

Social Media & ICT

Social Media

At its July meeting, the parish council approved a proposal (report [WPC.21.07.04](#)) to set up, maintain and moderate Social media for the parish (e.g. Facebook and Twitter) in order to increase the reach that the parish has and engage with more residents.

The parish council's facebook page has now been set up <https://www.facebook.com/wickhambrookpc> and news posted to the website is automatically published to it. By way of example, a recent post about recruiting two new councillors through co-option reached 440 people.

A small amount of additional time is being spent by the clerk to identify appropriate images for posts, but this is improving posts to the website too. Outstanding work to complete includes the addition of a sign up link to the parish council's mailchimp account, allowing users to sign up to our e-newsletter.

ICT

In May 2020 the parish council signed up to an offer through its insurers (at the time, BIIB) for a cyber security package which included: Direct access to a 24hr helpline in the event of an incident.

- A free 1 hour cyber and GDPR consultation with a compliance specialist, who is also a councillor.
- 10 free anti-virus licences and data breach alert software for your computers.

This cover has now expired, and whilst it did provide an additional level of back up, the parish council already saves its documents through one drive and backs up to an external hard drive hourly. The package, could not be installed on councillors apple devices, and was not particularly user friendly for councillors using pc's. For these reasons, the clerk considers that a more cost effective approach is to purchase a virus guard package which does not include additional backup.

The best value options available on the market at present are:

Provider	Cover	Cost per licence	Total Cost
Bitdefender	Unlimited encrypted traffic Secure VPN Premium Secure WiFi Spots Windows/Android/Mac	£57.98 up to 5 devices/one year	£57.98 after discount
Norton 360 Deluxe	Real-time Threat Protection Secure VPN Password Manager PC Cloud Backup SafeCam for PC (parental control) Dark Web Monitoring	1 Year £84.99 (discounted to £34.99) for up to 5 devices 2 Years £89.99 (renews at £84.99)	£89.99 for two years.

Norton 360 Premium	Real-time Threat Protection Secure VPN Password Manager PC Cloud Backup SafeCam for PC (parental control) Dark Web Monitoring	1 Year £94.99 (discounted to £44.99) for up to 10 devices 2 Years £109.99 (renews at £94.99))	£109.99 for two years
McAfee	Premium Anti-virus Safe web browsing Performance Optimisation Home Network Security Security Experts and Online Support Multi-device compatibility Password Manager Safe Web browsing McAfee Shredder Encrypted Storage	£99.99 (discounted to £44.99) Includes 10 devices	£44.99 after discount – one year

The anti-virus software does not include any data-breach alert software.

Whilst it is acknowledged that the scope of the package is more limited than that originally offered by LCPAS, in terms of GDPR and Avast, the package does provide sufficient anti-virus licences security and support to cover parish devices and one device for each councillor, which was identified as necessary in the recently adopted Financial Risk Assessment (**Min.20.04.12.2 refers**), specifically:

Online security	M	The Council installs, and keeps updated, anti-virus software on all computers used for Internet Banking.	Clerk to check parish laptops and that Cllrs have virus software on their computers
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Recommendation:

The parish council authorise subscription to McAfee Antivirus to cover 10 devices at a cost of £44.99 plus VAT for one year.

Minute References

21.07.

20.09.16

Advice from Breakthrough Communications

Social media and council communications generally are an essential part of any council's duty to keep residents informed about the uses for which public money is being used. There is a real appetite from residents to know about the activities of their council and councillors. Councils also have a duty to be as transparent as possible which social media makes much easier.

Some of the key benefits of effective communications and use of social media include:

- Promote the council's strategic objectives and give it a stronger digital voice in the community
- Give residents a clearer understanding of what it is the council does, who its people are and the role it plays in the community
- Develop a sustainable, two-way conversation with residents, organisations and local businesses
- Reach out and engage with residents across many different age groups, especially 'harder to reach' residents who may not otherwise engage with the council or councillor
- Report back to residents about issues, the work of the council and what you're doing as a councillor
- Opportunity to be a 'listening ear' to your community, listening to local concerns, issues and what's being talked about on social media

Those councils with the most positive reputations among their residents are those that communicate most effectively.

Guidelines for use of Social Media

1. Ensure that the account has at least two administrators to ensure continuity in the event of change of clerk/councillor(s)
2. Posts to be auto generated from Website posts (sizing of images etc to be checked regularly)
3. Set up the account as a page rather than a group, to ensure that it can be used for posting but not comments
4. Regular messaging with updates on projects and work to build an audience
5. Where possible, use images as part of each post
6. Where possible, use some video material to increase engagement