issues.

2.3 Approved Council Social Media

- https://hundleby.parish.lincolnshire.gov.uk/
- Facebook page) address the Parish Council does not currently have a Facebook Page
- NextDoor

2.4 Users of Council Social Media

- In accordance with the Council's adopted Communications Policy, clause C, the Clerk is the Council's nominated Press Officer with the authority to issue official press

releases. No other member of staff (other than Chairman deputising for the Parish Clerk) has the authority to issue public statements on behalf of the Council.

3. GUIDANCE FOR COUNCIL OFFICERS ON THE USE OF COUNCIL SOCIAL MEDIA

3.1 Officers should be familiar with the terms of use on third party websites – eg. Facebook - and adhere to these at all times

3.2 No information should be published that is not already known to be in the public domain – ie. available on the Council's website, contained in minutes of meetings, stated in Council publicised policies and procedures, etc.

3.3 Information that is published should be factual, fair, thorough and transparent.

3.4 Everyone must be mindful that information published in this way may stay in the public domain indefinitely, without the opportunity for retrieval/deletion.

3.5 Copyright laws must be respected.

3.6 Conversations or reports that are meant to be private or internal must not be published without permission.

3.7 Other organisations should not be referenced without their approval – when referencing, link back to the original source wherever possible.

3.8 Do not publish anything that would be regarded in the workplace as unacceptable.

3.9 Staff must remember that they will be seen as ambassadors for the Council, and should always act in a responsible and socially aware manner.

4. THIRD PARTY SOCIAL MEDIA AND INDIVIDUAL COUNCILLOR USAGE

Councillors need to think about whether they are acting in a private capacity, or whether any impression might be conveyed that they are acting for and on behalf of Hundleby Council. The Council has adopted a Code of Conduct which is binding on all members. If you use Social Media in your official capacity as a Councillor, you should always be mindful of the Code, and of the seven Nolan principles applicable to holding public office – selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Do:

4.1 Set appropriate privacy settings for any blog or networking site

4.2 Watch out for defamatory or obscene posts from others on any blog or page and remove them as soon as possible to avoid any perception that you condone such vies

4.3 Be aware that the higher your profile as a Councillor, the more likely it is that you may be seen as acting in an official capacity when you blog or network

4.4 Ensure any Council facilities are used appropriate – if using a Council-provided blog site or social networking area, any posts that you make are extremely likely to be viewed as being made in your official capacity

4.5 Avoid publishing any information that you could only have accessed in your position as a councilor

4.6 Be careful if making ‘political’ points, and avoid being specific or personal about individuals.

Don’t:

4.7 Blog in haste

4.8 Post comments that you would not be prepared to make in writing or in face-to-face contact

4.9 Use Council facilities for personal or political purposes