



Deerhurst Parish Council

Social Media Policy

November 2025

Version	Date	Author	Changes
v1.0	12.11.25	E Bromiley Clerk	This is a policy based on the NALC guidelines

Approving committee: Council

Date of meeting: 12.11.25

Policy effective from: 12.11.25

Date for next review: 12.11.28

Signed on behalf of the council by:



Cllr Laura Bromberg

Chair - Deerhurst Parish Council

12.11.25

Deerhurst Parish Council Social Media Policy

1. Scope and Application

This policy applies to all members, employees, and volunteers of Deerhurst Parish Council. It covers the use of both official council social media accounts and personal social media activity that could reasonably be associated with, or reflect upon, the Council.

2. Definition of Social Media

For the purpose of this policy, social media refers to online platforms and tools that enable people to create, share, and exchange information, opinions, and content. This includes, but is not limited to: Facebook, X (formerly Twitter), Instagram, LinkedIn, YouTube, blogs, and any similar sites or services.

3. When the Policy Applies

This policy applies at all times, both during and outside of working hours, whenever the actions or statements of councillors, employees, or volunteers could affect the reputation or integrity of Deerhurst Parish Council. Expected standards of conduct therefore extend to personal use of social media where an individual is identifiable as being associated with the Council.

4. Use of Social Media on Behalf of the Council

Deerhurst Parish Council maintains an official presence on Facebook for the purpose of sharing information, promoting community engagement, and keeping residents informed about Council activities and local issues.

The Parish Clerk is responsible for managing and maintaining the Council's Facebook page, including posting content and monitoring engagement. The Clerk may post updates directly without prior approval, provided that all content aligns with the Council's policies and values.

Councillors are welcome to use their personal social media accounts; however, they should take care to ensure that any opinions expressed are clearly identified as their own and not those of Deerhurst Parish Council. Councillors should not use their personal accounts to make official announcements or policy statements on behalf of the Council.

If members of the public or representatives of the media contact councillors or staff through social media regarding Council matters, they should refer the enquiry to the Clerk for an official response, unless otherwise authorised.

5. Personal Use of Social Media

Deerhurst Parish Council recognises that staff and councillors may wish to use social media for personal purposes. Reasonable personal use of social media is permitted during working hours and on council-owned equipment, provided that such use:

- Does not interfere with work duties or council responsibilities.
- Does not compromise the security or performance of council systems.
- Is consistent with the standards of conduct expected of all councillors and employees.

All councillors, staff, and volunteers must ensure that their personal use of social media does not bring the Council into disrepute or damage its reputation. This includes avoiding posts or comments that could be considered:

- Defamatory, discriminatory, harassing, or offensive;
- Critical of the Council, its members, or partners in a way that could undermine public confidence; or
- Inappropriate or insensitive regarding local issues or residents.

Individuals should take care to make it clear when posting in a personal capacity that they are not speaking on behalf of Deerhurst Parish Council.

6. Monitoring and Compliance

Deerhurst Parish Council does not actively monitor employees' or councillors' personal use of social media. However, the Council reserves the right to review material that is publicly available or brought to its attention if it is believed to breach this policy or impact the reputation of the Council.

Any concerns about inappropriate or harmful content relating to the Council should be reported to the Clerk for consideration and, where necessary, appropriate action.

7. Breaches of the Policy

All councillors, staff, and volunteers are expected to adhere to this policy and uphold the reputation and values of Deerhurst Parish Council when using social media. Any misuse of social media that may harm the Council's reputation, breach confidentiality, or contravene its policies will be dealt with through the Council's normal procedures.

8. Review of Policy

This Social Media Policy will be reviewed every two years to ensure it remains relevant, up to date, and consistent with the Council's working practices and legal obligations. The next scheduled review will take place two years after the date of adoption.