



Social Media Terms of Use

We ask our followers or anyone who engages with official Ludlow Town Council online accounts — including Ludlow Town Council, Ludlow Museum at the Buttercross and Ludlow Market (including but not limited to Twitter/X, Facebook, Instagram, and YouTube) — to adhere to the following terms.

This is so that we maintain a safe and respectful online environment for our community, where all social media users feel welcome.

We encourage the sharing of personal experiences and opinions and welcome robust, two-way discussions. However, we may ignore or delete posts or block users in breach of these terms where possible and at our own discretion. We also reserve the right to address factual errors.

We will not tolerate:

- Abusive or inappropriate behaviour or language.
- Obscene, profane, divisive, discriminatory, hateful, or racist content, links or images.
- Indecent, explicit, or blasphemous material.
- Bullying, spam, trolling or deliberate disruptions to conversations.
- Repeated off-topic posts and comments by a single user.
- Posts that are false, misleading, threatening, or defamatory to a person or organisation.
- Solicitations or advertisements for commercial gain.
- Infringement on an individual's privacy rights.
- Posting personal data (your own or others') such as addresses, phone numbers, email addresses, or details of individual cases.
- Coordinated harassment, repeated vexatious behaviour, or attempts to bypass moderation by creating new accounts.
- Party-political campaigning, electioneering or political advertising.

Moderation and Monitoring

Our pages are monitored by Council officers on business days Monday to Friday, 9am to 5pm. They are used for sharing news, events, competitions, ideas, and campaigns.

- We cannot guarantee real-time assistance with council enquiries.
- We do not monitor our channels continuously and may not see every comment or message.
- We may choose not to engage with every post or discussion.
- All moderation decisions are final and made by the Town Clerk as Moderator, and we will not engage in debate regarding these decisions.

If you need to contact the Council directly about a service request, complaint or personal matter, please use our official contact channels rather than social media.

Privacy, Data Protection and Safeguarding

- To protect your privacy and comply with data protection law:
- Do not post personal information about yourself or others.
- We may hide or delete posts that contain personal data or safeguarding concerns.
- We may take screenshots of posts that contain threats, harassment or safeguarding risks and share them with relevant authorities, including the police.

We take no responsibility for the content or opinions posted by others.

Misinformation and Accuracy

We reserve the right to correct factual inaccuracies where appropriate.

Posts that are knowingly false, misleading or defamatory may be removed.

External Links and Copyright

- We are not responsible for the content of external links posted by users.
- Sharing or liking content does not imply endorsement by Ludlow Town Council.
- Users must not post copyrighted material without permission.

Reporting and Enforcement

We may report posts or accounts to social media networks for official review.

We encourage users who see inappropriate content to use the platform's report feature.

By engaging with our channels within our Terms of Use you help us maintain a welcoming, respectful and informative online space for everyone in Ludlow.