



Radyr & Morganstown Community Council

Facebook Management and Approval Guidance

Adopted: _____

Review Date: _____

1. Purpose

This guidance sets out the approach to managing and approving content published on the Community Council's Facebook pages.

- Clear, accurate and responsible communication
- Appropriate oversight and governance
- Political neutrality
- Protection of the Council's reputation
- Consistent moderation standards

This document provides practical guidance for administrators and Publicity Committee members and should be followed consistently.

2. Administration

The Council's Facebook page is managed by appointed administrators.

At present, there are two administrators:

- Assistant Clerk
- Iona Shariff

This is considered adequate at present; however, additional administrators may be appointed by resolution of the Council if required.

No content should be published without appropriate approval in accordance with this guidance.

3.1 Posts Suitable for Sole Approval

The following types of content may normally be reviewed and approved by a single administrator:

- Community-submitted posts advertising local events
- Notices promoting local clubs, societies or community services
- Factual public information (e.g. road closures, weather alerts, community notices)
- Reminders of Council meetings and previously agreed agendas
- Neutral updates about community facilities or activities
- Shared posts from recognised local organisations where content is factual and non-political

Posts approved by a single administrator must:

- Be factual and accurate
- Be non-political in tone and content
- Avoid commentary or personal opinion
- Comply with the Council's Code of Conduct

If there is any uncertainty, dual approval should be sought.

3.2 Posts Requiring Dual Approval

Certain types of content require review and agreement by two individuals prior to publication.

Dual approval may be provided by:

- Two Facebook administrators
- One administrator and a member of the Publicity Committee

Dual approval should be sought for:

- Any content containing political reference or potential political interpretation
- Posts relating to local or national government policy
- Sensitive or potentially contentious community issues
- Formal Council statements or press-style releases
- Responses to complaints or disputed matters
- Content published during pre-election periods
- Any post where reputational or legal considerations may arise

Where doubt exists, content should be treated as requiring dual approval. A simple record of dual approval should be retained.

4. Political Neutrality

The Community Council is a non-party political body.

The Facebook page must not:

- Endorse or oppose any political party or candidate
- Promote party-political campaigns
- Publish opinion-based political commentary

References to political matters must remain factual and informational only.

5. Moderation of Comments and User Conduct

The Facebook page is intended to provide information and promote constructive community engagement. Administrators are responsible for monitoring activity.

5.1 Comment Management

Comments may be hidden or removed where they:

- Contain offensive, abusive or defamatory language
- Include personal attacks against individuals
- Contain discriminatory or hateful content
- Promote party-political campaigning
- Include misinformation presented as fact
- Advertise unrelated commercial services without prior consent
- Breach data protection (e.g. sharing private contact details without permission)

Where appropriate, comments should be hidden rather than deleted unless clearly unlawful.

5.2 Escalation of Sensitive Matters

If a comment raises:

- A formal complaint against the Council
- A safeguarding concern
- A legal, financial or reputational issue

The matter should not be debated publicly. Individuals should be directed to contact the Council through formal channels.

5.3 Blocking Users

Blocking a user should be a last resort and may be considered where:

- There are repeated breaches of acceptable conduct,
- Behaviour is persistently abusive or disruptive
- Previous warnings or moderation actions have been ignored

Blocking decisions should normally involve dual consideration. A brief record of the reason should be retained.

6. Review of Guidance

This guidance will be reviewed annually, or sooner if required due to changes in legislation, Council policy, or operational experience.