

## 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 140 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.

On average, the clerk is spending about 90 minutes a week on internet updates and social media.

### ICT & Communications

As with previous financial years, 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 three occasions at a cost of £135.00 against the authorised £125.00 (additionally, there was a charge for off-site data transfer and set up of new laptop £70.00).

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.

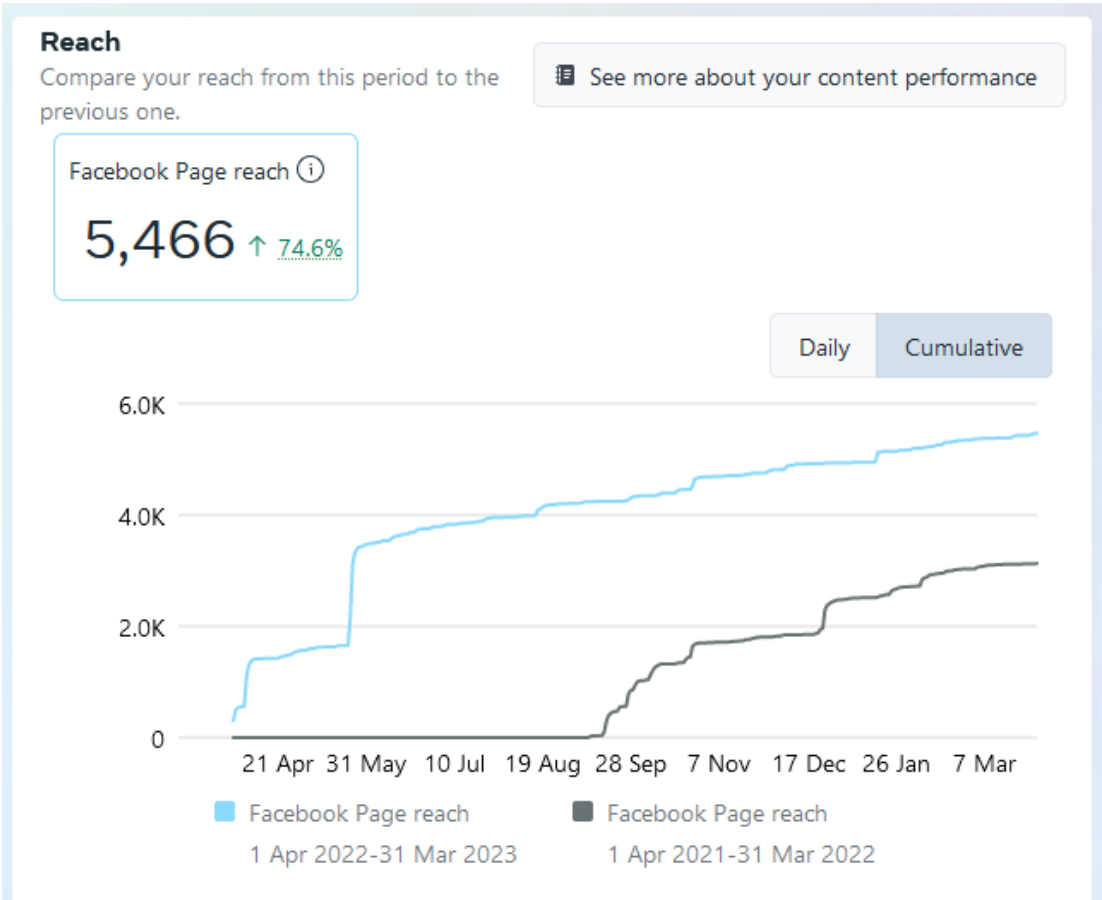
The Local Government Act 1972 s.111 makes provision for the council to do anything that will facilitate, be conducive to or incidental to the discharge of its powers and functions.

The approved budget for 2023.24 makes provision for Office Supplies (£750.00) and Services and Supplies (£750.00).

### Recommendation:

- i) **To authorise expenditure for print toner in the current financial year at a cost of not more than £600 plus VAT.**
- ii) **To authorise the cost of a call out charges plus up to 2 hours work at a time when needed to resolve IT issues on the parish laptops, to a maximum of £150 plus VAT for the current financial year.**

# Appendix A



### Ways to help grow your reach

#### Post frequently and consistently

Posts ⓘ

**179** ↑ 92.5%

Stories ⓘ

**0** 0%

Create Post ▼

#### Improve engagement for your content

These insights are based on your most recent posts and stories.

Median post reactions, comments and shares ⓘ

**2** ↓ 33.3%

Median story reactions, replies and shares ⓘ

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[See tips to help improve your content](#)


#### Try reaching more people with an ad

Facebook Page paid reach ⓘ

**0** 0%

Create ad

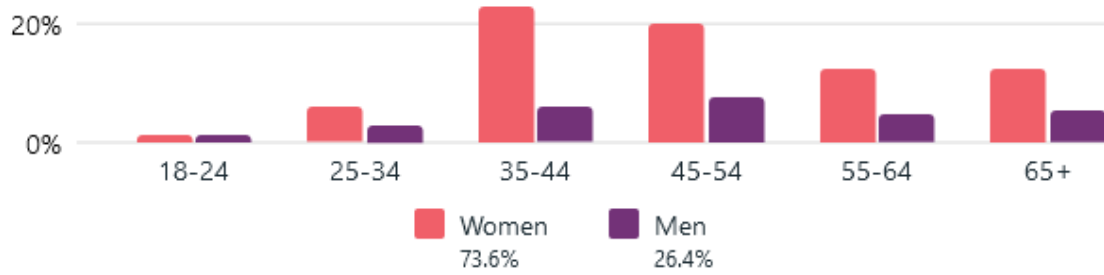
## Audience (i)

 See Audience Report

Facebook Page followers (i)

# 175

Age & gender (i)



### Contact new people

The more people who follow your Page, the easier it is for others to discover your brand. Send invitations to people who reacted to your Facebook posts to follow your Page.

[Learn more](#)

[Send invitations](#)