



# EAST DONYLAND PARISH COUNCIL

Serving the Village of Rowhedge

The Clerk, East Donyland Parish Council  
The Crow's Nest, 1 Regent Street, Rowhedge CO5 7EA  
Tel: 01206 729200 e-mail: [info@eastdonylandpc.co.uk](mailto:info@eastdonylandpc.co.uk)

## East Donyland Parish Council Social Media Policy

The purpose of this policy is to inform Councillors & the public of the standard expected when posting on behalf of EDPC using the official EDPC social media accounts. The 2 outlets on social media are Facebook & Instagram, both of which include a private messenger service.

### Council Use of Social Media Principles

- To publish information about the work of East Donyland Parish Council to a wider audience.
  - 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.

### Approved Council Social Media

- [www.eastdonylandpc.co.uk](http://www.eastdonylandpc.co.uk) (Parish Council website)
- East Donyland Parish Council (facebook page)
- EDPC Instagram page

### Users of Council Social Media

The Clerk is the Council's nominated Press Officer with the authority to issue official press releases in conjunction with the Chairman where possible.

2 designated Councillors are able to post pictures on instagram & post on facebook.

### Guidance for Council Officers on the use of Council Social Media

- Officers should be familiar with the terms of use on third party websites – eg. Facebook - and adhere to these at all times
- 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.
- Information that is published should be factual, fair, thorough and transparent raising awareness of work carried out by the Council.
- Everyone must be mindful that information published in this way may stay in the public domain indefinitely, without the opportunity for retrieval/deletion.
- Copyright laws must be respected.
- Conversations or reports that are meant to be private or internal must not be published without permission.
- Other organisations should not be referenced without their approval – when referencing, link back to the original source wherever possible.
- Do not publish anything that would be regarded in the workplace as unacceptable.



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

2. 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 East Donyland Parish 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:

- Set appropriate privacy settings for any blog or networking site
- 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 views
- 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.
- 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
- Avoid publishing any information that you could only have accessed in your position as a councillor
- Be careful if making 'political' points and avoid being specific or personal about individuals.

Language should be positive in tone, respectful, with a high level of grammar.

Social media platforms should be monitored by at least 2 councillors and the Clerk, to ensure a fast response to queries and also to negative, untrue or potentially damaging comments.

Don't:

- Blog in haste
- Post comments that you would not be prepared to make in writing or in face-to-face contact
- Use Council facilities for personal or political purposes