

## **LISKEARD TOWN COUNCIL**

**AT A MEETING** of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 1 September 2015 there were present:

The Deputy Mayor - Councillor Jane Pascoe-Ex-Officio

Councillor Rachel Brooks - in the Chair

Councillors: Roger Holmes, Sue Pike, Anne Purdon, James Shrubsole, Lorna Shrubsole and Hella Tovar

In attendance: Councillors Sally Hawken

Town Clerk: Mr Steve Vinson

Minute Clerk: Mr Stuart Houghton

Member of the Public: John Hesketh

### **230/15 APOLOGIES**

An apology was received from The Mayor, Councillor Phil Seeva

### **231/15 DECLARATIONS OF INTEREST**

No declarations of interest were made either Registerable or Non Registerable.

### **232/15 MINUTES OF THE MEETING HELD ON TUESDAY 8 JULY 2015**

The Chairman proposed, Councillor Pike seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 8 July 2015 were correct.

### **233/15 TO RECEIVE AN UPDATE ON PROGRESS ON RESOLUTIONS FROM THE LAST MEETING**

The Town Clerk reported that Cornwall Council had started the consultation for the on street parking order that the Town Council had requested.

He also reported that Cornwall Council had extended the time for Councils to express their interest in taking on the library services as a devolved item.

In response to a question the Chair replied that the consultation papers and other information from this Council's consultation, on devolved library service, should be assessed for a report to be made to the Town Council at its October meeting. It was proposed that the deadline for responses be moved to the end of September.

## **234/15 PUBLIC PARTICIPATION**

John Hesketh addressed the meeting about the forthcoming Heritage Day.

This was a national event, organised by the National Trust (English Heritage), for important buildings to be open for public access, he was working with the Traders Association and the Chamber of Commerce and was now asking for the Town Council's support.

The event was planned for Saturday 12 September 2015 and 10 towns in Cornwall were considering joining the scheme; most towns were proposing to have one property open but he was asking that this Council would open three buildings, ie. The Mayor's Parlour, the Pipewell and the Clock Tower. He asked if the clock face could be illuminated with pink lights on the day and if Councillors would act as guides.

His other plans for the day included Stuart House, with a mention of the tunnel to the Pipewell, and a heritage shopping trail where he wanted to display old photographs of Liskeard centre.

During discussion it was confirmed that the Church Tower would be included and suggested that the Council Chamber could also be used. The event would be advertised in the Cornish Times and by posters; the TIC would also publicise it, if they were informed.

The Chair stated that the idea sounded good but the Committee could not make a resolution on this subject as it had not been included in the agenda and did not fall within its remit.. She suggested John Hesketh discuss Town Council participation further with the Town Clerk and Chair of the Property Committee.

## **235/15 BUDGET REPORT TO 31 JULY 2015**

A budget report to the 31 July 2015 had been circulated. Comment was made about expenditure against items with no pre-set budget. This would be discussed with the Accounts Clerk.

## **236/15 SOCIAL MEDIA**

### **a. Agreement on setting up a facebook page**

A range of views were expressed on the establishment of a facebook page for the Town Council. Advantages included effective communication with many local people who use facebook but may not see other notices or publications. Social media can work well in conjunction with a website to draw attention to meetings, services and consultations.

The main concerns related to the amount of staff time it might take up and that it

might generate abusive debate which would then need a response. Members had contacted other Town Councils that operated facebook pages. Both positive experiences and cautions about potential problems were reported. Some councils use facebook as a noticeboard rather than as an interactive page.

It was suggested that the remit of the existing Visit Liskeard facebook page could be widened to include civic/Town Council matters. This would mean a wider range of people saw posts about civic matters. On the other hand this did not take account of the different audiences for tourism/events and civic issues.

It was proposed that there be a full debate about the facebook page and social media policy at full Council, not simply a vote on a recommendation from the committee.

