

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 192 followers (up from 140 last year). 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 £140.00 against the authorised £150.00.

The clerk currently has two old laptops stored in the office (the third is in use for downloading data from the Speed Indicator Devices). The ICT company used for support will take the old laptops permanently strip out any data remaining on them (necessary to comply with GDPR) and then recycle them free of charge to the council.

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 2024.25 makes provision for Office Supplies (£750.00) and Services and Supplies (£750.00).

Recommendation:










- i) **That old laptops be stripped of data and recycled by Macs&PCs at no charge to the council**
- ii) **To authorise expenditure for print toner in the current financial year at a cost of not more than £600 plus VAT.**
- iii) **To authorise the cost of call out charges when needed to resolve IT issues on the parish laptops, to a maximum of £150 plus VAT for the current financial year.**

Appendix A

Social posts reach further than information

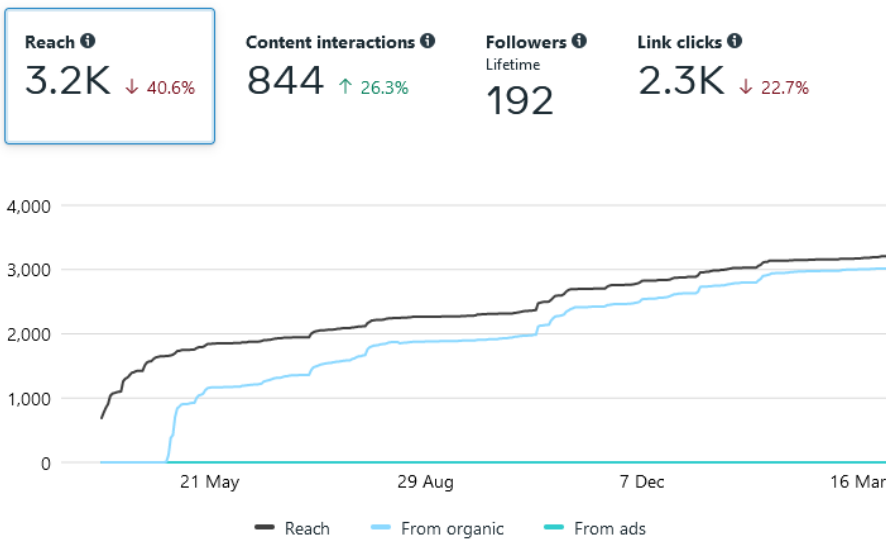
Content

Create a post

	Please see the Statement of Persons Nominated and Notice of Poll, and the Notice of Election Agents for the Suffolk Police and Crime Commissioner Election on Thursday 2nd May... Mon, 8 Apr	Post reach 20	Engagement 0
	Draft Minutes for April Estates Committee meeting and Signed Minutes for February Estates Committee meeting now available... Fri, 5 Apr	Post reach 237	Engagement 9
	Annual Parish Meeting Agenda now available... Fri, 5 Apr	Post reach 206	Engagement 10
	West Suffolk Council have sent over an update on their grass cutting schedule...see below. We've added in the link to the grass cutting schedule to our information on services and reporting problems... Thurs, 4 Apr	Post reach 31	Engagement 3
	We had a really busy morning tidying in the cemetery on Wednesday 3rd April, clearing brambles and ivy, sweeping up leaves and installing some of the chestnut paling fence to extend our compost heap. Thanks go to Kathy Cordy, Mel Karunaratne and Roger Medley... Thurs, 4 Apr	Post reach 1,124	Engagement 189
	Thank you to Mary Jolland for leading the litterpick on Sunday 29th March, a fantastic turnout of 16 adults and nine children, who collected ten bags of rubbish and some boards and posts. Thanks too to Barbara Merritt and the team at Wickhambrook Memorial Social Centre for their support with facilities and refreshments... Thurs, 4 Apr	Post reach 542	Engagement 14
	A big thank you goes out to Kingfisher Noel Micallef and the 1st Wickhambrook Beavers, who recently put up 8 bird boxes in Wickhambrook Cemetery from kits put together by our Chairman, Mike Lavelle – thanks also go to Mike and everyone who contributed wood for the project... Thurs, 4 Apr	Post reach 520	Engagement 26
	Parish Council Estates Committee Agenda and Reports for the next meeting 4 April 2024 are now available... Wed, 27 Mar	Post reach 420	Engagement 14
	Hello, I've received this information from West Suffolk Council, who are organising the Police and Crime Commissioner Elections this May... Fri, 22 Mar	Post reach 205	Engagement 10

