



For Information

Councillor use of social media - Policy

Adopted: 11 February 2026

Chair: Cllr. L. Jameson

Minute Ref.: 260211/10.2

The policy is administered by the Town Clerk and will be reviewed in February 2028.

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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 expectations for councillors when using social media in any capacity and ensures alignment with the LGA Model Code of Conduct.

2. Application of the Code of Conduct

Councillors must comply with the Code of Conduct **when acting in their official capacity**, including when:

- Referring to themselves as a councillor.
- Discussing Council business.
- Using Council branding.
- Interacting with residents on Council-related matters.

Online conduct is treated the same as face-to-face conduct.

3. Personal vs Official Accounts

Councillors may maintain personal social media accounts. However:

- Disclaimers must be used (e.g. "Views are my own").
- Disclaimers do **not** remove Code of Conduct obligations.
- Council logos or insignia must not be used on personal pages.

4. Respect and Conduct

Councillors must:

- Treat others with respect and courtesy.
- Not bully, harass, or intimidate.
- Not bring the Council into disrepute.
- Not publish confidential or exempt information.
- Avoid personal attacks on officers, councillors, or the public.

5. Predetermination and Bias

Councillors must not:

- Express fixed views on planning or quasi-judicial matters.
- Engage in online debate that could give rise to predetermination.

6. Political Content

- Party-political content must not appear on Council platforms.
- Councillors must not imply Council endorsement of political views.

7. Complaints

Concerns relating to councillor social media conduct may be considered under the Council's Code of Conduct complaints procedure.