The Chair replied that this was a preliminary discussion before the matter was included on an agenda for the full Council, this Committee would not be making the decision for the Council. It was not intended for Councillors to add information onto the Town Council Facebook page.

The Town Clerk stated that, as set out in the draft policy, he envisaged that the TIC staff would post information on the page and he would monitor and provide policy guidance. With this arrangement he believed that the workload would be manageable.

#### b. Social Media Guidelines and Policy

Draft Guidelines and Policy had been circulated. These had been drafted by the Town Clerk, based on a model from Saltash. He explained that the original document had referred to the Chair of the Saltash Social Media Working Group and he had replaced this with the Chair of the Communications and Engagement Committee throughout.

The Chair asked for comments from the Committee on the documents.

#### *Social Media Guidelines*

##### Paragraph 1

Retain the first line, delete all other lines.

##### Paragraph 2

Second line, replace "style" with consistency

##### Paragraph 3

Retain the first sentence, delete the second sentence, retain the third sentence and delete the fourth sentence.

##### Paragraph 5

Fourth line, replace "guys" with staff

Paragraph 6

Delete “you” in the first line

Paragraph 8

Delete “or Communications and Engagement Committee Chair” at the end of the paragraph.

### *Social Media Policy*

Section A, paragraph 2

Delete “Communications and Engagement Committee Chair” and replace with the Mayor

Section B

Combine bullet points 6, 8 and 9 to read “To promote tourism, the Town Centre and to receive resident’s views and issues”

Bullet points 4 and 8 - should be identified to the full Council that this needs clarification.

Section C paragraph 1

Delete the section in brackets

Section D

Paragraph 1

Delete the first “the” in the first line and make “page” plural by adding s to it.

Paragraph 2

Delete “this is not expected to be an onerous task for any of the staff involved”

Paragraph 4

Delete “the Chair of the Communication and Engagement Committee” replace with the Mayor or an elected representative

Paragraph 8

Delete the whole paragraph

Section F

Renumber section F to section E

Paragraph 1 this is an issue of principle which needs further discussion.

Paragraph 2

Delete “Chair of the Engagement Committee” and replace with the Mayor

Paragraph 5

Delete “where possible” from the end of the section

## Section G

Renumber section G to section F

### Paragraph 1

Delete "Chair of the Engagement Committee" and replace with the Mayor

### Paragraph 3, b. i

Add "link to" before consultations

### Paragraph 7

add to the end of the paragraph "photographs of Councillors should only be used with their permission"

### paragraph 8

delete the whole paragraph

### paragraph 9

replace "casework" at the end of the second line with personal

### paragraph 10

delete the whole paragraph

Members discussed the content of the policy and asked for more time to consider it and to include it on the agenda of the next meeting of this Committee before referring it to the full Council.

Councillor L. Shrubsole proposed, Councillor Pike seconded and the Committee **RESOLVED** to;

1. Redraft the Guidelines and Policy to reflect these changes
2. Circulate the revised draft, to all Councillors, and to discuss it at the October meeting of the Communication & Engagement Committee
3. Comments from Councillors, including that obtained by discussing with other Councils, should be provided so that it could be circulated before the next meeting of this Committee
4. Following the discussion at the next meeting of this Committee, make any Changes identified before circulating the document to all Councillors for discussion at the October meeting of the full Council on the principle of having a facebook page and the policy and guidelines.

## **237/15 MAYOR'S CAROL SERVICE**

The Town Clerk reported that the Mayor had spoken with the Rev Pengelly who had agreed to integrate our event with his carol service, the dates and times have to be agreed and the Liskeard Silver Band and other parties that take part should be informed as soon as possible.

## **238/15 SIGNAGE**

Details of the current position were included in the Town Clerks report.

.5.

134/15

## **239/15 THE TOWN CRIER**

The Town Clerk had prepared a list of suggested items to be included in the next issue of the newsletter.

Members discussed and agreed that items 7, 8, 9 and 10 on the list could be excluded and that a section for Grants should be added.

It was agreed to put the production and distribution of the next issue on the agenda for the October Committee meeting.

