

COMMUNICATIONS POLICY

Introduction

The purpose of this policy is to provide guidance on how to deal with communication and applies to Councillors and Officers of Lydd Town Council.

Protocol for verbal and written statements to the Media on behalf of the Council

The Town Clerk has responsibility for representing the corporate position of Lydd Town Council and has authority to communicate with the Media on behalf of Lydd Town Council. Councillors must not portray themselves to be acting on behalf of Lydd Town Council and should make it very clear that they are representing themselves as an individual and not refer to themselves as Councillor which may give the impression that they are communicating on behalf of Lydd Town Council.

Councillors are not permitted to represent the corporate position and views of the Council or to damage the reputation of Lydd Town Council or others involved with the Council (other Councillors and Officers).

Private verbal or written statements or interviews by Councillors

Councillors are not permitted to use the title of "Councillor" in their private capacity and should not communicate their personal views about the Council's business, decisions and actions.

Once a resolution has been reached at a Council meeting this is the decision of the body corporate.

Communicating in general

Councillors must ensure that any communication whether in person, by telephone, email or letter follows the principles set out in the Code of Conduct and in particular to show respect to others.

Use of Social Media

Councillors must not use the title of "Councillor" when using their personal social media platforms and must not give the impression that they are acting or speaking on behalf of Lydd Town Council on social media.

Summary

Lydd Town Council expects that all communications issued and received, and including the use of social media whether on personal or third party platforms will be considerate and respectful of others and **shall not contain any of the following:**

- Threatening or abusive language.
- Personal attacks on anyone including Councillors and members of staff.
- Personal information.
- Content that is libellous, harassing, bullying or defamatory
- Content that is sexually or racially offensive