



# Leiston-cum-Sizewell Town Council

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## Leiston-cum-Sizewell Town Council

### SOCIAL MEDIA POLICY

<b>Approved</b>	<b>13<sup>th</sup> May 2025</b>
<b>Review Body</b>	<b>Full Council</b>
<b>Review Period Policy</b>	<b>Annually</b>
<b>Next Review</b>	<b>April 2026</b>
<b>Signed</b>	<b>CLlr Lesley Hill, Chair and Mayor</b>

*CLlr Lesley Hill*

#### 1. Purpose

This policy sets out guidelines for the responsible use of social media by councillors, staff, and representatives of Leiston-cum-Sizewell Town Council. It aims to protect the Council's reputation, ensure consistency and accuracy in communication, and uphold transparency, integrity, and respect in public engagement.

#### 2. Scope

This policy applies to:

- All elected and co-opted councillors
- Council staff
- Contractors or volunteers acting on behalf of the Council
- Council-managed or Council-branded social media accounts

#### 3. Definition of Social Media

For the purposes of this policy, "social media" includes (but is not limited to):

- Facebook
- X (formerly Twitter)
- Instagram
- YouTube
- WhatsApp (if used for Council communications)
- Blogs, forums, and any other platforms where content is shared publicly

#### 4. Official Council Accounts

- All official Council social media channels must be authorised by the Clerk and maintained by designated staff or councillors. Facebook Page: <https://www.facebook.com/Leistontowncouncil>
- The Leiston Film Theatre Manager is delegated to manage **Leiston Film Theatre official facebook page** <https://www.facebook.com/LeistonFilmTheatre>

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- All content must be factual, timely, and apolitical. **Personal opinions should not be shared on official channels.**
- Comments should not be deleted unless they breach moderation rules (see Section 7).

### **5. Personal Use by Councillors and Staff**

- Councillors and staff are personally responsible for what they publish online.
- The Code of Conduct applies to online activity in the same way it does to other communications.
- When identifying as a councillor/staff member online (whether through profile bios or posts), individuals must:
  - Make it clear when views are personal and not Council policy.
  - Refrain from publishing anything that may bring the Council into disrepute.
  - Never disclose confidential or sensitive Council information.

### **6. Best Practice Guidelines**

Users should:

- Be respectful and courteous.
- Correct or delete inaccurate content promptly.
- Avoid engaging in heated arguments or political debate.
- Protect personal and Council data in line with GDPR.
- Consider tone and audience—social media is a public space.

### **7. Moderation and Managing Comments**

The Council reserves the right to remove or hide comments on its platforms that:

- Contain offensive, discriminatory, or defamatory language
- Are spam or commercial in nature
- Include personal or confidential information
- Are unrelated to the post or topic

### **8. Security and Access**

- Passwords for Council social media accounts must be strong, regularly updated, and shared only with authorised personnel.
- Two-factor authentication should be used where available.

### **9. Breaches of Policy**

Breaches of this policy by councillors may result in referral to the Monitoring Officer for a potential Code of Conduct complaint.

Staff breaches will be handled under the Council's disciplinary procedures.

### **10. Review and Approval**

This policy will be reviewed annually by the Town Clerk and updated as needed.

Ends