

**Brewood and Coven Parish Council  
with Bishop's Wood and Coven Heath**

**Personal Use of Social Media by a Parish Councillor**

Parish Councillors should be aware and recognise that there is a risk of damage being caused to the Parish Council via their personal use of social media (Facebook, Twitter, blogging etc) when they can be identified as an elected Parish Councillor. This may be by direct identification (because a profile or content expressly states a Parish Council association) or indirect identification (because friends, family or others know the user is a Parish Councillor).

If, in respect of any personal use of social media, a Parish Councillor can be identified as associated with the Parish Council by the profile or content then the following guidance should be complied with:

You should:

- Expressly state (through a prominent disclaimer) on any profile or content that identifies you as a Parish Councillor (or otherwise refers to or implies a relationship with the Parish Council) that the stated views are your own personal views and are not those of the Parish Council;
- Ensure that readers are not misled into believing that any material published by you is on behalf of the Parish Council, authorised by the Parish Council or official Parish Council policy if it is not;
- Ensure all content that relates to the Parish Council or Parish Council business is accurate, fairly balanced, not misleading and complies with any relevant Parish Council policy;
- Comply with the terms and conditions of the social media site being used.

You must not:

- Make any comment or post material so as to give a reasonable person the impression that you have brought your office as Parish Councillor or the Parish Council into disrepute;
- Present political or personal opinion as fact or as representative of the Parish Council;
- Imply that you are authorised to speak as a representative of the Parish Council nor give the impression that the views you express are those of the Parish Council;
- Post or publish any material that is harassing or bullying. Harassment may include personal attacks on officers or fellow Parish Councillors;
- Publish content that promotes personal/family interests, personal financial interests or any personal commercial ventures;
- Publish content in a way which appears as if the Parish Council has endorsed it;
- Publish content in an abusive manner or contravenes the Parish Council's Code of Conduct;
- Disclose confidential or exempt information, including confidential matters discussed as part of a Parish Council meeting.

If you are in any doubt about this you should first speak to the Monitoring Officer at South Staffordshire Council.