

1. Purpose of this Protocol

This protocol sets out Nettleham Parish Council's requirements for how contractors communicate about work undertaken on behalf of the Council. Its purpose is to ensure that all public information is accurate, timely, and issued in a consistent manner that reflects the Council's responsibilities and reputation.

2. Scope

This protocol applies to:

- All contractors, subcontractors, consultants, and service providers engaged by Nettleham Parish Council.
- All forms of social media, including but not limited to Facebook, X (Twitter), Instagram, LinkedIn, TikTok, YouTube, websites, blogs, and online forums.

3. Core Policy Requirement

No contractor may publish, share, or otherwise post any social media content relating to work carried out for Nettleham Parish Council until the Council has issued its own official post first.

This includes:

- Announcements of work starting or finishing
- Photographs or videos of works in progress
- Updates, commentary, or behind-the-scenes content
- Any material that could identify the Council, its land, its assets, or its residents

4. Council's Right to First Publication

Nettleham Parish Council will:

- Publish official posts regarding contracted works at a time it considers appropriate
- Inform contractors once the Council's post has been published
- Provide wording or guidance if contractors wish to share or repost the Council's content

Contractors may only publish their own posts after the Council's initial communication is live.

5. Contractor Responsibilities

Contractors must:

- Refrain from posting any content relating to Council work prior to Council publication
- Ensure all staff, subcontractors, and representatives are aware of and comply with this protocol
- Seek written approval from the Council if uncertain whether content is permissible
Ensure any subsequent posts are factual, respectful, and do not imply endorsement by the Council

Contractors may:

- Share or repost the Council's official post without alteration
- Publish their own post after the Council's post, provided it does not contradict or undermine the Council's messaging

6. Prohibited Content

Contractors must not publish:

- Any information that could compromise safety, security, or privacy
- Images showing identifiable members of the public without consent
- Commentary that could be interpreted as political, promotional, or critical of the Council
- Any content that misrepresents the nature, cost, or purpose of the work

7. Non-Compliance

Failure to comply with this protocol may result in:

- Removal of unauthorised content
- Suspension of permission to publish any future content
- Contract review or termination in serious or repeated cases

8. Contact for Clarification

Contractors should direct any queries or requests for approval to the Clerk (clerk@nettleham-pc.gov.uk) or Facilities Manager (facilitiesmanager@nettleham-pc.gov.uk) of Nettleham Parish Council.