

Protocol for the use of social media by Councillors

The Standards Committee of Telford & Wrekin recognises that the use of social networking and blogging are effective methods for Councillors to interact with local people and engage with those who would not normally have access to local Councillors and politics.

The Committee supports the use of such media but is also aware of the challenges that it brings. This protocol is intended to assist Councillors in thinking about how they can continue to make best use of social media whilst complying with the Code of Conduct.

THIS PROTOCOL IS IMPORTANT AND SHOULD BE CONSIDERED BY ALL COUNCILLORS USING SOCIAL MEDIA

Councillors should:

- **Think** about whether you are acting in your official capacity as a Councillor when posting messages or blogs. Be clear when you are making comments in a private capacity. Note that the higher your profile as a Member of the Parish Council, the more likely it is that you will be seen as acting in an official capacity when you post or blog.
- **Set** appropriate privacy settings for your social media accounts and blogs, especially if you have accounts which are private and non-political.
- **Keep** an eye out for defamatory or obscene posts from others on your social media accounts and remove them as soon as possible to avoid the perception that you condone such views.
- **Be aware of Re-tweeting**
Consider carefully what posts you decide to 'like' or retweet. Liking or re-tweeting will be perceived by some as your endorsement of both the sentiment and the wording of the post. There is a risk that you can be seen to be endorsing wording that is offensive or discriminatory: It is the nature of this media that this is easily done. **Do** think about **immediately** distancing yourself from such wording in a follow up tweet if you find yourself in that position.

PLEASE NOTE that depending on the seriousness of the wording this could be a material factor in deciding whether or not a matter is referred for investigation.

- **Ensure** that you use council facilities appropriately; if you use Council social media or Council blogs/website you will be viewed as acting in your official capacity. You should not use council facilities for personal or political posts and blogs.
- **Think** carefully before posting information about individuals or matters that may be commercially sensitive. Posting sensitive information could not only be a breach of the Code of Conduct but could also be a criminal offence or lead to litigation being brought against you and/or the Council. When posting any information that you have access to in your role as a Councillor you will be seen to be acting in your official capacity.
- **Remember** when making political points using social media be careful about specific views referring to individuals. A personal attack on an individual could be seen as disrespectful whereas general comments about an issue or policy is less likely to be viewed as a failure to show respect.
- **Never** post comments or blog in haste. If you are angry, tired or just in a bad mood stay away from your social media. Even if posts are removed quickly after, a screen shot can be taken of the post when it was on your account and this can form the basis of a complaint. Making comments in posts and blogs is just the same as making those comments in writing and/or in person to the individual concerned. Make sure that your own posts are truthful, factual and can be supported with evidence if challenged.
- **Always** remember you are a Councillor 24 hours a day, 365 days of the year

If you have any queries or concerns you are welcome to contact the Monitoring Officer at the Local Authority or the Parish Clerk.

Monitoring and Review

Reviewed in May 2024,2025

To be reviewed in May 2027