

Toft Newton Parish Council

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SOCIAL MEDIA PRESENCE PROPOSAL TO THE FULL COUNCIL

The report below links to agenda item number **2026-27/###**.

Councillors are asked to note that the implications of this report will have the following implications, as explained in the report, below:		
Council Objectives:	<i>To Enable the effective and timely sharing of information with residents of the parish.</i> <i>To increase engagement between the residents of the parish and the Council.</i>	
Resource Requirements:	Councillors and Clerk time	
Do we have the resource available?		YES
Equalities & Human Rights	Are there equalities and /or human rights issues?	NO
Equalities Impact Assessment	Is an impact assessment is required?	NO
Crime and Disorder	Has crime and disorder have been considered?	NO
Biodiversity	Are there any bio-diversity implications?	NO
Financial	Are there financial implications at this stage?	NO
	Will there be financial implications?	NO
	Is there provision within the budget?	NO
	Could there be additional expenditure?	NO
	Is there potential for income generation?	YES
Legal	Do we have power, to act?	YES
Risk Management	Are there any risks? If so, how will these be mitigated?	YES
Risk Assessment	Is a risk assessment required?	NO
Project Management	Is project management is required?	NO
Person submitting this report: Consultant to the Council		
Date: 8th of September 2026		

Approved by Toft Newton Parish Council on:

Date

Implementation due:

Date

Review due:

Date

SOCIAL MEDIA PRESENCE PROPOSAL TO THE FULL COUNCIL

Most Lincolnshire parish councils have the free parish council website that is currently provided by Lincolnshire County Council, additionally, most Lincolnshire parish councils have a social media presence on one or more platforms.

Toft Newton Parish Council makes use of the free website, but does not have a social media presence.

During a recent upgrade of the website by Jadu (the provider for Lincolnshire Councils websites), the functionality to share directly to Facebook, X (previously known as Twitter) and LinkedIn was added.



As long as the person sharing the post is logged in to their social media account, and in the case of Facebook selects share to the Toft Newton Parish Council page or group, the posts from our website would share easily.

At the Extraordinary Parish Council meeting in June 2026, Councillor Nicola Grimmatt was appointed as the Social Media Champion, with the aim of sharing information about Toft Newton Parish Council from her personal profile in the local Facebook groups; these including Newtoft News, the Real Newtoft News, and the group for Tudor Glose residents.

At the Parish Council meeting in July 2026, it was suggested that Toft Newton Parish Council have a Facebook presence.

Background

In 2021 it was agreed to create a Facebook profile, at that point businesses could have Facebook pages, or groups, but not profiles, this is still the case.

However, despite it being agreed to create a Facebook profile, I was never able to find any log-in details or any such evidence of a profile having been created. Therefore, I assume no such profile was ever created.

When I first took up post as the Parish Council Clerk I was sharing posts from my own profile, but I stopped using social media in 2024, when my health started to deteriorate.

Proposal

It would be beneficial for Toft Newton Parish Council to have a Facebook presence, this could be either by creating a page or a group, so that information can be shared directly from the website to Facebook, it could then be shared by other users on Facebook, but crucially, it would be being shared directly from a Toft Newton Parish Council owned page or group rather than from a personal profile.

Options Considered

The options would be to create a Facebook page or a Facebook group.

A Facebook page would be accessible to everyone on Facebook and may appear in third-party search engine results on platforms such as Google.

A Facebook group, can be set so that it is visible to everyone on Facebook, making sharing of posts easy, but membership of the group could be restricted to residents of the parish, or a predetermined area, such as including residents of the neighbouring parishes and the town of Market Rasen, or set to include the whole of West Lindsey or Greater Lincolnshire, etc.

I would suggest that there is some basic criteria for joining the group.

Within a group, members can be given permission to post, to share their own items of news or issues that the Parish Council might need to be aware of, but equally, permissions can be set to restrict posts and comments.

A group would need some kind of moderation, and some basic rules, such as no profanities, no abuse, etc.

Having spoken to a couple of Councillors during the summer and to the Parish Council Clerk, I believe that a Facebook group would be the better option.

Financial Information

There are no anticipated financial implications, unless the Council agree to pay to use software that schedules posts, monitors interactions, and provides weekly reports on the interactions.

But sharing information and posts about the West Lindsey Lottery with our sign-up link, will continue to attract tickets sales, and we earn a small income from these ticket sales, which we have ring-fenced for playground upgrades.

Power to Act / Legal Implications

The power to act comes from the Local Government Act 1972, section 142, which is about sharing information with those who live and work in the parish.

Legal implications are mainly data management related, for example, Freedom of Information requests and GDPR Subject Data Access requests could potentially mean that information posted on Facebook needs to be provided to individuals or organisations, therefore, it would definitely be better to be providing this information from a corporate Facebook presence, rather than from Councillor's personal Facebook profiles.

Conclusion

From the Council's perspective, it would be better to share information from a corporate Facebook group, Councillors who use Facebook could be set as moderators, and given permission to post as Toft Newton Parish Council.

Therefore, Councillors are asked to agree to the creation of a Facebook group and to start using this ASAP.

Councillors are asked to resolve to:

Toft Newton Parish Council resolved to set up and manage a Facebook group for the quick and effective sharing of information from the Parish Council directly with residents.

and

Toft Newton Parish Council resolved to adopt the Social Media Policy, and that it will come into force following the conclusion of this meeting.

The accompanying Social Media policy that needs to be ratified, is written assuming that Councillors have ratified the above proposal. If this proposal is not ratified, then the policy will be revised accordingly and will be brought to the next parish council meeting.