



SOCIAL MEDIA POLICY (PUBLIC)

Prestatyn Town Council

2026

DRAFT

Version	Date	Section	Details of change
V1.0	2018		Available digitally in office
V2.0	25.06.2025	New 'Public' document created	Awaiting approval from Policy Committee
V3.0	16.07.26		

Signed: _____

Date: _____

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INTRODUCTION

The use of digital and social media now has a clear and compelling impact on all areas of local government enabling better and more direct contact between Prestatyn Town Council (PTC), the people and the businesses it serves and the organisations that it works with.

This policy aims to describe how the council will use social media to improve and expand the ways in which it communicates internally, with local residents, with local businesses and the various government (local and central) agencies that it deals with.

Social media provides useful alternative channels for the council to inform and respond to questions and queries raised by people who visit, live and work in Prestatyn; however, all official business will be conducted through letter and/or email.

SOCIAL MEDIA PAGES

PTC intends that Council social media pages will:

Provide timely information and updates regarding activities and events with our town and promote constructive comments and suggestions from residents and local organisations.

PTC will respond to communication which is:

- Civil, tasteful and relevant; and
- Does not contain content that is unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually orientated or racially offensive

Any communications from the council will meet the following criteria:

- No content copied from elsewhere will be duplicated, unless the copyright for which has been obtained.
- No personal information will be shared, other than necessary basic contact details.
- Content may be moderated by the Town Clerk or appropriate staff member following instruction from the Town Clerk

CONTENT GUIDELINES

To ensure that all discussions on the Council's pages are productive, respectful, energised and consistent with the Council's mission and goals, the following guidelines **must be adhered to:**

- Consideration and respect for others; vulgarity, threats or abusive of language will not be tolerated nor responded to.
- Respect and tolerance of differing opinions, and acknowledgement that the discussion of diverse ideas may take place.
- Personal attacks on anyone including council members or staff, will not be responded to.
- Awareness of copyright laws; be accurate and give credit where credit is due.
- Discussions must remain on the topic and not devolve into personal arguments or attacks.
- Commercial or to marketing content is not allowed on the Council's pages, except where businesses are connected to PTC events.

PTC pages are **not** monitored 24 hours a day 7 days a week, and PTC may be unable to reply individually to all messages or comments received; however, PTC will endeavour to ensure that any emerging themes or helpful and respectful suggestions will be passed to the relevant individuals.

Sending a message or creating a post via social media will not be considered as contacting PTC for official purposes, and no obligation is acknowledged by PTC to monitor or respond to requests for information through social media channels. Please see the contact details on the website (<http://www.atprestatyn.co.uk>) if wishing to make official contact with PTC. Do not include personal/private information in social media posts or messages to PTC.

PTC retains the right to remove comments or content that includes:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potentially libellous statements
- Plagiarised material; any material in violation of any laws, including copyright
- Private and/or personal information published without consent
- Information or links unrelated to the content of the forum
- Commercial promotions or spam

Any persons persistently communicating in any of the above manner will be blocked from PTC's pages and website. Non-compliance will not be tolerated and will result in a ban.

LIMIT OF LIABILITY

Prestatyn Town Council is not responsible for the accuracy of the content posted by any third party. Any opinions expressed in comments on the Council's social media forums do not necessarily represent those of PTC.

PTC is not responsible, liable for and does not endorse the privacy practices of Facebook / Instagram / X (Twitter) / other social media, nor any linked websites. Use of social media and any linked websites is at the individual's own risk. PTC assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use or reliance upon the information and material contained within or downloaded from these websites.

Social media pages may occasionally be unavailable, and PTC accepts no responsibility for this lack of service.

TERMS OF USE

All comments once posted on PTC sites become the property of Prestatyn Town Council and the Council reserves the right to reproduce, distribute, publish, display, edit or delete these at its discretion.

PTC will not engage with posts or comments on issues of a political nature.

Comments should not advertise commercial products or services, except where the businesses are connected to PTC events.

This comment policy may be revised at any time.

By choosing to comment and/or utilise any PTC social media site, users are deemed to have agreed to this policy.