

Social Media Policy

1. Purpose

This policy outlines the appropriate use of official Hampton-in-Arden Parish Council social media platforms, such as Facebook or other online community pages. These platforms are used to:

- Share news, updates, and information on Council activities, services, and events.
- Promote community engagement and participation.
- Encourage positive and respectful dialogue within the parish.

2. Scope

This policy applies to all content published on social media platforms operated by the Parish Council and to all users interacting with these platforms.

It complements the Council's broader communications policies and complies with relevant UK legislation, including:

- Data Protection Act 2018 and UK GDPR
- Equality Act 2010
- Local Government Act 1972
- Defamation Act 2013
- Freedom of Information Act 2000
- Relevant codes of conduct and guidance from the Local Government Association (LGA) and NALC

3. Guiding Principles for Engagement

To ensure a productive and respectful environment:

- Be respectful and considerate. Abusive, obscene, discriminatory, or threatening language will not be tolerated.
- Encourage discussion. Reasoned debate is welcome, but personal attacks or targeted criticism of individuals (including councillors or staff) are not permitted.
- Stay on topic. Contributions should relate to the post or topic under discussion.
- Respect privacy. Do not publish personal, sensitive, or confidential information about yourself or others.
- Be lawful. Posts must not break the law, including copyright, defamation, data protection, or incitement laws.
- Avoid spam or promotion. Commercial advertising or political campaigning is not allowed on Council-managed platforms.

4. Monitoring and Moderation

The Council's social media channels are not monitored 24/7.

While we aim to respond to queries where appropriate, users should not use social media to contact the Council for official matters.

For all formal communication, please contact the Parish Clerk directly at:

clerk@hamptoninardenparish.gov.uk or via www.hamptoninardenparish.gov.uk

Posts or comments breaching this policy may be removed without notice.

Users who repeatedly violate the policy may be blocked or banned from the page.

5. Content Removal

Hampton in Arden Parish Council reserves the right to remove any content that:

- Contains obscene, offensive, or discriminatory language.
- Constitutes a personal attack or threat.
- Makes potentially libellous or defamatory statements.
- Violates copyright or intellectual property rights.
- Shares private or confidential information.
- Is irrelevant to the Council or local community matters.
- Advertises products, services, or political content.

6. Legal Disclaimer

The Council is not responsible for the accuracy of user-generated content.

Comments made by the public do not necessarily reflect the views or policies of the Parish Council. All user submissions become public record and may be reused or reproduced by the Council.

The Council is not liable for the content, availability, or privacy practices of Facebook or other third-party platforms.

7. Political and Commercial Neutrality

The Council will not engage in political or commercial promotion via its social media.

Any such content posted by third parties may be removed.

8. Review and Amendments

This policy will be reviewed annually or as necessary to reflect changes in legislation or Council procedures.

The Parish Council reserves the right to amend this policy at any time.

By using or commenting on any Hampton in Arden Parish Council social media platform, users agree to adhere to this policy.

Adopted on 17 September 2025
To be reviewed annual at the Parish Council's AGM.
Reference: HPC/011



Mrs Julie Barnes
Clerk & Financial Officer
Hampton in Arden Parish Council