BEFORE YOU POST ON SOCIAL MEDIA…

The Councillors' Code of Conduct can apply when you are online and using social media. Before posting you should:

REMEMBER…

- If you are well-known as being as a councillor, members of the public may assume you are posting in that capacity. This is especially if you are commenting on political matters.
- You do not need to respond. If people are being sarcastic or abusive, you don't have to engage.
- You will not have control over the extent to which your posts are shared, and by whom.
- Deleting online content is almost impossible. The post may have been captured in a screenshot.
- 'Liking' or re-posting can be regarded as endorsing content on other pages.
- Tone can be harder to convey online so humour or irony might not be perceived as such.

ASK YOURSELF…

- Are you being respectful? Would you be comfortable making any comment you want to post in-person or face-to-face? Would be prepared to justify post if challenged on it at a later date?
- Is any of the information you are posting confidential? Do you only have access to it because you are a councillor?
- Are you complying with your Council's policies on IT and Social Media?
- Are you intending to post as a private individual? If so, have you checked your settings?
- Are you identifiable as a councillor? Have you made direct or indirect reference to your role, the council (or its work and the services it provides), or to any political matters? Are you using Council IT equipment?

The Councillors' Code can be found at: www.standardscommissionscotland.org.uk/codes-of-conduct.
The Standards Commission's Advice Note on the Use of Social Media for Councillors can be found at:
https://www.standardscommissionscotland.org.uk/education-and-resources/professional-briefings