



Social Media Policy

1. Purpose

The purpose of this policy is to provide clear guidance on the appropriate use of social media by Illogan Parish Council and those representing it. Social media can be an effective tool for engagement, transparency, and communication with parishioners; however, it must be used responsibly to protect the council's reputation, comply with legal obligations, and maintain public trust.

2. Scope

This policy applies to:

- All parish councillors
- All employees of Illogan Parish Council
- Contractors, volunteers, and other authorised users posting on behalf of the council

It also sets expectations for members of the public engaging with council-managed social media channels.

For the purposes of this policy, *social media* includes (but is not limited to): social networking sites (e.g. Facebook, LinkedIn, X/Twitter, Instagram, TikTok), blogs, forums, video-sharing platforms (e.g. YouTube), messaging services, online comment platforms, and other digital or broadcast media.

3. Official Council Social Media Accounts

3.1 Council-managed social media accounts may only be used for official council business, including:

- Publishing council decisions, notices, and updates

Clerk: Mrs Sarah Rimell

Illogan Parish Council Community Office, Trevelyan Road, Illogan, TR16 4RG

Telephone: 01209 711433

Email: enquiries@illoganparishcouncil.gov.uk



- Promoting council services, events, and consultations
- Providing factual and impartial information

3.2 All content must:

- Be accurate, respectful, inclusive, and non-political
- Reflect the values and duties of the council
- Comply with data protection, copyright, and equality legislation

3.3 Confidential, personal, or sensitive information must **never** be shared.

4. Personal Use of Social Media

4.1 Councillors and employees are not to comment from their personal social media accounts on behalf of the council.

4.2 Where personal accounts are used to comment on council-related matters:

- Individuals must make clear they are speaking in a personal capacity
- They must not claim, imply, or give the impression they are speaking on behalf of the council

A suitable disclaimer may be used (e.g. "The views expressed here are my own and do not represent the views of Illogan Parish Council.")

4.3 Personal use of social media during working hours should be restricted to breaks, unless authorised as part of the individual's role.

4.4 Councillors and employees should avoid online disputes, inflammatory language, or commentary that could reasonably be interpreted as bringing the council into disrepute, even if the council is not named.

Clerk: Mrs Sarah Rimell

Illogan Parish Council Community Office, Trevelyan Road, Illogan, TR16 4RG

Telephone: 01209 711433

Email: enquiries@illoganparishcouncil.gov.uk



5. Prohibited Content

The following must not be posted on any council-related or personal account where a connection to the council could reasonably be inferred:

- Hate speech, harassment, bullying, discrimination, or abusive language
- False, misleading, or defamatory statements
- Political endorsements or partisan campaigning
- Disclosure of confidential, private, or non-public council information
- Inappropriate images, videos, or comments that could damage the council's reputation

Posting such content may constitute a serious breach of conduct or gross misconduct.

6. Conduct, Confidentiality, and Legal Responsibilities

6.1 Councillors must comply at all times with:

- The Members' Code of Conduct
- The Nolan Principles of Public Life

6.2 Employees may be subject to disciplinary action for online conduct that is defamatory, offensive, discriminatory, harassing, or otherwise incompatible with their role.

6.3 Individuals are personally liable for anything they publish online and may face legal action for breaches of defamation, data protection, copyright, or equality law.

6.4 Content showing council branding or uniforms must not be posted if it could reflect negatively on the council or individuals.

6.5 Personal data relating to councillors, staff, parishioners, partners, or stakeholders must not be shared without lawful authority and consent.

Clerk: Mrs Sarah Rimell

Illogan Parish Council Community Office, Trevelyan Road, Illogan, TR16 4RG

Telephone: 01209 711433

Email: enquiries@illoganparishcouncil.gov.uk



7. Professional Contacts and Council Property

7.1 Contacts obtained through council work, including via platforms such as LinkedIn, are considered council property where they have been created or maintained in an official capacity.

7.2 Councillors, staff, and authorised users leaving the council must:

- Delete all council-related data from personal devices
- Not post inappropriate or derogatory comments about the council after departure
- Update or remove references to their council role from online profiles

8. Engagement With the Community

8.1 Residents are encouraged to engage constructively with council social media channels.

8.2 The council reserves the right to moderate or remove comments that are offensive, defamatory, misleading, or inappropriate.

8.3 Users who repeatedly breach these guidelines may be blocked.

9. Media Enquiries

Any contact from the media relating to the council must be referred to the Clerk. Councillors and employees must not provide unofficial statements.

10. Monitoring and Enforcement

The council may periodically monitor social media activity to ensure compliance with this policy. Breaches may result in:

- Informal or formal warnings
- Removal of content
- Disciplinary or other appropriate action

Clerk: Mrs Sarah Rimell

Illogan Parish Council Community Office, Trevelyan Road, Illogan, TR16 4RG

Telephone: 01209 711433

Email: enquiries@illoganparishcouncil.gov.uk



Social media is not an appropriate forum for raising internal council complaints, which should be addressed through established procedures.

11. Reporting Concerns

Concerns regarding misuse of social media should be reported to:

Illogan Parish Council Community Office, Trevelyan Road, Illogan, TR16 4RG

Email: enquiries@illoganparishcouncil.gov.uk

Telephone: 01209 711433