



DUNOON COMMUNITY COUNCIL SOCIAL MEDIA POLICY

1. PURPOSE

This policy sets out how Dunoon Community Council will use social media to engage with residents, share information, promote transparency, and encourage respectful discussion.

2. SCOPE

This policy applies to all official Dunoon Community Council social media accounts and to any councillor authorised to post on behalf of the Council.

3. OFFICIAL CHANNELS

Dunoon Community Council may operate Facebook, Instagram, Twitter/X, Messenger, and Nextdoor accounts as appropriate. WhatsApp may be used internally for coordination.

4. OBJECTIVES

Social media will be used to:

- Promote meetings, agendas and approved minutes
- Share updates on local issues
- Promote local events and initiatives
- Share verified information from Argyll & Bute Council and partner agencies

- Encourage constructive community discussion

5. ACCOUNT MANAGEMENT

- At least two administrators will manage official accounts.
- Accounts remain the property of Dunoon Community Council.
- Login credentials will be securely transferred to successive office bearers.

6. HOUSE RULES

Users engaging with Dunoon Community Council online must:

- Be respectful and polite
- Avoid abuse, harassment, threats or discrimination
- Not post misinformation or defamatory content
- Not publish personal data
- Avoid party political campaigning

Administrators reserve the right to remove comments, block users, or report serious matters to Police Scotland.

7. STANDARDS OF CONDUCT

Councillors must:

- Use plain English
- Remain politically neutral on official accounts
- Avoid posting personal opinions as Council positions
- Verify facts before posting
- Avoid posting when emotional or late at night

Defamation law applies online under the Defamation and Malicious Publication (Scotland) Act 2021.

8. ACCESSIBILITY

Dunoon Community Council will:

- Use plain English

- Add alt text to images
- Caption videos where possible
- Ensure information is accessible

9. PHOTOGRAPHY & VIDEO

Permission must be obtained before posting identifiable images of individuals, especially children. Copyrighted material must not be used without permission.

10. RESPONDING TO COMMENTS

The Council will respond where appropriate, signpost to relevant agencies, and take sensitive matters offline. Abusive users may be blocked.

11. HANDLING MISTAKES

Errors will be corrected promptly and transparently.

12. DATA PROTECTION

Personal data will not be published without consent. Social media will not replace formal complaint procedures.

13. CRISIS COMMUNICATION

Only verified information from official sources will be shared during emergencies.

14. PERSONAL SOCIAL MEDIA ACCOUNTS

As social media is more prevalent, it is expected that most community councillors will have their own personal social media accounts. Community councillors must take care when posting or commenting that their views are not taken as the views of Dunoon Community Council. Community Councillors must consider the language and content of their personal social media interactions as this could possibly breach the Code of Conduct for Community Councillors.

15. REVIEW

This policy will be reviewed annually by Dunoon Community Council.

Adopted by Dunoon Community Council on: _____

Chair: _____

Secretary: _____