



WESTON-SUPER-MARE TOWN COUNCIL

Social Media House Rules

This policy applies to Weston-super-Mare Town Council.

Date policy adopted	18 th August 2025
Approved by	Finance and General Purposes Committee (18.08.25)
Review cycle	Bi-Annually
Review date	August 2027

Weston-super-Mare Town Council Social Media House Rules

Weston-super-Mare Town Council uses Social Media as a useful tool to engage with our community. It's a communication channel that we use to provide vital information about services, venues and community engagement initiatives.

We aim to help and respond wherever we can. Please remember, there is a human being reading, responding and monitoring our Social Media Channels. We ask everyone interacting with our Social Media posts to treat others in the conversation with the same courtesy and respect you'd expect in return.

Our Social Media channels should be a safe space for healthy discussions and the sharing of opinions and thoughts, while being respectful of others. This is why we have a short set of 'House Rules' that we feel that we need to impose.

You must remember, you are responsible and liable for any content you post, including comments and language used.

All users must comply with our Social Media Platform's Terms of Use and give regard to the following:

We welcome free speech, differing opinions and healthy debates/discussions. However, everyone should be respectful and courteous.

We will remove comments/messages (where function allows) and report and/or block users on our Social Media channels to the relevant platform providers, as well as the police, if comments/messages directed at our staff or other users are deemed to be:

- Abusive or obscene (using offensive language, threatening behaviour, bullying).
- Deceptive, misleading, derogatory toward or undermining (of an individual or group).
- In violation of any intellectual property rights, including copyright.
- In violation of any law or regulation.
- Spam and off-topic content (persistent negative and/or abusive posts in which the aim is to provoke a response).
- Promotional material, including links to external websites, groups and promotions.

We will not tolerate or respond to abusive messages or comments.

Just a reminder - there's a real human behind the screen, reading your messages and keeping an eye on our Social Media content. Our Social Media pages are run by the staff at Weston-super-Mare Town Council, not by Councillors. As part of our role, we need to stay politically neutral at all times, which means we're not able to respond to, support, or engage with any party-political content.

If you wish to discuss political issues or areas of concern, contact your local Councillor here: <https://wsm-tc.gov.uk/town-council-people/your-councillors/>