

## Social Media & ICT

### Social Media

At its July 2021 meeting, the parish council considered a proposal (report [WPC.21.07.04](#)) to set up, maintain and moderate Social media for the parish (Facebook) in order to increase the reach that the parish has and engage with more residents.

The meeting resolved to authorise Mdsign to set up social media accounts (at a cost of £35 plus VAT).

Facebook has been set up and news, updates and meeting information is being posted regularly to it, with an increasing following (to be reported in full to the February parish council meeting).

The parish clerk is currently promoting the Street Art Workshop (a free event, designed to address some of the graffiti at the skate park). Additionally, with more events likely to support the preparation of the Neighbourhood Plan, including the Annual Parish Meeting on 9<sup>th</sup> April, the clerk has identified EventBrite as a free promotional tool.

There is no cost to use Eventbrite for free events, and interested individuals can sign up on line (effectively, Eventbrite becomes a data processor, whilst the parish council is the data controller for the purposes of GDPR). A copy of Eventbrite's terms and conditions is attached as Appendix A to this report.

Using this tool could substantially increase the reach of the parish council for its promoted events.

### Action:

**Councillors are asked to approve the use of Eventbrite to promote free parish council events.**

### Reports:

[WPC.20.09.08](#)

[WPC.21.07.04](#)

### Minutes:

Min. 20.09.16

Min. 21.07.16