

PEWSEY PARISH COUNCIL POLICY – PERSONAL USE OF MEDIA

- Media includes the various online tools, Facebook, Twitter, etc, that enable people to communicate easily via the internet and share information and resources. As it is often the preferred method of communication it is right that the Parish Council set out a policy as to its use by councillors and employees.

- This policy applies to all Pewsey Parish councillors and to its direct employees.

- Councillors and employees should remember that, even when not acting on the council's behalf, they can be held accountable for content which they post on social media which could potentially damage the council.

- Damaging content includes any communication made in a personal capacity through social media which:
 1. Brings Pewsey Parish Council into disrepute
 2. Breaches confidentiality
 3. Is discriminatory
 4. Breaches copyright

- Nothing should be said which may compromise matters under consideration by the Council, or on recent council decisions; all of which are normally announced on the Council's own media sites, where necessary.

- Councillors who choose to comment in a personal capacity on any issue relating to the council or their work for the council should make it clear that they are not representing the council and the views expressed are their own and do not reflect the views of the council or in any way bring the council into disrepute.

- Whilst not wishing to inhibit the use of social media which, if used properly, can be a force for good communication, all Councillors and employees are expected to avoid using inappropriate language or personally criticising third parties.

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