



TERMS of REFERENCE

Social Media Working Group

Reference:	LTC/TOR/2026/SMWG-01
Body:	Social Media Working Group
Reports to:	Full Council
Prepared by:	Michael Hill, Town Clerk and Responsible Financial Officer
Approved:	Full Council 14-10-2026

1. Purpose

The Working Group will review how Longridge Town Council uses social media. It will recommend to Full Council a policy and working arrangements that are lawful, consistent and effective in communicating with residents.

The Working Group is advisory. It has no delegated powers to make decisions or spend money on behalf of the Council.

2. Objectives and scope

The Working Group will:

1. Review the Council's current social media accounts, who manages them and how they are used.
2. Recommend which platforms the Council should use, and for what purpose.
3. Draft a Social Media Policy for adoption by Full Council, covering:
 - a. who may post on the Council's behalf and how content is approved
 - a. the tone and type of content, including events, consultations and service updates
 - b. responding to comments, complaints and enquiries, and when to direct them to formal channels
 - c. moderation, including removing abusive or unlawful content and blocking accounts
 - d. use of images, including consent and safeguarding where children appear
 - e. data protection, record keeping and Freedom of Information
 - f. publicity restrictions during pre-election periods
 - g. accessibility of content
4. Recommend guidance for councillors on their own social media use, consistent with the Code of Conduct.
5. Identify any training, software or resources needed, with estimated costs.

The Working Group will have regard to the Code of Recommended Practice on Local Authority Publicity, UK GDPR and the Data Protection Act 2018, the Equality Act 2010 and the Council's Code of Conduct.

Out of scope: the Council's website and email hosting arrangements, and operational posting, which remains the responsibility of officers.

3. Membership, officers and quorum

3.1 The Working Group will have up to 5 [five] councillors, appointed by Full Council.

3.2 The Working Group may invite up to 2 [two] co-opted members with relevant experience, for example in communications or community groups. Co-opted members advise but do not vote.

3.3 The Working Group will elect a Chair and Deputy Chair from its councillor members at its first meeting.

3.4 The Town Clerk or Deputy Clerk will attend to advise the Working Group and keep notes of meetings.

3.5 The quorum is 3 [three] councillor members.

3.6 Members must declare any interests at the start of each meeting, in line with the Code of Conduct.

4. Meetings, authority and reporting

4.1 The Working Group will meet as needed to complete its objectives, expected to be [monthly]. Meetings are not public meetings, but notes will be kept.

4.2 The Working Group has no delegated authority. It may not make decisions, enter commitments, post on the Council's accounts or speak on behalf of the Council.

4.3 Notes of each meeting and any recommendations will be reported to the next available meeting of Full Council. Any proposal with a cost will go to the Finance Committee first.

5. Budget, duration and review

5.1 The Working Group has no budget. Any spending it recommends requires approval in line with the Council's Financial Regulations.

5.2 The Working Group aims to present a draft Social Media Policy to Full Council by [month and year].

5.3 The Working Group will be dissolved once Full Council adopts the policy, unless Council decides otherwise.

5.4 Full Council may amend these Terms of Reference at any time.