



Shipston on Stour Town Council

Social Media Policy

Document Control

- **Policy Owner: Town Clerk / Responsible Financial Officer (RFO)**
- **Approved by: Full Council**
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About this Policy

This policy has been established to help Councillors reduce the risk of breaching the Councillors' Code of Conduct through their use of social media. It is designed to provide clarity and guidance, ensuring that Councillors act appropriately when engaging on social platforms.

The policy covers all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, Instagram, and other social networking sites, as well as internet postings and blogs. It applies whenever Councillors are acting in their official capacity, as well as in personal use which may have an impact on the Council.

Prohibited Use

Councillors must not make any social media communications that could harm the Council's interests or reputation, whether directly or indirectly.

It is prohibited to use social media to defame or disparage the Council, other Councillors, Council staff, or any third party.

Councillors must not harass, bully, or unlawfully discriminate against other Councillors, Council staff, or any third party via social media channels.

Making false or misleading statements, or impersonating other Councillors, Council staff, or third parties, is strictly forbidden.

Actions that could compromise the Council's confidential information or intellectual property must be avoided at all times.

Guidelines for Responsible Use of Social Media

Councillors must clearly indicate, in social media postings or in their profiles, when they are speaking on their own behalf in their capacity as elected representatives of the Council.

When making statements on social media, Councillors must treat others with respect and recognise that they are personally responsible for all online content they share, including images and other materials published to the internet.

All profiles and content posted should be consistent with the Councillor's role as an elected representative of the Council.

If there is any uncertainty or concern about the suitability of a statement or posting, Councillors should refrain from posting until the matter has been discussed with the Monitoring Officer.

Should any Councillor encounter social media content that disparages or reflects negatively on the Council, fellow Councillors, Council staff, or any third party, they should contact the Monitoring Officer for guidance.

Breach of This Policy

A breach of this policy may constitute a breach of the Code of Conduct.

Declaration

This policy was adopted by Shipston Town Council at its meeting on 09/03/2026