



## **BUNGAY TOWN COUNCIL PRESS & SOCIAL MEDIA POLICY**

### **AIMS**

This Policy aims to provide guidance on the use of social media and to establish the principles of use by Bungay Town Council employees, Councillors, representatives and volunteers.

### **APPROVED COUNCIL SOCIAL MEDIA**

- Town Council website
- Twitter account

### **USERS OF COUNCIL SOCIAL MEDIA/PRESS**

In accordance with the Town Council's Standing Orders, the Town Clerk is the Council's nominated Press Officer. The Mayor, Deputy Mayor and Assistant Clerk also have the authority to issue public statements on behalf of the Council.

### **GUIDANCE FOR 'OFFICERS'**

- The Clerk and Assistant Clerk (the 'officers') should be familiar with the terms of use on third party websites and adhere to these at all times.

Officers must:

- Be aware that information can only be published if it is already known to be in the public domain.
- Give due consideration to the fact that information published on social media cannot be retrieved and may stay in the public domain in perpetuity.
- Be aware that they are viewed as ambassadors for the Council and must, therefore, ensure that any comments are both socially aware and responsible.
- Ensure that information that is published must be factual, fair, thorough and transparent.
- Ensure that permission must be granted before any internal reports/conversations are published.

## **GUIDANCE FOR COUNCILLORS**

Before using any form of social media, Councillors must consider whether any personal comments made might be misconstrued as comments made on behalf of Bungay Town Council. All Councillors must be aware not only of the current Code of Conduct, but also of the seven Nolan principles applicable to holding public office contained therein.

### **SPECIFIC POINTS TO NOTE**

- Take great care before making specifically 'political' points.
- Be aware that any comments made might be misconstrued as representing the views of your Council.
- Ensure no comments are made about other Councillors.
- Ensure that any information published has not been accessed purely through your position as a Councillor.
- Ensure that the only comments published are that you would be prepared to make either in writing on a face-to-face basis.
- Ensure that all comments made do not incite violence or hatred and are in accordance with the Council's Equality and Diversity Policy.

### **MONITORING**

It is important that this policy is observed by all Councillors and monitored regularly. In the event of an apparent breach in policy, the following action should be taken.

1. Breach to be reported to the Town Clerk.
2. If appropriate, the matter will be taken to the next meeting of the Governance, Employment and Finance Committee.
3. Governance, Employment and Finance Committee will decide on the appropriate course of action.

APPROVED ..... DATE .....