

To: Parish Clerk, Lyneham & Bradenstoke Parish Council

Please place the Motion Moved with Notice below on the Agenda for the Parish Council meeting to be held on Tuesday 11th February 2020.

MOTION MOVED WITH NOTICE IN ACCORDANCE WITH STANDING ORDER 9.

That Lyneham and Bradenstoke Parish Council create a Facebook Page for council and community matters to assist in our aim and obligation to encourage an informed and inclusive community.

Reason

Currently the dissemination of information to the community is limited to the Community Notice Boards, through the Parish Councils website or word of mouth, this is recognised as being limited and is far from inclusive or proactive.

It is appreciated that in the past the Council has had a Facebook presence and it is known that some of the comments and engagements were heated. However, in this instance it is suggested that the page utilises a 'locked' system, which prevents comments or responses, unless the council chooses to open a post (This is something that a lot of other statutory organisations, including other Parish Councils currently do).

If any council information needs to be shared on any of Lyneham's Facebooks Pages (Lyneham Village, Lyneham Community and Lyneham Families and Info) we must post as individuals, this does act as a deterrent to sharing information, especially if it is 'seen' as not popular.

As a result, there is a reluctance, individually, to join a conversation, especially if the original post was made by that individual.

The three main Facebooks have 4,898 members between them, which means if the Parish Council made a post to these groups that is potentially 4,898 people who will see the message, which is far more than would read the website or the noticeboards. It is appreciated that this does not encompass the full population of the Parish, but it does cover a much larger number than the website or noticeboards.

This is not a replacement for our website, it is just another method of getting out news, quickly and into the heart of the community. It is a method used by a very large number of the parish, so it would encourage information sharing and would be inclusive.

Method

- We create a locked Facebook Page in the name of *Lyneham and Bradenstoke Parish Council*.
- The page is *locked*, so only we can post, and no-one can comment on any post we put up, unless we want them to (by leaving it open). *However, members of the public will be allowed to share to other Facebook groups and pages, both communal and personal.*

- We will be able to *post on the other pages and groups* as “Lyneham and Bradenstoke Parish Council” thus sharing information as the Parish Council and not as individuals. Thus, it gives an air of authority on those posts.
- We *control* which councillors have access to the Facebook, so they can post on behalf of the Parish Council, the recommendation being the Parish Clerk, heads of Committees and nominated individuals. However, anyone posting will need to be a member of Facebook already.
- *We decide what is posted*, such as
 - agendas,
 - minutes,
 - planning applications and decisions,
 - various organisations meetings (such as WI, Youth, Area Board, Bradenstoke Fair, etc),
 - allotment vacancies,
 - and any other information that is pre-approved by the Chair or the Parish Clerk.
 - This is particularly important as we will be ‘speaking’ on behalf of the council.
- If so, decided we could provide a *contact us message* system that will allow members of the public to be able to contact us via Facebook or by email, this is an option
- We can *link* to the Website, so people can see our governance methodology.

Outcome

This move would publicise the works that the Parish Council do, it would provide a cost effective (Free) method of sharing information quickly and it would make what we do in the public domain rather than into a select group. This would promote the performance of the Council’s statutory functions, powers and obligations or issues which specifically affects the Council’s area or its residents, in an inclusive way and proactive.

Signed: *Tim H Darch*

Councillor T H Darch

Date 26th February 2020