

Wentlooge Community Council
SOCIAL MEDIA POLICY
Reviewed 21.04.26

Introduction

Social media has become a powerful tool for Councils, helping them to engage with communities, raise awareness of community issues, events or Council initiatives, and to seek views and receive feedback. However, social media has a darker side: online abuse, bullying “trolling” has reached record levels and politicians/councillors are often the target of unacceptable, unpleasant and sometimes threatening online abuse.

Social media is a blanket term applied to a range of online multimedia tools that are used for creating content and two-way communication. They can be accessed via your smartphone, PC, laptop, tablet or smart TV. Social media accounts are free of charge and can be set up quickly and easily from an Internet page.

1. Policy statement

- 1.1. This policy is intended to help employees and elected members make appropriate decisions about the use of social media such as social networking websites, forums, message boards, blogs or comments on web articles, including on X (formerly Twitter), Facebook, LinkedIn and other platforms.
- 1.2. This policy outlines the standards the Council requires employees and elected members to observe when using social media, the circumstances under which your use of social media will be monitored and the actions that will be taken in respect of breaches of this policy.

2. The scope of the policy

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

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 and elected members should ensure that they take the time to read and understand this policy. Any breach of this policy should be reported to the Clerk or Chair of the Council.
- 3.4. Questions regarding the content or application of this policy should be directed to the Clerk.

4. Using social media sites in the name of the council

- 4.1. It is advisable for sites to be registered in the name of the Council and not the Clerk. All passwords etc. need to be held by one additional designated person in addition to the Clerk (preferably the Chair). Both should act as administrators.
- 4.2. The following should have access to the Council's sites:
 - i) staff whose work required them to post on the Council's social media page in consultation with the Clerk
 - ii) the Clerk
 - iii) the Chair

5. Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- 5.1. Make all posts as factual as possible. Try to limit opinion or comment.
- 5.2. Do not upload, post or forward a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- 5.3. Any employee/elected member who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media website, should inform the Clerk/Chair.
- 5.4. Never disclose commercially sensitive, personal private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Clerk/Chair.
- 5.5. Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.
- 5.6. Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it.
- 5.7. When making use of any social media platform, you must read and comply with its terms of use.
- 5.8. Be honest and open but be mindful of the impact your contribution might make on people's perceptions of the Council.
- 5.9. You are personally responsible for content you publish using social media tools.
- 5.10. Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations.
- 5.11. Don't discuss colleagues without their prior approval.

5.12. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion. Remember that, although it is acceptable to make political points or canvass votes via your own social media accounts, this will not be permissible if you are commenting on behalf of the Council.

5.13. Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.

5.14. Where you use social media in your capacity as a councillor, be clear whether you are speaking in a personal capacity, as an elected member, or on behalf of the Council. Only authorised administrators may post on official Council accounts.

5.15. Do not conduct Council business or make Council decisions through private messages (including direct messages or group chats). Where a resident contacts you via social media about Council business, acknowledge politely and signpost them to the Council's official contact route.

5.16. Remember that social media content relating to Council business may be subject to record-keeping requirements and information rights (e.g., requests for information). Keep a copy of significant Council-related messages/posts where needed and seek advice from the Clerk if unsure.

5.17. Account security: use strong unique passwords, enable multi-factor authentication (2FA) on all official Council accounts where available, and ensure administrator access is removed promptly when a role-holder leaves office/employment. Passwords must be stored securely and shared only with authorised administrators.

6. Monitoring use of social media websites

6.1. Employees and elected members should be aware that use of the Council's systems and official Council social media accounts may be monitored, where lawful and proportionate, to protect the Council, its staff and councillors, and to investigate suspected breaches of this policy. Any monitoring will be carried out in line with data protection requirements.

6.2. Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the Council.

6.3. In particular, a serious case of uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will probably amount to gross misconduct/breach of the Code of Conduct (this list is not exhaustive):

- a) pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature);
- b) a false and defamatory statement about any person or organisation;
- c) material which is offensive, obscene, criminal, discriminatory, derogatory or may cause embarrassment to the Council our councillors or our employees;
- d) confidential information about the council or anyone else;

- e) any other statement which is likely to create any liability (whether criminal or civil, whether for you or the organisation); or
- f) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

Any such action will be addressed under the Disciplinary Procedure/Code of Conduct.

6.4. Where evidence of misuse is found the Council may undertake a more detailed investigation involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary such information may be handed to the police in connection with a criminal investigation.

6.5. If you notice any use of social media by other employees/elected members in breach of this policy please report it to the Clerk/Chair *in accordance with the Council's Whistle Blower Policy*.

7. Moderation, engagement and responding to comments

1. Comments are disabled on the Council's Facebook page. The Council uses social media primarily to share information and signpost residents to the appropriate contact route.
2. Where a resident contacts the Council via social media (for example by direct message), the Council will acknowledge where appropriate and direct the resident to contact the Council via the website contact form or by email. Council business should not be conducted through social media messaging.
3. If Council-related messages are received via social media that may need to be retained (for example, complaints, reports of issues, or significant correspondence), the Clerk should keep an appropriate record in line with the Council's normal record-keeping and data protection arrangements.
4. If abusive content or a credible threat is received via social media, do not engage. Keep a record (e.g., screenshot), report it promptly to the Clerk/Chair, and consider reporting to the platform and the police as appropriate.

8. Monitoring and review of this policy

- 8.1. The Council shall be responsible for reviewing this policy annually to ensure that it meets legal requirements and reflects best practice.

Further information for elected members, published by the Welsh Local Government Association, on the use of social media can be viewed on the One Voice Wales website:

[Digital-Guidance-Social-Media.pdf](#)