



Cyngor Tref
Rhuddlan
Town Council

Social Media Guidelines

Current Review	11/06/2026
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Using Social Media

Councillors regularly use social media to communicate and engage with residents. While it can be an effective way to share information and gather views, it also carries risks that members must recognise.

Social media can easily blur the distinction between personal opinions and the Town Council's official position. Even a small mistake may damage the Council's credibility.

When members use social media to seek feedback, responses must be interpreted and recorded carefully, as the Town Council may rely on this information when making decisions. For example, some respondents may not be Rhuddlan residents, which could affect the accuracy and reliability of the feedback.

Code of Conduct

Councillors are expected to comply with the Code of Conduct and the Data Protection Act in all Council-related work. As information is now readily accessible, it is essential that it is handled sensitively and securely. Councillors must respect the confidentiality of any information they access and must not share confidential material. Failure to do so may amount to a breach of the Council's Code of Conduct. Posting content that conflicts with Council policy may also bring a member into disrepute and could breach section 101 of the Local Government Act 1972.

Things to bear in mind

- Any communication, including on social media, can be misunderstood. The speed of online interaction and the lack of face-to-face contact can make this more likely.
- Social media moves quickly, and people may respond impulsively. Comments can be misunderstood or misrepresented, especially on contentious issues.
- Information and comments made online can reach a wide audience far more quickly than through other forms of communication.
- The same standards that apply to all councillor conduct also apply on social media, but extra care is needed because content can be shared instantly and widely.
- Although social media often uses a conversational tone, posting online is still publishing. Online content can be permanent, so make sure anything you post is accurate, informative and carefully considered. Treat it as if you were speaking in public.
- Members should not post anything they would be unwilling to defend under scrutiny or repeat at a public meeting.
- Members should take care when expressing personal views on social media. Personal opinions should be shared through a personal account, not in the capacity of a councillor. When acting officially as a councillor, the Code of Conduct applies. It is advisable to maintain separate personal and official social media accounts and to distinguish clearly between them.

Social Media – A Guide for Councillors

A comprehensive guide published by the WLGA is available on the Town Council's website under Policies and Reports.