



WIGTON TOWN COUNCIL PRESS AND MEDIA POLICY

1. Introduction

Wigton Town Council welcomes enquiries from the Press and Media and recognises that its relationship with the press helps communication with residents. The Council seeks to be as transparent as possible, cooperating at all times with the Press and using the opportunities of the media to publicise events being organised.

2. Purpose

The aim of the policy is to ensure that Wigton Town Council is seen to communicate in a professional and objective manner and reflect, as far as possible, the corporate view of the Council

The Council wishes to respond to the growth of social media channels and recognises that posts and comments made by Members and staff of the Council could reflect directly on the organisation. This policy sets out the required protocol for Members and staff who communicate their thoughts and views through social media channels.

3. Scope

The Press and Media Policy includes:

1. Official Council Releases
2. Councillor Press Releases
3. Freedom of Information Requests
4. Press Protocol
5. Social Media Protocol

4. Policy

1. Official Council Releases

- a. Official Council press releases and statements will be prepared by the Town Clerk in consultation with other Members as required;
- b. The Town Clerk will act as the Councils Press Officer. Any official contact with the media concerning the Councils policies, the decisions it makes and services it provides are to be initiated through the Town Clerk;

c. Members who identify a media opportunity should discuss this with the Town Clerk who will, in consultation with other Members as appropriate, decide how this will be followed up;

d. If a Member or an employee receives an approach or enquiry from the media about any matter relating to the Town Council, it should be referred to the Town Clerk

2. Councillor Press Releases

a. Individual Councillors can make their own statements relating to local issues and this policy is not designed to prevent any Member expressing a personal opinion through the media. Members must make it clear however, that any view expressed which differs from Council Policy are their own personal views and should be recorded as such;

b. Such releases may or may not be political, should bear no reference whatsoever to the Council or any Officer and must not use the Council logo. Neither the Council address, telephone number nor website should be included as a point of contact;

c. Where a journalist wishes to confirm what was said by an individual councillor during a Council meeting, they will be referred to the Town Clerk.

3. Freedom of Information Requests

a. All requests for information under the Freedom of Information Act are to be referred to the Town Clerk who, in routine cases will arrange for the information request to be satisfied in accordance with the legislation.

4. Press Protocol

a. The Town Clerk is responsible for issuing official press releases on behalf of the Town Council;

b. Official press releases will not identify the political party or group affiliation of any Member(s) quoted in the release;

c. When the media seeks information on an issue that is, or likely to be, subject to legal proceedings then advice should be obtained from the Councils solicitor before any response is made;

d. During election year, from the issue of the Notice of Election until the day following the election, Officers not normally issue press releases;

e. All press releases and other materials are copied and filed for reference by the Town Clerk

5. Social Media Protocol

- a. Members should be aware of the Council's Code of Conduct and any legal implications if they are posting comments or views on social media about individual Members or Council employees or sharing information about the Council;
- b. Social Media should not be used as a platform to discuss Council Policy and Members who wish to challenge the Council's procedures must refer their concerns to the Town Clerk in the first instance;
- c. Members are not permitted to share the outcomes of closed working groups or fact finding sessions on social media;
- d. Defamation is the act of making a statement about a person or a company that is considered to harm reputation. If the defamatory statement is written (in print or online) it is known as libel.