

DRIFFIELD TOWN COUNCIL

SOCIAL MEDIA POLICY

The social media platforms used by the Town Council are administered by the Town Council staff and nominated councillors as and when needed.

The pages are to be used to advertise, promote and explain the activities of the council.

The pages can also be used to promote activities of organisations the Driffield Town Council work with and also events within the town which reflect the vitality and economic wellbeing of the town.

Members of the public are entitled to post their questions and observations and the Town Council staff will respond accordingly in a polite and helpful manner with a reasonable timescale.

The staff will respond as per the policy of the council and reflect their views as a body rather than their own personal opinions.

Any comments posted on the sites that are deemed derogatory or inflammatory in any way will be removed immediately.

Individual councillors using social media sites must make clear that their views are their own and not those of the Driffield Town Council.

All councillors on their own social media sites are subject to the Code of Conduct and posts should take care to:

- Treat others with respect, avoid personal attacks, disrespectful, rude or offensive comments
- Comply with equality and discriminatory laws, do not publish anything that may be construed sexist, racist, ageist, homophobic or against religion or belief
- Not publish material considered confidential or received in confidence
- Ensure that the council or individual councillors and their role are not brought into disrepute

The Town Council will not tolerate bullying of staff through this electronic medium.

Last review date – 01 April 2025