

Communications & Media Committee – Terms of Reference

February 2026

1. Purpose and Status

These Terms of Reference (TOR) set out the remit, membership, delegated authority and working arrangements for the Communications & Media Committee of the Parish Council. They are to be read alongside the Council's Standing Orders and the Social Media & Digital Communications Policy.

2. Authority

The Committee is established by the Parish Council and may make recommendations to Council and exercise delegated powers as set out in these TORs.

The Committee shall operate in accordance with the Council's Standing Orders, Financial Regulations, Code of Conduct and all relevant policies including the Social Media & Digital Communications Policy.

3. Membership and Quorum

Membership: Four (4) Councillors appointed at the Annual Meeting of the Parish Council (or as otherwise resolved by Council).

Chair of Committee: elected by the Committee at its first meeting following the Annual Meeting, or as required.

Quorum: Three (3) members.

Administration: The Parish Office will provide secretarial support and publish agendas/minutes.

4. Meetings

Ordinary meetings will be convened in accordance with Standing Orders. The Committee may meet as required to respond to communications needs.

Minutes will be approved by the Committee at its next meeting and presented to Full Council for receipt and any necessary decisions.

5. Roles and Delegations

Lead Moderators: The Parish Manager and the Chair of Council are the Lead Moderators for Council communications and social media.

Deputy Moderators: The Committee may appoint up to two (2) Deputy Moderators (Councillors and/or staff) to provide cover and capacity.

Day-to-day operations (content creation, posting, routine moderation, and temporary account management) are delegated to the Lead Moderators, who may further delegate tasks to staff in accordance with policy.

The Committee may, by resolution, temporarily assume day-to-day moderation responsibilities or reassign them to Deputy Moderators where necessary (e.g. periods of absence, conflicts of interest or exceptional workload).

6. Responsibilities and Areas of Operation

Set the Council's annual communications strategy, objectives, key messages, tone of voice and core content themes.

Oversee all aspects of the Council's public communications, including (but not limited to) the website, social media channels, newsletters and press/media engagement.

Approve communication campaigns and sensitive content as required and monitor delivery against the strategy.

Press statements: All press statements must be approved by the Chair of Council and the Communications & Media Committee prior to issue. In time-critical situations a brief factual holding line may be issued by a Lead Moderator with Chair approval, with the full press statement to follow after Committee approval at the earliest opportunity.

7. Moderation Powers and Records

Moderators may hide/remove content, report content to platform hosts and block accounts where posts breach policy (e.g. defamatory, discriminatory, unlawful, or sharing personal data).

All hides/deletes/blocks should be recorded in a simple moderation log (date/time, platform, link or screenshot, reason, actioning moderator, outcome).

High-risk matters (potential defamation, safeguarding, threats, suspected illegality, personal data breaches, or election-period sensitivities) must be escalated to the Chair of Council and reported to the Committee.

8. Reporting

The Lead Moderators will provide periodic updates to the Committee including activity highlights, reach/engagement insights where available, and a summary of any incidents moderated.

9. Review

These TORs will be reviewed annually or sooner if required by changes to law, platforms or Council policy.

Approved by Council: _____ (Minute ref: _____)