

25. Social Media

- OVW have advised that they feel that a member should request/obtain prior permission from the Town Council before adding a Town Council Logo to their personal/group Facebook/Social Media page.
- OVW have advised that they see no issue with a member displaying photographs of a Town Council building on their personal/group Facebook/Social Media page.
- OVW have advised that in their experience It would be normal practice, for those wishing to signpost a Council's website on their Facebook page, to seek permission from the Town Council in the first instance.
- OVW advised that the Ombudsman/Good Councillor Guide both actively promote Councillors to use Facebook/Social Media as a means to communicate with residents, however members should make it clear that any opinions/views expressed, are their opinions/views, and not necessary the opinions/views of the Town Council, and /or all the members of the Town Council.
- OVW have advised that it's the members individual responsibility to ensure that all posts are factual/appropriate, and if a Councillor breaches the Code of Conduct, then they run the risk of being reported to/investigated by the Ombudsman and/or the Local Authority Monitoring Officer.
- OVW have suggested that the Town Council adopt the model OVW prepared Communication and Social media Policy – **The OVW model policy was adopted by the Town Council in 2018, and is reviewed/approved annually.**
- **OVW have suggested that the Town Council may wish, if deemed appropriate/necessary, to look to tweak/update our existing policy to reflect some of the above concerns.**