

# RAWRETH PARISH COUNCIL SOCIAL MEDIA POLICY

Adopted 02<sup>nd</sup> July 2025

The aim of this policy is to ensure that the Parish Council is seen to communicate in a professional and objective manner.

## **Social Media Policy**

1. Introduction: The Parish Council will maintain a formal Facebook account herein after referred to as “Rawreth Parish Council Facebook Page” to promote the services and functions of the Parish Council to encourage greater public awareness and involvement.

2. Administration: The day-to-day administration and use of the Parish Council Facebook Page shall be the responsibility of the Chairman and Parish Clerk and will be used to address the following key target areas:

- Promotion of Council events and public meetings;
- To provide updates on work and projects the Council is undertaking, including work to equipment owned and maintained by the Parish Council
- To upload other groups/organisations events to the Parish Council Facebook Page
- To post items of interest on the Parish Council Facebook page.
- To share the Parish Council posts to other local pages to increase engagement

3. Facebook will be used as a notification method not as a form of communication and the use of social media shall not replace other forms of communication, but will be complementary to it.

4. The Parish Council Facebook Page will be updated and monitored as and when required, care will be exercised to avoid risks associated with conflict with current legislation including the Data Protection Act 1998, human Rights Act 1998 and the Equality Act 2010.

5. The Parish Council Facebook Page will not be used to represent the political views of any individual member, group or members of the Council and any negative comment received through social media links will be responded to with factual information.

6. On-line arguments are to be avoided and will not be permitted. The Parish Council Facebook page will be used for information purposes only so as to avoid online conflict and mis-information.

Questions or queries relating to posts should be directed to the Parish Clerk on [clerk@rawrethparishcouncil.co.uk](mailto:clerk@rawrethparishcouncil.co.uk) or the Chairman [cllr.belton@rawrethparishcouncil.co.uk](mailto:cllr.belton@rawrethparishcouncil.co.uk).

7. Members Own Accounts – Members of the Council may wish to provide their own media accounts and comments. Members must remember that they are legally responsible for the content of any messages and that the requirements and principles associated with the adopted code of Conduct of Conduct shall remain in force. Members with a Facebook page for their council activities must remain apolitical to ensure the neutral position of the council is maintained and protected.

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8. Social Media should remain Apolitical in order to protect the Parish Councils neutral stance.

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