



For Information

Social Media Policy

Adopted: 11 February 2026

Chair: Cllr. L. Jameson

Minute Ref.: 260211/10.1

The policy is administered by the Town Clerk and will be reviewed in January 2027.

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Mission Statement

Endeavour through foresight and leadership, to enhance quality of life for residents and visitors. Working to enrich and nurture opportunity to protect and improve the built and natural environment and improve community pride.

1. Purpose

This policy sets out how Longridge Town Council uses social media to communicate with residents, stakeholders, and partners in a transparent, lawful, and respectful manner.

The policy ensures compliance with:

- The LGA Model Code of Conduct
- NALC guidance
- UK GDPR and Data Protection Act 2018
- Equality Act 2010
- Freedom of Information Act 2000
- Defamation and harassment law

2. Scope

This policy applies to:

- All **official** Longridge Town Council social media accounts
- Councillors and officers when posting on behalf of the Council
- Any contractor or volunteer authorised to manage Council accounts

3. Council Social Media Accounts

The Council may operate official accounts on platforms such as Facebook, X (Twitter), Instagram, or others approved by Council resolution.

Official accounts are used to:

- Share information about Council services, decisions, and events.
- Promote community engagement.
- Provide timely public information.

They are **not** used for:

- Political campaigning.
- Individual councillor promotion.
- Handling formal complaints or service requests.

4. Standards of Content

All content posted must be:

- Accurate, factual, and non-political.
- Respectful and inclusive.
- Free from defamatory, discriminatory, or inflammatory language.
- Written in clear, plain English.
- Compliant with accessibility guidance where reasonably practicable.

5. Authorisation and Control

- The nominated officer (currently Cllr. Walker) is responsible for managing Council social media.
- Councillors may contribute content only with prior authorisation.
- Login credentials must be securely stored and never shared informally.

6. Record Keeping

Posts, messages, and comments may constitute Council records and will be retained in accordance with the Council's retention schedule and FOI obligations.

7. Pre-Election Period (Purdah)

During a pre-election period:

- Content will be strictly factual.
- No new initiatives or promotional material will be posted.
- Political neutrality will be maintained at all times.

8. Breaches

Any breach of this policy may result in:

- Removal of content.
- Withdrawal of posting privileges.
- Referral under the Code of Conduct or employment procedures.