



# **RINGMER PARISH COUNCIL SOCIAL MEDIA POLICY**

# SOCIAL MEDIA POLICY

## Introduction

Ringmer Parish Council recognizes the importance of social media as a communication tool and understands that employees, councillors, and volunteers may use social media platforms in both personal and professional capacities. This policy is designed to provide guidelines for the responsible use of social media to protect the reputation of the Parish Council and maintain a positive online presence.

## Scope

This policy applies to all elected councillors and employees representing Ringmer Parish Council when using social media in any capacity related to their association with the Council.

## Guidelines

### 1. Professional Conduct

Users are expected to:

- Conduct themselves professionally on social media platforms, reflecting the values and principles of Ringmer Parish Council.
- Avoid engaging in any behaviour that could be considered offensive, discriminatory, or harassing.

### 2. Confidentiality

- Do not disclose confidential or sensitive information related to the Parish Council, its employees, councillors, or residents on social media platforms.
- Respect the privacy of others and refrain from discussing confidential matters.

### 3. Accuracy and Transparency

- Ensure that information shared on social media is accurate and reliable.
- Clearly distinguish between personal opinions and official statements when representing Ringmer Parish Council.

### 4. Official Communication Channels

- Official communications from the Parish Council should be made through the Clerk or specifically designated channels.

## 5. Endorsement

- Clearly state that personal views expressed on social media do not necessarily represent the views of Ringmer Parish Council.
- Do not use the official logo or other branding elements for personal social media accounts.

## 6. Respectful Engagement

- Be respectful when engaging with the public, fellow councillors, employees, or other stakeholders on social media.
- Refrain from engaging in online disputes or arguments that could reflect negatively on the Parish Council.

## 7. Political Neutrality

- Avoid making political statements or endorsements on behalf of the Parish Council.
- Ensure that personal political affiliations do not interfere with official duties.

## 8. Monitoring and Enforcement

- The Parish Council reserves the right to monitor social media activity related to its members and employees.
- Violations of this policy may result in disciplinary action, up to and including termination of employment or removal from office.

## **Training and Awareness**

Ringmer Parish Council will provide training on social media use to employees and councillors, where necessary to ensure a clear understanding of this policy and its implications.

## **Review**

This policy will be reviewed periodically to ensure its effectiveness and relevance. Any updates will be communicated to all relevant parties.

By adhering to this social media policy, Ringmer Parish Council aims to maintain a positive online presence, protect its reputation, and foster transparent communication with the community.

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| Adopted at Full Council meeting: | 16 <sup>th</sup> January 2024 |
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