

Broadstone Town Council

Social Media Policy

(Adopted Version – Aligned to Communications Strategy)

1. Introduction

Broadstone Town Council (“the Council” or “BTC”) recognises the importance of social media as a key communication tool for engaging with residents and sharing timely information.

This policy sets out how the Council will use social media in a responsible, consistent and effective manner, in line with its wider Communications Strategy. Social media is intended to complement, not replace, other forms of communication, ensuring that all residents can access information regardless of their preferred channels.

2. Purpose and Objectives

The objectives of the Council’s use of social media are to:

- Provide timely updates on Council activities, services and local issues
- Promote community events and initiatives
- Share important information such as roadworks and disruptions
- Encourage engagement and dialogue with residents
- Support transparency and accountability

Social media will also be used to reinforce the Council’s role as a trusted and reliable source of local information.

3. Platforms and Content

The Council will use appropriate social media platforms to reach the Broadstone community effectively.

Content will typically include:

- News and updates from the Council

- Information on local services, decisions and consultations
- Promotion of community events and activities
- Alerts relating to roadworks, disruptions or urgent issues
- Positive stories highlighting local groups, businesses and achievements

Posts will be relevant, accurate and focused on matters of local interest.

4. Tone and Style

All social media content will reflect the Council's agreed tone of voice, which is:

- Friendly and approachable
- Clear and informative
- Practical and locally focused

The Council will avoid overly formal or technical language and will aim to communicate in a way that is engaging and easy to understand.

5. Management of Accounts

The Council's social media accounts will be managed by the Town Clerk or a designated officer acting as Communications Lead.

Content will be regularly updated to ensure that information remains current and relevant.

Procedures will be in place to ensure continuity of access to accounts and appropriate oversight of all activity.

6. Engagement and Interaction

The Council encourages constructive engagement through its social media platforms. Residents may comment on posts, ask questions and share feedback.

Where appropriate, the Council will respond to enquiries in a timely manner. However, social media should not be used for the submission of formal complaints or requests, which should be directed through official channels.

The Council may use interactive features such as polls or questions to gather feedback and encourage participation.

7. Acceptable Use

Users of the Council's social media platforms are expected to behave respectfully. The Council reserves the right to remove comments or content that are:

- Offensive, abusive or discriminatory
- Misleading or factually incorrect
- Irrelevant to the topic being discussed
- In breach of legal or regulatory requirements

Repeated breaches may result in users being blocked from the Council's platforms.

8. Data Protection and Confidentiality

The Council will comply with all relevant data protection legislation when using social media.

Personal or confidential information will not be shared via social media platforms. Care will be taken to ensure that all content is appropriate and lawful.

9. Integration with Other Communication Channels

Social media will form part of a broader communications approach, alongside the Council's website, newsletters, noticeboards and community engagement activities.

Key information will always be available through multiple channels to ensure accessibility for all residents.

10. Monitoring and Evaluation

The effectiveness of the Council's social media activity will be monitored through:

- Levels of engagement (likes, comments, shares)

- Growth in followers
- Feedback from residents
- Contribution to participation in events and consultations

This information will inform ongoing improvements to the Council's communication approach.

11. Review

This policy will be reviewed every four years, or sooner if required, to ensure it remains effective and aligned with the Council's Communications Strategy.