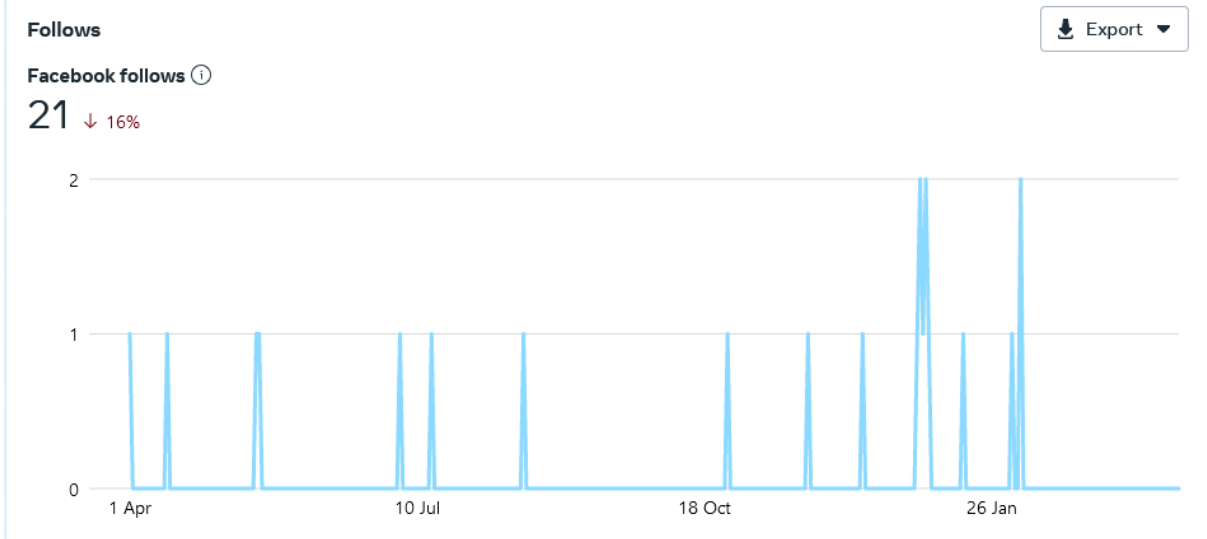
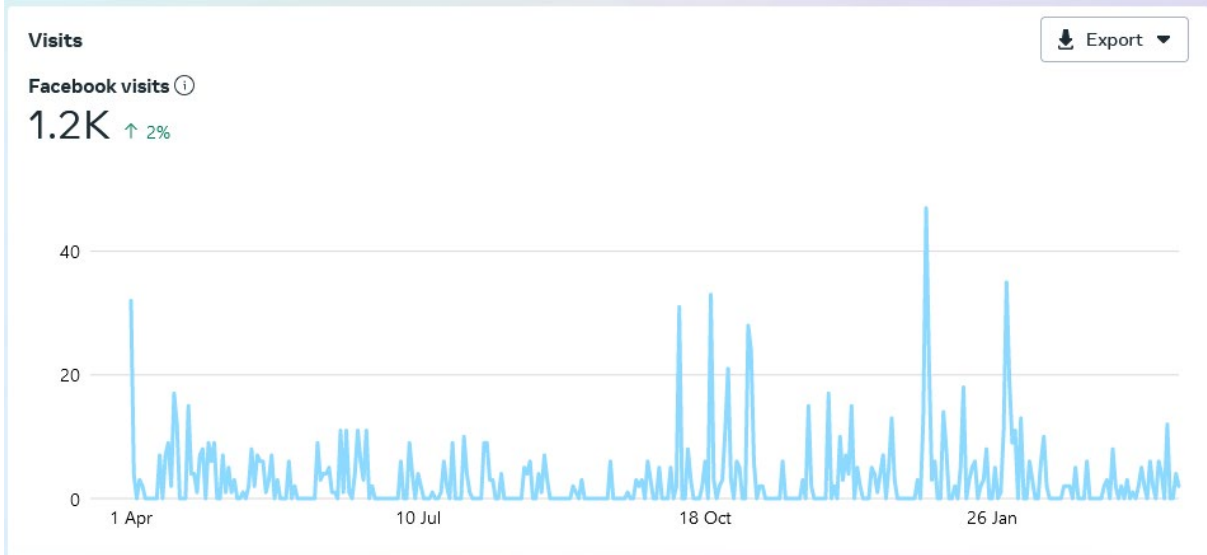
Performance

Daily Cumulative ⓘ



Reach breakdown

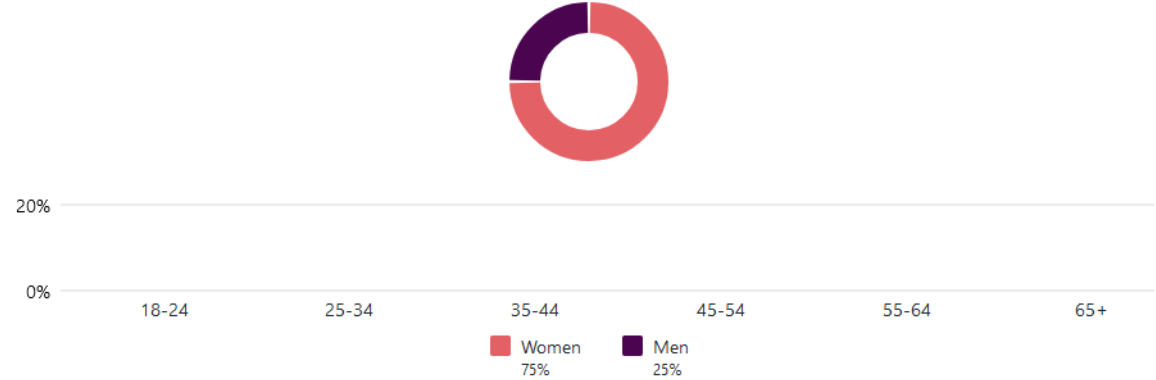
Total	3,211 ↓ 40.6%
From organic	3,014 ↑ 100%
From ads	0 0%



Facebook followers ⓘ

192

Age & gender ⓘ



Top towns/cities

