



Denbigh Town Council

SOCIAL MEDIA POLICY

Created 06/12/2019

Updated 25.02.2026

Ratified: 18.05.2026

Next review Date – May 2027

SOCIAL MEDIA POLICY

Introduction

This policy is written for the protection of Denbigh Town Council and its employees and councillors. Social Media today is a powerful medium to pass information, marketing and breaking news which could be critical to Denbigh Town Council operation. It is also a conduit to enable conversation with clients and contractors.

However, there is also the possibility of misuse of different platforms within social media. This policy puts in place working procedures to minimise any possible abuse within these platforms.

You must follow the rules established in this policy in relation to all forms of social media. Failure to comply with this policy could result in disciplinary action which could lead to dismissal depending on the circumstances.

Definition of Social Media

Social media is a type of interactive online media that allows parties to communicate instantly with each other and allows the sharing of data in a public forum.

Social media covers, but is not limited to, Twitter, Facebook, Whatsapp, LinkedIn, YouTube Snapchat and Instagram. There many more platforms and forums working today.

Personal use of social media at work

You are permitted to access social media websites from Denbigh Town Council computers or other electronic devices for personal use but only at certain times.

You must limit your use of social media to official rest breaks before you commence work or after work. Remember that you should have regular breaks away from a computer.

Business use of social media

You are advised if you are expected to make use of social media for business purposes and in what forums such use is allowed or not allowed.

If you are unsure about the suitability of a post you wish to make to please discuss it prior to posting with the Town Clerk.

You may contribute to Denbigh Town Council social media activities. You may be requested to provide blogs or articles for publication. Alternatively, if you have something you would like to contribute to the social media controlled by Denbigh Town Council please contact the Town Clerk.

If you are contacted for comments about Denbigh Town Council for publication anywhere, including social media, you must discuss your response with the Town Clerk to ensure it is appropriate and compatible with the values of Denbigh Town Council.

Responsible use of social media

If you are required to use social media for business use remember that you are representing Denbigh Town Council at all times and must, therefore, ensure the communication has a purpose and is intended to benefit Denbigh Town Council.

In both business and personal use of social media you must:

- a) Use your common sense before you post anything and think about what you are saying to the world at large.
- b) Ensure that you do not post any disparaging or defamatory statements about:
 - i) Our Council (Denbigh Town Council)
 - ii) Our employees and Councillors (current or past)
 - iii) Our existing, potential or previous clients or contractors
 - iv) Our suppliers or competitors
- c) Any person or organisation that has any connection with Denbigh Town Council.
- c) Refrain from posting images or links with inappropriate content.
- d) Refrain from breaching confidentiality.
- e) Refrain from revealing any trade secrets or confidential information either relating to our Council or a third party.
- f) Refrain from any breach of copyright.
- g) Not use social media to bully, harass or discriminate against any party.
- h) Refrain from posting strong religious or political viewpoints.
- i) Refrain from entering into contractual arrangements.
- j) Refrain from any illegal activity.
- k) Refrain from online fights, personal attacks or hostile postings.

The golden rule - ask yourself whether what you are about to post could cause offence to anyone. If the answer is yes, or you are not sure, then do not make the post.

Monitoring

If you are allowed to use Denbigh Town Council computers or other electronic devices for personal use, Denbigh Town Council reserves the right to monitor such use including use of the internet and personal use of social media. Unauthorised use during working hours will result in disciplinary action.

In the event of misuse being found Denbigh Town Council may limit your access rights, in addition to any other sanction that may be appropriate.

Social media in your personal life

Denbigh Town Council recognise that many employees use social media in a personal capacity. Whilst you are not acting on behalf of Denbigh Town Council, you must be aware that your actions might damage the reputation of Denbigh Town Council.

You are allowed to state that you work for Denbigh Town Council, however, your online profile/ username must not contain the name of Denbigh Town Council.

You must not, under any circumstances, use your Council email address in any form of personal social media or on the internet at all in your personal capacity. You must set up your own personal email address.

Denbigh Town Council discourage you from discussing your working life via social media, however, if you choose to do so remember the golden rule.

If you believe that your conduct outside of your working life could impact on your professional life think carefully about your privacy settings, consider friend/ follower requests carefully giving consideration to who their friends and followers may be, remove tags on photographs or alternatively refrain from the use of personal social media altogether.

Disciplinary Action

Any breach of this policy may result in disciplinary action being taken against you. Serious breaches of this policy could constitute gross misconduct and could lead to dismissal without notice depending on the circumstances of a particular case.

Denbigh Town Council reserves the right to require you to remove a posting from any social media forum and any failure to comply with this request may constitute an act of gross misconduct for failing to follow a reasonable management instruction.

Remember the golden rule

Ask yourself whether what you are about to post could cause offence to anyone. If the answer is yes, or you are not sure, then do not make the post.