

BRINSLEY PARISH COUNCIL SOCIAL MEDIA (FACEBOOK) POLICY

Overview

This policy explains how Brinsley Parish Council uses its official Facebook page to share updates with residents. This overview simplifies the council's approach to using Facebook to provide updates while maintaining compliance with laws and ensuring clear, focused communication.

This Social Media Policy applies only to the council's official Facebook page, not councillors' personal accounts. No councillor can post on behalf of the council without approval from the full council or a designated group.

The page is intended to share important updates about council activities and local opportunities, not for discussions. Comments and Facebook messages are turned off, and residents should contact the council via email.

Posts that don't need full council approval include planning applications and decisions, roadwork updates, scam and police warnings, council and community events, emergency updates and messages from local schools or authorities. All other posts require council approval. This policy is to run in tandem with any other Council policies, including the Press and Media Policy.

The policy is pinned on the Facebook page and available on the council's website.

Purpose

This policy outlines the guidelines and procedures for the use of Brinsley Parish Council's official Facebook page. It is designed to ensure that communication on the page is managed in line with legal requirements and best practices, while providing relevant and timely information to the community.

Scope

This policy applies solely to the official Facebook page of Brinsley Parish Council and does not extend to the personal social media accounts of individual Councillors.

1. Authorised Use and Decision-Making

1.1 The official Facebook page will be managed by the Clerk. The Senior Caretaker will have the ability to post to the page.

1.2 No single Councillor, by law, is authorised to make decisions or post content that represents the Council's views or decisions without prior approval from the Council or the delegated group.

1.3 Any post that is not a factual update or could imply a Council opinion must be agreed upon by the full Council or a designated group of Councillors.

- 1.4 Posts must comply with all relevant data protection laws, including GDPR, particularly when publishing photos or written materials.
- 1.5 This policy is to run in tandem with any other Council policies, including the Press and Media Policy.

2. Commenting and Messaging Restrictions

- 2.1 To prevent misunderstandings and ensure clarity of communication, the option to comment on posts is disabled. *This cannot currently be done automatically and shall be implemented on each post at the time of issue.*
- 2.2 The Facebook messaging function is enabled. However, messages will be met with an automated response which states that the Facebook page is not continually monitored. Residents are encouraged to contact the Council through official channels, such as email, for any inquiries or communication.

3. Purpose of the Facebook Page

- 3.1 The Council's Facebook page is intended to disseminate information. It is not a forum for discussion or debate.
- 3.2 The page will focus on promoting important information to the residents of Brinsley, including updates on Council activities, local opportunities, and matters of public interest.
- 3.3 Posts must be concise, meaningful, and relevant to ensure continued engagement and avoid misinterpretation of the Council's purpose.

4. Approved Content

4.1 The following types of content are pre-approved and may be posted without requiring full Council authorisation:

- ✓ Lists of planning applications and decisions for the Broxtowe area
- ✓ Notifications of roadworks affecting the area
- ✓ Scam warnings reported to the Council by official bodies or local residents
- ✓ Police incidents, warnings, and updates
- ✓ Notifications of Council events and activities
- ✓ Notifications of hirer and other community events
- ✓ Results of Council events and activities
- ✓ Messages from the Borough Council, County Council, local schools, or the Police that have been requested for distribution
- ✓ Emergency updates by approval of the Clerk, Chairman and Vice-Chairman

4.2 Any other type of post must be approved by a majority of the Council before being published.

5. Third-Party Use

5.1 The Council's Facebook page is not to be used by third parties as a discussion platform. Other organisations or individuals wishing to communicate with the public should use their own social media channels.

5.2 The Council will make clear to followers that its Facebook page is intended solely for informational purposes.

6. Policy Availability and Review

6.1 A reference to this policy will be pinned to the top of the Council's Facebook page, if possible. The full policy will also be available for viewing on the Council's official website.

6.2 This policy will be reviewed as part of the Council's standard review procedures. The next scheduled review will take place in January 2026.