



## INTRODUCTION

The purpose of this policy is to guide both Councillors and Officers of the Council in their relations with the Press and Media, in such a way as to ensure the smooth running of the Council.

This policy does not seek to be either prescriptive or comprehensive but sets out to provide guidance on how to deal with some of the practical issues that may arise when dealing with the Press and Media.

Above everything else, a Councillor must observe Andover Town Council's Code of Conduct whenever he/she conducts the business of the authority, conducts the business of the office to which he/she has been elected/appointed or acts as a representative of the authority.

## TOWN CLERK AND OFFICERS OF THE COUNCIL

The Town Clerk as the Proper Officer of the Council is authorised to receive all communications from the Press and Media and to issue Press Statements on behalf of the Council. In the absence of the Town Clerk, media communications will be handled by the Deputy Town Clerk. In the absence of both officers, enquirers will be referred to the Town Mayor who will act as the spokesperson for the purposes of this element of the policy. All communications made by the Town Clerk will relate to the stated business and day to day management of the activities or adopted policy of the Council. He/She is not expected or authorised to speculate on matters that have not been considered by the Council. Where such questions are put to the Town Clerk, she should refer the enquirer to the Mayor or a Committee Chairman as considered appropriate.

No other officer of the Council, unless authorised by the Town Clerk, is permitted to speak or communicate with the Press and Media on any matter affecting the Council or its business.

## MEMBERS OF THE COUNCIL

A Councillor must not disclose information that is of a confidential nature. This includes any discussion with the press on any matter which has been discussed under confidential items on Council or Committee agendas or, at any other private briefing or by the exchange of emails.

A Councillor should not raise matters relating to the conduct or capability of an Officer at meetings held in public, before the press or on any form of social media platform

## DEALING WITH THE PRESS

When dealing with the Press verbally, members and officers should be aware of the following:

- A Councillor should always act with integrity when representing or acting on behalf of Andover Town Council
- When speaking or providing written material to the Press and Media, Members should make clear the capacity, in which they are providing the information. For example: -



*Using the prefix Councillor when writing to the press as an individual. This implies you are stating Council policy, make sure you include a statement that you are making a statement as an individual and **NOT** on behalf of the Town Council itself.*

- A copy of any written material sent to the Press and Media by a Member, as representing the Council, must be forwarded to the Town Clerk.
- Take particular care if the press or media approach you for comment on a controversial subject, and do not be led into stating something you did not really mean to say. If unsure about any policy, simply state “no comment” and ask the press to contact the Council Offices.
- Councillors should be aware that case law states that the role of Councillor overrides the rights to act as an individual. This means that Councillors should be careful about expressing individual views to the press or media, whether they relate to matters of Council business or not. Councillors also have an obligation to respect Council policy once made and whilst it may be legitimate for a Councillor to make clear that he or she disagreed with policy and voted against it (if this took place in an open session), they should not seek to undermine a decision through the press.
- Be informed and certain of all your facts.
- Ensure that when making comments on behalf of the Town Council that you are aware what Council Policy is and that your comments reflect that policy.
- Be calm.
- Ensure that your comments and views will not bring the Council, its Councillors or its staff into disrepute and ensure that comments are neither libelous nor slanderous.

Councillors and officers not used to dealing with the press may be surprised when they see that statements made in all innocence look very different in print than they did when they were spoken. It is advantageous to write out a statement or position beforehand.

## MEETINGS OF COUNCIL AND COMMITTEES

The Town Council as a Parish Council is governed by the Public Bodies (Admission to Meetings) Act, 1960, therefore.

- Copies of Agendas, Minutes and Reports sent to Members for meetings of the Council, or its committees will be e-mailed to the Press and Media.
- Facilities will be provided at meetings for the Press to take notes of the proceedings.
- As provided in the Council’s Standing Orders both the Press and Public may be excluded from a meeting whilst certain confidential matters (as provided for in the relevant legislation) are under discussion.



## PRESS RELEASES

The Town Clerk, in consultation with appropriate Councillors relevant to the topic, is also authorised to publish press releases on any urgent matters where there is insufficient time for a council meeting.

