

TITLE OF REPORT:	COMMUNICATION POLICY
PROPOSER:	Town Clerk
SUPPORTED BY:(if applicable)	Cllr. Graham Edgcumbe Venning
<p>BACKGROUND: Please describe the reasons for this paper. Is it on behalf of a Working Group? Please provide relevant details, e.g. previous decisions by the Town Council or any external advice. Who is likely to benefit from this decision?</p>	<p>At a Town Council meeting held on 1 March 2018 Members considered a revised Communications Strategy when it was agreed that it should be adopted as a living document. It was also agreed to establish a task and finish group to make recommendations for improvements to the strategy. Group members are: Cllr. Marcus Themans, Cllr. Adam Davy and Cllr. Kate Southan.</p> <p>At a Town Council meeting held on 6 September 2018 the group gave a report which focussed on promoting the town through a more extensive media presence which included employing a part-time media manager although they did not suggest any improvements to the Communication Strategy.</p> <p>The Town Council first began using Facebook in December 2015, although Facebook, Twitter and other social media was used during the development of the Neighbourhood Plan for Much Wenlock.</p> <p>At a meeting of the Finance & Resources Committee held on 26 July 2016 it was agreed that a Social Media Contractor should be engaged to promote activities within the town and also Town Council activities. On 27 September 2016 the Committee agreed to engage two people to share the work. The Town Council's Twitter account was established in October 2016 and there are now 92 followers. The original Facebook page was re-designed and used mainly to promote the food markets. However, one of the contractors left Much Wenlock in December 2016 and the other continued until around June 2017 at a cost of £15 per hour.</p> <p>At a Town Council meeting held on 6 July 2017 Members considered how future social media should be undertaken. At that time the Town Council's communication policy did not include a policy for the use of social media and therefore it was agreed that the policy should be updated to include the use of social media and that, until it had been updated, future social media should be undertaken collectively by the Town Clerk, Cllr. Adam Davy and the Mayor. However, most of the Facebook posts are carried out by Cllr. Davy but the Town Clerk keeps the Council's website up to date.</p> <p>The Council's current Communication Strategy has now been updated to include a policy for use of social media.</p>
<p>ISSUES: Summarise the key issues arising from the Background (above). Are there any key dates that are relevant?</p>	<p>At a meeting of the Finance & Asset Management Committee on 24 July 2018 Members were advised that the Town Council's website is not compliant with the GDPR because it does not have a SSL certificate. In order to comply the website needs to be upgraded from the standard to premium package.</p> <p>The Council's Facebook page is linked to a page entitled 'Sharon Clayton' although it was not established by Sharon Clayton. This page contains information about Town Council activities. The Council's page should not be linked to an individual employee and therefore the updated Communication Strategy reflects this.</p>
<p>LEGAL OBLIGATIONS: Wherever possible please check on any likely legal implications.</p>	Compliance with GDPR.
<p>FINANCIAL IMPLICATIONS: <i>Please state the costs if known-capital costs as well as on-going revenue costs.</i> <i>State whether funding will be from external sources or from the Town Council.</i></p>	£199 to upgrade the Council's website to premium and be GDPR compliant.
<p>COMMUNITY BENEFIT <i>Please state what benefit this proposal will bring to the community (mandatory)</i></p>	Keeping local residents and the wider community informed about Town Council activities and activities in and around Much Wenlock.
COMMUNICATIONS:	

<i>Who else should be informed if the proposal is approved?</i>					
MEDIA AND PROMOTIONS:	<i>Does this need media coverage?</i>	YES		NO	
TOWN CLERK'S COMMENTS: Including any implications on Town Council staff requirements.	The Town Clerk has tried on several occasions to close down the Sharon Clayton Facebook page but without success.				
PROPOSAL: What specifically do you want the Town Council to decide on?	<p>That:</p> <ul style="list-style-type: none"> ● The updated Communications Strategy be approved. ● The 'Sharon Clayton' Facebook page be removed so that the Town Council's Facebook page is completely independent. 				

Date of Town Council meeting at which this will be considered: 4 October 2018

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APPROVED:		DATE:		MINUTE NO:	
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