



Pershire Town Council

SOCIAL MEDIA POLICY

Introduction

The purpose of this policy is to cover the practicalities of using social media by employees of Pershire Town Council. It covers the standards expected in relation to work related use of social media.

This policy also covers Councillors' use of social media, but this is governed more generally by the Code of Conduct.

Pershire Town Councils social media

There are many social media networks and Pershire Town Council currently uses Facebook, email, WhatsApp and a website with no current plans to extend further, for example to use Instagram.

Broadly speaking, email is used to specific groups of people who have business with Pershire Town Council e.g. allotment holders. Email is not used to disseminate information to the wider public.

The website provides a range of information on the Town Council services and activities. There is no opportunity for residents to comment or respond to the website.

Pershire Town Council has its own Facebook page and is used to share Town Council activities and general information. It is this social media type that this policy mainly addresses.

Aims of using social media

To foster openness and engagement with the community by informing the public of Pershire Town Council activities in accordance with the Communications Policy.

At all times, Pershire Town Council employees and Councillors, when using Social Media should be respectful, courteous and non-discriminatory.

Potential risks to Pershire Town Council of using social media

- Damage to the Council's reputation
- Civil or criminal action relating to breaches of legislation.
- Disclosure of confidential information/breach of safeguarding through the inappropriate use of images or personal data
- Bullying/Abuse

Review Date: February 2026

Procedure points – Pershore Town Council official social media channels – Town Council employees

The Town Clerk will authorise those employees permitted to post to the Town Council Facebook page. Posts will not breach legislation, copyright, disclose any confidential information, use inappropriate images or personal data.

Town Council employees:

- Will only use the official Town Council channels to distribute council information etc.
- Will not post to Pershore Town Council official channels using their personal accounts.
- May share, where approved by the Town Clerk, Pershore Town Council postings on external official channels related to Pershore with established and moderated accounts, e.g. Pershore Noticeboard on Facebook. The Town Clerk will keep external accounts used under regular review to ensure the Town Council is not associated with inappropriate postings that risk the Town Councils reputation.

Pershore Town Council Facebook - Responding to Comments from the public (Town Council employees)

Although Pershore Town Council shares only general information about activities etc, comments from the public will at times be unrelated to the content and/or be negative/inappropriate about The Town Council generally and/or councillors/staff.

Pershore Town Council employees will monitor public comments on any Town Council posts and bring to the attention of the Town Clerk where a further Pershore Town Council response may be appropriate. Any response by Pershore Town Council will be agreed by the Town Clerk.

Town Council employees will only respond using the Pershore Town Council account and will not use their personal accounts.

Pershore Town Council employees should avoid responding to negative/insulting comments and restrict their response to clarifying any incorrect facts stated in the comment. Responses should avoid stating opinions and only aim to address incorrect information with correct information.

Pershore Town Council Facebook - Responding to Comments from the public (Councillors - Personal accounts)

Pershore Town Council members may comment on Town Council official channels using their personal accounts provided they identify themselves as councillors, with specific attention being paid to the below.

Councillors should avoid responding to negative/insulting comments and restrict their response to clarifying any incorrect facts stated in the comment. Responses should avoid stating opinions and only aim to address incorrect information with correct information.

Procedure points - Personal Accounts – Town Council employees

Employees will not post or comment using their personal social media accounts on anything related to Pershore Town Council or any information they are privy to as Town Council employees. This relates to all Social Media channels and not just Facebook as used by Pershore Town Council.

Procedure points - Personal Accounts - Councillors

- Councillors are encouraged to share Pershore Town Council posts to broaden the reach of the communications using their own social media presence.
- Pershore Town Council members will not post or comment with any confidential information they are privy to as Town Councillors, whilst the item remains confidential.
- Councillors should bear in mind they may be known as councillors in the community and may be considered to be representing Pershore Town Council even when posting about non Town Council matters and should avoid bringing Pershore Town Council into disrepute. This relates to all Social Media channels and not just Facebook as used by Pershore Town Council.
- Councillors should be particularly aware of their on-line presence during election periods and comply with legislation.
- Pershore Town Council takes no responsibility for Councillors social media presence who are personally liable for any content.