

PURDAH - SOCIAL MEDIA CONDENSED

Purdah is the name given to the pre-election period. During this time, there are restrictions on the publicity local councils can issue.

10 tips

1. Remember that **all social media platforms** operated by staff are subject to the rules of Purdah.
2. When using Twitter, Facebook, etc.. explain that as a council channel of communication you are **governed by Purdah**. It may be helpful to tweet a link to an explanation of Purdah for guidance. <https://www.local.gov.uk/our-support/purdah>
3. Do not retweet or share **political opinion** or content posted by political parties or politicians.
4. Do not tweet, post images or share updates on matters which are **politically controversial**.
5. **Monitor your page** and delete any content which is politically controversial.
6. Do not stage a significant **social media-based campaign** unless it can be demonstrated that it was planned before the election was called.
7. Social media by and about the Chairman may be retweeted, shared or used as long as it is **not of a political nature**.
8. **Disable** the ability to download images of politicians during Purdah.
9. In exceptional circumstances **seek permission** from the Media & Marketing Team to tweet or retweet a comment by a politician or to use video and images of a politician during Purdah.
10. Third party social media profiles, including business partnership profiles which the council supports, are also governed by Purdah. Council staff who update these profiles can either continue to add content in line with Purdah restrictions or hand over ALL admin to a non-council member of the partnership during Purdah.