
Twigworth Parish Council

SOCIAL MEDIA POLICY



Adopted by Council: 9th May 2024

Use of Social Media Proposal

Use of the mobile phone applications, including Facebook, X, WhatsApp, have become more and more relevant, largely replacing texting as one of the most popular forms of communication and with the ease of sending photographs and images, is a much more effective way of managing the Council's business, albeit in a more informal way.

All social media messages that require a formal decision or resolution must be backed up by emails and at Parish Council meetings (delegated powers)

WhatsApp differs from other forms of social media such as Facebook or X, in that comments cannot be seen publicly, instead, they can only be viewed by individuals who are part of a particular WhatsApp focus group.

It can assist in providing a more efficient service to our residents because this form of communication is shared more instantly.

To ensure that Twigworth Parish Council comply with the GDPR 2018 when using social media, the following policy has been created.

Social Media Policy - Including Facebook, X, WhatsApp, E-Mail & SMS (Texting)

This Policy forms part of Twigworth Parish Council's Code of Conduct and applies to all Parish Council members, when choosing to correspond using this form of communication, due regard should be made to the following:

Risks:

- Breach of data protection and GDPR 2018
- Summons for presentation to tribunals/courts
- Disclosure under Freedom of Information request
- Disenfranchise the public by conducting business remotely
- Non-compliance with democratic process

Do not:

- Use language that could offend, discriminate or cause embarrassment
- Discuss business that should be seen/heard by the public
- Write about matters declared to be confidential
- Infringe copyright
- Enter into contractual commitment or make representations by e-mail unless appropriate authority has been obtained
- Send e-mails which you would not want a third party to read
- Make statement(s) which is/are likely to create any liability for you or the Council

Etiquette:

- Do not write in capitals
- Use proper spelling, grammar & punctuation
- Use appropriate terminology at start and end of text
- Always be polite and respectful
- Do not 'bully' or 'harass'