

Social Media & ICT

Social Media

At its July '21 meeting, the parish council approved 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.

Mdsign, which provides the parish council's webpage and acts as its webmaster, set up the actual social media accounts at a one off cost of £35 plus VAT. The majority of posts are published automatically to Facebook whenever a new post is added to the website. This enables the parish to reach a wider audience and its audience is now growing, with over 150 followers. The account is administered by the clerk and to date there has been minimal moderation required.

In the medium to long term, there may be a small cost implication to maintaining and moderating social media in terms of the clerk's time, and this is being monitored in order that it is built into the budget for the next financial year.

A recent review of the parish social media account is attached as **Appendix A** to this report.

ICT & Communications

As with the previous financial year, the clerk is proposing that a small budget be set aside as an advance authorisation in the event of ICT issues where a call out is required. In the previous financial year, an expert was called out on one occasion at a cost of £25.00 against the authorised £125.00.

To ensure that print toner can be purchased in a timely fashion and take advantage of offers which arise from time to time, the clerk is also seeking an advance authorisation of expenditure on print toner for the current financial year.

Recommendation:

- i) **To authorise expenditure for print toner in the current financial year at a cost of not more than £500 plus VAT.**
- ii) **To authorise the cost of a call out charge plus up to 2 hours work at a time when needed to resolve IT issues on the parish laptops, to a maximum of £125 plus VAT for the current financial year.**



Social Media Free Mini Health Check

*Report created for
Wickhambrook Parish Council*

Created on 8th March 2022 by
Tom Clay
Head of Council Services



BREAKTHROUGH
COMMUNICATIONS

SPECIALISTS IN CONNECTING TOWN & PARISH
COUNCILS WITH THEIR COMMUNITIES

Hi there, it's great to meet you!

We're Breakthrough Communications



We're passionate about connecting councils with their communities

Who we are and what we can do for your council

We are Breakthrough Communications, a specialist communications company that helps local councils connect with their communities.

Our experienced team have decades of combined professional experience in the world of communications and engagement - *and many of us have also served as councillors and clerks too!*

That means we really understand the importance of good communication, we know how to build engagement effectively - AND we understand the unique world of parish and town councils, too.

We use our wide range of skills to help supercharge your council's communications, whatever your needs and requirements.

We are also proud to partner with NALC and the Local Government Association to support local councils to communicate with their communities.

We are proud to partner with NALC and the LGA to support local councils across the country

We help councils connect with their communities by doing three things:

- We provide workshops and training courses for Clerks, Officers and Councillors, in technical and soft skill subjects that are relevant to their respective roles.
- We provide tools and toolkits for councils, giving Clerks and officers access to resources to make their lives that little bit easier.
- We work directly with councils across the country to improve their internal and external communications within their communities.

Whether it is communications strategies, social media development, Neighbourhood Plan consultations, council annual reports and surveys, to a range of other done-for-you services, we've got your council covered.

| nalc

Local 
Government
Association

HEALTH CHECK RESULTS FOR WICKHAMBROOK PARISH COUNCIL



Your followers

Facebook - 151
 Twitter - 167
 Instagram - 0

Looking at the number of social media followers a council has is an easy way of establishing what its 'digital reach' is.

For your information we have included on this page the number of social media followers that similar local councils have.

Other councils

Blackbird Leys Parish Council

Facebook - 843
 Twitter - 608
 Instagram - 0

Bishopsteignton Parish Council

Facebook - 743
 Twitter - 66
 Instagram - 0

Scotter Parish Council

Facebook - 300
 Twitter - 0
 Instagram - 0

Willerby Parish Council

Facebook - 1091
 Twitter - 262
 Instagram - 0

YOUR COUNCIL'S DETAILED MINI SOCIAL MEDIA HEALTH CHECK RESULTS

Profile Image

Should be the council logo or a recognisable image

Appropriate Name

URL and profile name should be clear

Contact Details

Basic contact details for the council should be available

Banner Photo

Should be a scene or identifiable landmark

Pinned Post/Tweet - Facebook and Twitter

Should reflect a current priority or key information

Call to Action and Page Tabs - Facebook

Should be used and reflect the council's priorities

Organisation Type - Facebook

Should be set to 'Government organisation'



HEALTH CHECK SUMMARY FOR WICKHAMBROOK PARISH COUNCIL

Summary

Your council has fewer followers when compared to similar local councils.

Great news! There are only a few minor points to consider.

Posting once per day is the best way to gain a larger following on all platforms.

Keep content consistent across all social media to establish a stronger brand for the council.



Quick tips...

Using a social media management tool such as Hootsuite could help you to repurpose content from Facebook to Twitter.

If you aren't already try using Canva to create social media content.

Instagram can be easier to update than Facebook or Twitter. It is more visual and appeals to a younger demographic.



Quick tips...

Facebook is still the most effective platform for building positive conversations and engaging with your local community. It is also one of the easiest ways of extending your council's 'digital reach'. Key to success is ensuring your content is engaging, relevant and interesting. Take a look at this example...



Laverstock & Ford Parish Council

7 April · 🌐

DOG WARDEN ON PATROL 🐕🐕🐕🗑️

Firstly, thank you to all those thoughtful dog owners who clear up after their pets when they're out enjoying our beautiful green spaces 🌳. Sadly, less considerate dog owners are spoiling it for everyone else. 😞

After an increase in the amount of dog mess and bags being left in public spaces, we have asked Wiltshire Council's Dog Warden to patrol the Parish. He or she will be in the area in the coming weeks and will be able to take enforcement ac... See more

PLEASE PICK UP AFTER YOUR DOG

- ✔️ Bags can be put in ANY litter bin
- ❌ You can be fined up to £1000 for failing to clear up after your dog

BAG IT AND BIN IT OR TAKE IT HOME



👍❤️ 31

9 comments 23 shares

SERVICES WE PROVIDE TO COUNCILS THAT ARE SIMILAR TO YOUR COUNCIL



eNewsletter

A lot of local councils find having an email newsletter is an effective way to keep in touch with its community. If your council does not have one consider setting one up. We can provide training and set up your council with a GDPR compliant eNewsletter for £395+VAT.

Branding

It's important for even the smallest council to have clear and consistent branding. Having a good logo is a great start. Try also to be consistent with key messages and colours across different media channels. We can design logos and provide branding advice from £250+VAT.

Have a plan

Your council might want to have a social media content plan to keep things relevant and up to date. Some councils have a communications and engagement strategy setting out a broad plan. We can develop a communications action plan for your council from £695+VAT.

Be prepared

Would you know what to do if your council breached data protection legislation? Your council needs to be prepared for such an event. Our Compliant Councils Hub gives you the knowledge and tools to keep your council compliant. Our Essentials package is just £185+VAT per annum.

Let us take the stress out of social media management...

We can remotely manage your council's social media. You can have more time to focus on other things as we provide content and posts. Prices start at £35+VAT per month.