



# LLANHARAN COMMUNITY COUNCIL EMPLOYEES' SOCIAL MEDIA POLICY

1. Policy statement .....	1
2. The scope of the policy .....	1
3. Responsibility for implementation of the policy .....	1
4. Official use of social media .....	2
5. Rules for use of official Council social media accounts .....	2
6. Personal use of social media by employees.....	3
7. The Council will not: .....	4

## 1. Policy statement

- 1.1. This policy is intended to help employees make appropriate decisions about the use of digital platforms including social networking sites, forums, message boards, blogs and comments, such as X (Twitter), Facebook, Instagram, TikTok, Snapchat and LinkedIn. This list is not exhaustive and is intended to cover all publicly accessible digital platforms.
- 1.2. This policy outlines the standards the Council requires employees to observe when using social media and the action that will be taken in respect of breaches of this policy.

## 2. The scope of the policy

- 2.1. All employees are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of the Council.
- 2.2. Breach of this policy by employees may be dealt with under the Council's Disciplinary Procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.



### **3. Responsibility for implementation of the policy**

- 3.1. The Council has overall responsibility for the effective operation of this policy.
- 3.2. The Clerk is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our work.
- 3.3. All employees should ensure that they take the time to read and understand this policy. Any breach of this policy should be reported to the Clerk.
- 3.4. Questions regarding the content or application of this policy should be directed to the Clerk.
- 3.5. Where any breach of this policy is in relation to social media activity of the Clerk, the matter should be reported to the Chair of the HR Committee.

### **4. Official use of social media**

- 4.1. The Council recognises the importance of the internet in shaping public thinking about the Council and the support and services it provides to the community. It values the role of its employees in helping to shape community conversation and direction through the Council's social media accounts.
- 4.2. With the approval of the Clerk, all employees may be permitted to post material on social media in the name of the Council, using official council accounts and on its behalf in accordance with the rules and scope of this policy.
- 4.3. Such material will include updates about the Council's own activities as well as the sharing of other information relevant to the local community.
- 4.4. The security of the Council's accounts must be upheld by strong passwords, and access must not be granted to anyone without the Clerk's express permission.

### **5. Rules for use of official Council social media accounts**

- 5.1. Whenever employees are permitted to use social media in accordance with this policy, they must adhere to the following general rules:
- 5.2. Employees are personally responsible for content they publish on social media.
- 5.3. Posts should promote positive public engagement with the Council
- 5.4. Posts should be factual, respectful and conciliatory. Comments that are likely to escalate heated discussion should be avoided.



- 5.5. Posts should be non-political, non-partisan and non-personal, and should avoid promoting any particular group or political viewpoint.
- 5.6. Abusive, obscene, discriminatory, harassing, derogatory or defamatory content should never be posted, uploaded or shared.
- 5.7. Any employee who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague should inform the Clerk.
- 5.8. No commercially sensitive, personal, private or confidential information may be disclosed, such as contact details without the express written permission of those involved, unless the information is already in the public domain.
- 5.9. No content belonging to a third party may be used without consent unless that content is already in the public domain.
- 5.10. Use of or links to any platform or third-party site must be in accordance with its terms and conditions.
- 5.11. Where links are posted to any platform or third-party site, it should be made clear that Llanharan Community Council cannot be held responsible for their content, and any queries or complaints must be directed to the third party.

## **6. Personal use of social media by employees**

- 6.1. Employees are permitted to use personal social media accounts provided they do not breach this policy or their employment obligations and must not imply that these accounts or their content represent the Council.
- 6.2. Employees are encouraged to share posts from the official page to their own personal pages to increase visibility and reach but must avoid wording that could be misinterpreted as an official Council statement.
- 6.3. Employees must not disclose confidential or sensitive Council information that is not already in the public domain.
- 6.4. Employees must not post content that can be reasonably considered to constitute harassment, bullying, or discrimination against colleagues, councillors, or members of the public.
- 6.5. Employees must avoid any personal use of social media that would be reasonably considered likely to bring the Council into disrepute. This may include:



- Posting misleading or hostile comments about the Council on social media or in public forums.
- Posting verbally abusive content aimed at members of the public, colleagues or councillors.
- Attempting to gain personal benefits by using Council status (e.g., discounts, favours).
- Offensive or discriminatory comments online that damage public confidence in the Council.
- Online sharing, discussing or commenting negatively on internal disputes between Council members, staff or others
- Posting obscene, offensive or illegal material online.

## **7. The Council will not:**

- 7.1. Monitor personal social media accounts without cause.
- 7.2. Restrict lawful individual opinions unrelated to Council business (subject to the clauses above).
- 7.3. Require prior approval for personal posts.

Failure or refusal to sign an acknowledgement does not affect the application of this policy, which will apply to all employees from the date of issue.