Social Media Policy

Date – Reviewed by LPC 8 December 2025 (Minor amendment)

The aim of this policy is to set out a 'Code of Practice' to provide guidance to parish councillors and council staff who use online communications, collectively referred to as 'social media'.

Social media is a term used to describe methods of publishing on the internet. This policy covers all forms of social media and social networking sites which include (but are not limited to):

- Parish Council Website
- Email
- Facebook, other networking sites
- Twitter and other micro blogging sites
- YouTube, other video clips and podcast sites
- LinkedIn
- Bloggs and discussion forums
- Community alerts

Social media may be used to communicate

- Dates of meetings
- Distribute agendas, post minutes
- Promote events and activities
- Good news stories
- LPC job or councillor vacancies
- Information from partner agencies such as Principal Authorities, Police, Library, Health etc.
- Information from other local parish related community groups such as schools, sports clubs, community groups and charities

Loose parish council has decided to separate the use of council and personal social media.

Only parish clerks and the Chair can post on third party sites using the LPC banner/logo.

Parish councillors and council staff are personally responsible for what they post in a private capacity and can only post under their own profile i.e. name and photo.

Code of Practice

When using social media (including email) parish councillors and council staff must be mindful of the information they post in any capacity and keep the tone of any comments respectful and informative. Online content should be accurate, objective, balanced and informative.

Councillors must not present personal opinions as that of the council or present themselves in a way that might bring the council into disrepute. Councillors or clerks must not post unlawful content relating to race, sexuality, disability, gender, age, religion or belief.

Councillors and clerks must not use offensive language.

Anyone with concerns regarding content placed on social media sites that denigrate parish councillors, council staff or residents should report it to the Chairman in the first instance and/or the clerk. Misuse of social media content that is contrary to this policy by councillors or clerks will result in disciplinary action being taken.

This policy will be reviewed regularly.

Website Mission statement

The primary function of the LPC website is to inform residents about the activities of the parish council.

It should be accessible, easy to navigate and use plain English.

It will include:

- Contact details for Parish Clerk/ office
- Calendar of meetings
- Agendas
- Minutes
- Finance
- Committee responsibilities
- Pavilion activities
- Subscription for the LPC community alerts
- Councillors

The secondary function of the site is to inform residents about issues that may directly affect them.

It should not:

- Advertise activities or events outside Loose
- Promote businesses
- Endorse charities