

# Social Media Policy

## Cross Roads Parish Council



### 1. Purpose:

This policy outlines how Cross Roads Parish Council uses social media to communicate with residents, promote transparency, and share important information. It also explains why public comments are disabled on official channels.

### 2. Scope:

This policy applies to all Parish Council-managed social media accounts and any councillors or staff posting on behalf of the Council.

### 3. Objectives:

- Provide timely and accurate information to residents
- Promote community awareness of Council activities, services, and events
- Ensure communications are clear, consistent, and professional
- Maintain a respectful and safe online environment

### 4. Official Channels:

The Parish Council may use platforms such as:

- Facebook
- Any other social media platforms
- Website updates linked via social media

All official accounts will be clearly identifiable as representing Cross Roads Parish Council.

### 5. Comments and Interaction Policy:

Comments, replies, and direct public interaction features are disabled on all official Parish Council social media accounts.

### Rationale:

- To ensure all communications remain accurate, consistent, and appropriately recorded
- To prevent the spread of misinformation
- To avoid inappropriate, offensive, or defamatory content
- To ensure compliance with data protection, safeguarding, and public sector communication standards
- To maintain fairness by directing all enquiries through formal and auditable channels

## **6. Public Enquiries and Engagement:**

While comments are disabled, the Parish Council remains committed to engaging with residents. Members of the public are encouraged to contact the Council through official channels:

- Email: [cross-roadsparishcouncil.gov.uk](mailto:cross-roadsparishcouncil.gov.uk)
- Website: Cross Roads Parish Council
- Attendance at Parish Council meetings
- Written correspondence to the Parish Clerk

## **7. Facebook Messenger Facility:**

Sending a message/post via Facebook will not be considered as contacting the Council for official purposes and the Council will not monitor or respond to requests for information through the Facebook channel. Instead, please see our contact details at:

[www.cross-roadsparishcouncil.gov.uk](http://www.cross-roadsparishcouncil.gov.uk)

## **8. Content Guidelines:**

The Parish Council will:

- Share factual, relevant, and up-to-date information
- Avoid posting political or personal opinions
- Ensure accessibility and clarity of content

## **9. Responsibility and Management:**

- Social media accounts will be managed by the Parish Clerk.
- All posts must reflect the Council's agreed positions and policies.
- The Parish Clerk and Councillors are administrators and will upload posts.
- Facebook may occasionally be unavailable, and we can accept no responsibility for this lack of service.

## **10. Data Protection and Privacy:**

The Parish Council will comply with all relevant data protection legislation. Personal data will not be shared via social media platforms.

## **11. Review:**

This policy will be reviewed annually or as required to reflect changes in legislation, guidance, or Council practices.

**Policy Details / Version History**

**Date First Adopted:** 17/09/2025      **Minute Reference:** 67/25

**Document Status:** Adopted

**Review Period:** Annually/when required

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