This document has been prepared as a guidance note for officers and elected members. It represents the policy of the Council in respect of its relationships with the Press and Media. The policy has been prepared to ensure consistency in the Council's dealing with the Press and Media and details who is authorised to speak on behalf of the Council. It has been drafted to ensure that the views and policy of the Council are presented accurately.

In providing information to the Press and Media, Members and Officers representing the Council will abide by the "Code of Recommended Practice on Local Authority Publicity" published by the Department for Communities & Local Government.

The overriding principle of this policy is that all elements of the Press and Media will be treated equally.

## SOCIAL MEDIA

### Introduction

1. This section relates to the creation and management of all social media accounts by the Andover Town Council.
2. The aim of this policy is to set down rules and regulations to ensure the proper use of such accounts.
3. The aim of the work effort here is to use social media accounts to interact in a stronger way with the residents and to use it to advertise events and other projects of the Town Council/community.

### Management

1. Town Council social media will be created and managed solely by the Town Council Office. Currently a Facebook page, Twitter and Next Door account have been created for the Town Council. No councillor will have access to the administration of social media accounts.
2. The accounts will be set up using the [office@andovertc.co.uk](mailto:office@andovertc.co.uk) or other office email address as necessary.
3. Only information regarding the Town Council will be entered. Other events taking place in the town, or its environs may be promoted.
4. The accounts will only link to pages of a local government organisation or organisations/causes relating to the town.
5. No religious or political views will be expressed.



6. Friends will not be allowed to post new topics to the Facebook wall. However, friends will be able to comment on topics created by the Town Council where appropriate.
7. Posts on the Facebook page will be available for all users of Facebook to see.
8. The Town Council's logo will be the profile picture for everyone to see.
9. Photo Albums will be open for everyone to view.
10. Where photographs include children or vulnerable adults their names will not be used and where group photographs are uploaded, names will be randomised with the consent of the responsible adult.
11. The accounts will be maintained by the office staff who will remove any content which include:
  - a. Abusive language
  - b. Which may cause offence to a specific group of people e.g. comments on a person's sexuality, sexist comments, racial comments etc.
  - c. Which contain potential libellous comments.
  - d. Any other comment which may cause offence in any way.
12. If any matters raised are relevant and need to be discussed by the Town Council, then further information will be sought and brought to the relevant council meeting/committee.
13. Where appropriate event dates will be created for any Town Council event taking place.
14. Other events taking place in the town may be promoted.
15. People will be encouraged to be friends of, follow and subscribe to the Town Council.
16. If friends, followers, or subscribers are repeatedly abusing the Town Council's accounts then they will be removed from the friends/followers/subscribers list and unable to post to the accounts. Instances which would involve removal include repeated:
  - a. Posting abusive language.
  - b. Posting content which may cause offence to a specific group of people e.g. comments of a person's sexuality, sexist comments, racial comments etc.
  - c. Posting potential libellous content.
  - d. Any other content which may cause offence.
17. The account will not be used for playing games, adding applications, or anything of a personal nature. Contravention of this rule could result in disciplinary procedures.

Private messages will be responded to initially by private message. If this prompts further discussion, the person will be asked to email the Council.

### **Changes**

1. This policy will be a living document and can be altered by the Town Council Office Staff



if necessary, to allow immediate action should the unexpected arise. This will be key to overcome teething problems that have not already been identified. Changes to the policy will be highlighted at the next Town Council meeting to keep members abreast of the changes for their approval. This policy will be kept under review by the Town Council.

#### **POLICIES OR PROCESSES TO BE READ IN CONJUNCTION WITH THIS DOCUMENT**

Public Bodies (Admission to Meetings) Act, 1960

Code of Recommended Practice on Local Authority Publicity” published by the Department for Communities & Local Government.

<http://www.communities.gov.uk/documents/localgovernment/pdf/1878324.pdf>

#### **FURTHER ASSISTANCE**

For details of our full Privacy Policy, please refer to [www.andover-tc.gov.uk](http://www.andover-tc.gov.uk).

Alternatively, you may write to us at Andover Town Council, 38 Chantry Way, Chantry House, Andover, Hampshire, SP10 1LS.

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