



**Report To:** Cabinet

**Date:** 27<sup>th</sup> January 2026

**Subject:** Partnership Social Media Policy

**Purpose:** To seek approval for the Partnership Social Media Policy.

**Key Decision:** No

**Portfolio Holder:** Councillor Dale Broughton, Leader of the Council

**Report Of:** James Gilbert, Assistant Director - Corporate

**Report Author:** Shaun Gibbons, Group Communications and Engagement Manager

**Ward(s) Affected:** All

**Exempt Report:** No

### Summary

As part of the South & East Lincolnshire Councils Partnership's ongoing Communications Strategy, a policy document included in Appendix 1 has been prepared to consider the adoption of a consistent approach to social media channels and tactics when using social media to communicate to residents across the sub-region.

This draft policy document will be an addendum to the existing Partnership Communications Strategy and will cover topics such as house rules - how followers should behave when replying or responding to our messaging; how replies and comments are consistently handled; what content is best suited for channels; what strategic focus should each channel have; and security and housekeeping protocols.

### Recommendations

That the Cabinet approves the Partnership's Social Media Policy attached at Appendix 1.

## **Reasons for Recommendations**

- To have a coordinated and clearly communicated approach to Boston Borough Council's use of social media when communicating to residents.
- To provide clear 'house rules' for those wishing to interact and communicate with Boston Borough Council on all of its social media channels.
- To provide a strategic framework underpinned by audience data and analytics for all social media messaging and campaigns.

## **Other Options Considered**

None

### **1. Background**

- 1.1 In 2023, Boston Borough Council, along with East Lindsey District Council and South Holland District Council as part of the South & East Lincolnshire Councils Partnership, adopted a Communications Strategy. As part of that Strategy, further work was undertaken to develop a social media policy for the Partnership.
- 1.2 This policy was to introduce a coordinated approach to how social media channels were used across the Partnership. This was to ensure consistency and also to place a strategic emphasis on data and audience insights to influence decision-making and also how and what messaging was developed.

### **2. Report**

- 2.1 This report gives an overview of how the Council's social media channels have developed over a two-month period in 2025, as well as a series of recommendations to apply house rules to those residents who choose to communicate with the Council via its social media channels as well as clear mechanisms to answer resident queries.
- 2.2 This report looks at each of the Council's social media channels and recommends a series of strategic objectives and approaches based on data and audience insights.
- 2.3 This report also considers the use of social media channels in other departments and areas of the council, recommends a series of actions, including security and housekeeping.

### **3. Conclusion**

- 3.1. This policy sets out the strategic framework on how each of the council's social media channel will operate and provide clear and defined roles, both for how residents interact with the council, how the council will manage comments and replies.

3.2. The Policy has been through scrutiny at each Council prior to Cabinet consideration.

## **Implications**

### **South and East Lincolnshire Councils Partnership**

Consistency across the Partnership's social media platforms is important particularly in terms of resident engagement, the time scales in terms of answering replies and also a more strategic focus on content as social media plays more of an important role in how the council is perceived throughout our communities.

### **Corporate Priorities**

This policy will support the strategic objectives underpinned in the South & East Lincolnshire Councils Partnership Communications Strategy.

### **Staffing**

None

### **Workforce Capacity Implications**

None

### **Constitutional and Legal Implications**

None

### **Data Protection**

None

### **Financial**

None

### **Risk Management**

The adoption of a suitable policy on the use of social media is a key means of managing the reputational risks and issues of the council and by using platforms more strategically means the council can limit those risks and provide more targeted and useful communications to residents.

### **Stakeholder / Consultation / Timescales**

<b>Boston Borough Council</b>	<b>East Lindsey District Council</b>	<b>South Holland District Council</b>
Overview & Scrutiny (9 November 2025)	Overview (9 December 2025)	PDP (25 November 2025)
Cabinet Briefing (5 January 2026)	Exec Briefing (7 January 2026)	Informal Cabinet (22 December 2025)

Cabinet (27 January 2026)	Exec Board (21 January 2026)	Cabinet 20 (January 2026)
---------------------------	------------------------------	---------------------------

## Reputation

Having a robust policy with a strong focus on strategy is important to the reputation of the Council, as described above.

## Contracts

None

## Crime and Disorder

None

## **Equality and Diversity / Human Rights / Safeguarding**

None

## Health and Wellbeing

None

# Climate Change and Environment Impact Assessment

None

## Acronyms

PSPS – Public Sector Partnership Services

## Appendices

Appendices are listed below and attached to the back of the report:

## Appendix 1 Social Media Policy

## Background Papers

No background papers as defined in Section 100D of the Local Government Act 1972 were used in the production of this report.

## **Chronological History of this Report**

Policy Development Panel (South Holland) – 25<sup>th</sup> November 2025 (no amends)  
Overview Committee (East Lindsey) – 9<sup>th</sup> December 2025 (no amends)  
Overview and Scrutiny Committee (Boston) – 9<sup>th</sup> December 2025 (no amends)

## Report Approval

Report author: Shaun Gibbons, Group Communications and Engagement Manager  
[shaungibbons@sholland.gov.uk](mailto:shaungibbons@sholland.gov.uk)

Signed off by: James Gilbert, Assistant Director – Corporate  
[james.gilbert@e-lindsey.gov.uk](mailto:james.gilbert@e-lindsey.gov.uk)

Approved for publication: Councillor Dale Broughton, Leader of the Council  
[Dale.broughton@boston.gov.uk](mailto:Dale.broughton@boston.gov.uk)