

Swindon Borough Council social media moderation policy

In this policy we explain how we moderate our social media accounts.

We encourage and welcome open, lively debate on our social media channels as long as it is respectful and relevant. Remember your comments and posts are public and available to anyone visiting our channels.

We won't suppress legitimate debate of relevant issues, however, to maintain a positive environment, we reserve the right to immediately remove or hide content from our social media accounts where any of the following apply:

- malicious or offensive comments
- use language that could be construed as bullying, racist, sexist, homophobic or abusive towards a particular person, religion, ethnicity, minority or community
- misinformation - false or misleading information spread regardless of intent to deceive
- are off topic and not related to the post content
- mention council staff by name, or make derogatory comments or accusations about individual officers or councillors
- breach the privacy of another individual by including their personal information or details
- break the law, promote or condone illegal activity or break copyright law
- impersonate or falsely claim to represent a person or organisation
- spam posts - irrelevant or unsolicited comments, or on a single issue persistently posted across non-related content

For serious or persistent breaches of this policy, we reserve the right to prevent users from posting further comments on our accounts and/or report them to the platform and/or relevant authority.

Users can also report inappropriate content using the relevant platform's reporting tools.

Our main social media channels (Facebook, Instagram, LinkedIn and NextDoor) and direct messages to these accounts will be monitored Monday to Friday during office hours (not including bank holidays).

See our [Contact Us](#) page for ways to engage with Swindon Borough Council.