

Carbrooke Parish Council

Social Media Policy

1. Introduction

1.1 Social media provides alternative channels for the Parish Council to disseminate information about its activities, and, where applicable, to respond to questions and queries raised by residents and by people who work in and visit Carbrooke. This policy refers to the Parish Council's Facebook page. It does not relate to the Parish Council's website and its use of email.

2. Use of Social Media

2.1 The Parish Council's social media may be used to:

- post details of meetings; advertise Council events and activities; announce news stories connected to the Council; highlight actions taken by the Council; advertise Council vacancies; post or share information from other parish related community groups such as the Community Hub, the school, the Millennium Green, the Village Hall, and other community groups and charities.

2.2 The Council will not conduct business or deal with complaints via social media. These should be emailed to the Clerk at clerk@carbrooke-pc.gov.uk

2.3 Sending a message/post via the Council's Facebook page will not be considered as contacting the Council for official purposes, and the Council will not be obliged to monitor or respond to requests for information through these channels.

3. Personal Use of Social Media

3.1 Councillors should be aware that their personal digital activity could have an adverse impact on their role as a councillor, or the Council's image and reputation.

3.2 Councillors should be aware that whilst they might not expressly name the Council on social media this policy will still apply if a connection with the Council or their role as councillors can be reasonably made.

3.3 Councillors should not publish anything that is confidential to the Council, or use social media to comment on potentially sensitive matters, including but not restricted to, information about residents of the parish and information that is commercially sensitive.

3.4 At no time should Parish Council email addresses or other official contact details be used for setting up personal social media accounts or communicating through such media.

4. Guidelines for Responsible Use of Social Media

4.1 When participating in any online communication councillors must not;

Hide their identity by using false names or pseudonyms; present their personal opinions as those of the Parish Council, or that are contrary to the Council's Code of Conduct, or any other Council policies; present themselves in a way that may cause embarrassment to the Council, or bring the Council into disrepute; disclose any potentially confidential or sensitive information about the Council's business; make false or misleading statements; post controversial or potentially inflammatory remarks; use language that may be deemed offensive relating in particular to race, sexuality, disability, gender, age or religion or belief Engage in personal attacks, online fights or hostile communications; publish photographs or videos that infringes the copyright of others; post any information that may be deemed libellous; post any information or conduct any online activity that may violate laws or regulations, or which constitutes a criminal offence.

4.2 Councillors must make clear in social media postings or in their personal profile that they are speaking on their own behalf. It is suggested that posts are written in the first person and that a personal email address is used.

4.3 If councillors disclose their affiliation to the Parish Council on their profile, or in any social media postings, they must state that their views do not represent those of the Parish Council, unless they have been authorised to speak on behalf of the Parish Council.

4.4 If a councillor is uncertain, or concerned about the appropriateness of any statement or postings, please refrain from posting it until you have discussed it with the Council Chair or the Clerk.

5 Policy Breaches

5.1 All councillors must abide by the Code of Conduct adopted by the Parish Council. If it is felt that a councillor has breached the Code of Conduct, or if it is considered that a councillor has not followed the Code of Conduct, a complaint can be made to the Monitoring Officer at Breckland Council, or to the Parish Council using its Complaints Procedure.

5.2 The Monitoring Officer can only deal with complaints about the behaviour of a councillor which are covered by the Council's Code of Conduct. The Code of Conduct only applies to a councillor whilst undertaking his/her role as a councillor. It does not apply to a councillor acting in their personal capacity. The Council's Code of Conduct and its Complaints Procedure can be found on the Council's website (carbrokepc.info) or from the Parish Clerk (clerk@carbroke-pc.gov.uk)

5.3 A breach of this policy by a member of staff may result in disciplinary action up to and including dismissal.

Approved: February 2026.

Next Review: January 2028.