



WILLAND PARISH COUNCIL

SOCIAL MEDIA POLICY

Use of personal social media accounts and email — appropriate conduct by Councillors and Staff

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. It applies to all uses of social media and email by Councillors and Staff.

1. Be aware that any information you make public could affect how people perceive Willand Parish Council. You must make it clear when you are speaking for yourself and not on behalf of the Council.
2. Take particular care as personal views published may be misunderstood as expressing Willand Parish Council's view.
3. If you are contacted by the press about your social media posts that relate to Willand Parish Council, you should talk to the Clerk or Chair immediately and under no circumstances respond directly.
4. Councillors need to be clear in separating their personal identity from the Parish Council and understand and avoid potential conflicts of interest.
5. Think about your reputation as well as the Parish Councils. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.
6. You must not post disparaging or defamatory statements about the Parish Council or its members.
7. You must not post comments about sensitive community topics, such as planning applications.
8. If you see content on social media that disparages or reflects poorly on the Parish Council you should refer this to the Clerk or Chair of the Parish Council.

Adopted at the Finance & Administration Committee meeting June 2021, and is reviewed and updated annually.