



South Swindon Parish Council

Press & Media Policy

1. Introduction

This policy will define the roles and responsibilities within the Council for dealing with the Press and media.

2. Aims

The Parish Council is accountable to its parishioners and communication through the media; press, radio, TV, and internet are important in conveying information to the community. The Council should maintain positive relations with the public through the media and social media in order increase public awareness of its policies, services, activities and facilities.

3. Press Releases

Press releases will be issued by relevant Parish Officers following the known council policy. Where appropriate the Chair, Vice-Chair, Chair of Committee or Ward Councillors will be quoted in advance of a press release being issued.

4. Contact with the Media

The media contact the Parish Council on occasions for a quote on a local issue. Relevant Parish Council Officers will draft a response which should be approved by the CEO or Deputy CEO and following the known council policy. A relevant Parish Councillor may be quoted subject to their agreement.

If the media require background information regarding an issue, then this can be supplied by an appropriate Parish Council Officer.

5. Social Media

Social Media posts will be issued by relevant Parish Council Officers. These posts will update the public on Parish Council projects, services, activities and facilities. All posts should follow Parish Council policies and where appropriate, include relevant Parish Councillors such as the Chair, Vice-Chair, Chair of Committee or Ward Councillors.

6. Individual Councillors

The media may contact an individual Councillor for a Parish Council comment on a local issue. The Councillor should direct the media to the Parish Council's Communications Officer, CEO or Deputy CEO. Councillors are not permitted to provide statements on behalf of the Parish Council to the media.

Councillors may make their own comment on any issue, but it must be made clear that the opinions are their own and not necessarily those of the Council.

7. Confidential

Confidential documents and information cannot be given to the media. If this does occur an investigation will take place to establish who was responsible and

appropriate action taken as per the Parish Council's standing orders.

8. Legal Proceedings

When the media request a comment that is likely to be, or subject to legal proceeding, no comment should be made without legal advice being sought.

9. Personal Information

No personal information or details of any staff matters including disputes should be given to the media.

10. Council Meetings

The media are welcome to attend Parish Council Meetings. The agendas are all published on the Parish Council's website and the Parish Office noticeboard.

Policy Review

This Press & Media Policy will be reviewed annually by the Parish Council. Details of the review and/or amendment will be recorded below.

Date	Description	Page Number	Who
May 2024	Issue	All	CEO/JM
May 2025	Annual Review	All	CEO/JM
May 2026	Annual Review	All	DCEO/ML