Councillor Brooks proposed, Councillor Pike seconded and the Committee **RESOLVED** that a letter of thanks should be sent to the Scouts for their help in delivering the last edition of the newsletter and that a grant of £30 be awarded to them.

## **240/15 TIC REPORT**

The TIC report as circulated was noted.

## **241/15 CORRESPONDENCE**

None.

## **242/15 DATE OF NEXT MEETING**

The next meeting of the Communications and Engagement Committee would be on Tuesday 6 October 2015 at 7.30 pm.

## **243/15 PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960**

Pursuant to Section 1(2) of the Public Bodies (admission to meetings) Act 1960 and having regard to the confidential nature of the business to be discussed, it was **RESOLVED** that the Press and Public be excluded from the meeting for the following item of Business.

To receive and consider the quotations received for the Spring planting of the town Centre flower beds

## **244/15 PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960**

Pursuant to Public Bodies (admission to meetings) Act 1960 it was **RESOLVED** that the members of the Press and Public be re-admitted to the Meeting.

It was **RESOLVED** to accept the recommendations made in closed session relating to:

award the contract for the Spring planting of the Town Centre flower beds to Browns Nurseries.

# LISKEARD TOWN COUNCIL



## **Council - Social Media Guidelines**

### **1. Introduction**

These guidelines should be used in addition to the general Social Media Guidelines.

### **2. Why do we need guidelines for professional use?**

When you use social media professionally you are writing on behalf of the Council. These guidelines are written to assist you and ensure a corporate consistency across our social media presence.

The consequences of publishing inaccurate information through social media sites like Facebook can be significant. Social media is instant, worldwide and mistakes can be recorded and then re-used by others even after they've been removed.

If after reading these guidelines you're still unclear about something please ask for clarification. Do not post.

### **3. What should you say?**

Write as if you were talking to a customer on the phone. Don't be too formal but don't use text-speak. Write from the point of view of the page or stream. For example if you're writing on LTC issues say "We" rather than "I", "We" being our Council.

### **4. When should you say it?**

The administrators will be sent updates from Facebook when comments are received. The posts onto the Town Council Facebook page will be as and when items are available.

During times when getting up to date messages out to the public is important such as bad weather, you should liaise with Cornwall Council and the Emergency Services then publish information as soon as you have confirmed it is correct.

**5. When should you reply?** *Will Facebook be a notice board only? This has to be decided. If so the need for reply should be removed*

You should reply to comments directed at your stream or on your page as soon as possible if the information is available.

If you're writing for a general page or profile and you need to get clarification on something tell the customer. Say something like "We need to ask the staff in [Department X] about this, we'll get back to you" to let the customer know you've seen their comment or request.

If you consider the content of a tweet @ your stream or a Facebook comment to be deliberately inflammatory then don't reply. Do reply to annoyed or disgruntled customers however.

An example of kind of comment not to reply to might be "Why does the council support our police state?"

An example to reply to might be "When's my bloody bin going to get emptied then?"

## **6. When should you remove a comment?**

Remove any comment on a Facebook page that is considered to break the terms of use. This includes comments that break the law like racist abuse or threats but also commercial advertisements or links to sites not connected with the subject matter.

## **7. When should you share a comment?**

If you see content on another page or profile that's relevant to yours, particularly if it's one managed by the Council then share it on your page or profile.

## **8. Conclusion**

Using social media successfully in a professionally capacity is a mixture of good customer service practice and common sense.

In any correspondence using social media if you are unclear as to how to proceed please contact the Town Clerk.



## **Liskeard Town Council (LTC ) Social Media Policy**

### **Section A: Operation of policy**

1. This policy will be reviewed after one year by the Communications and Engagement Committee which will recommend any changes to the Council.
2. Minor changes can be implemented by agreement of the Town Clerk or the Mayor – for example minor additions to content, modifications to style, experimenting with different media etc.

### **Section B: Aims of use of social media** *points 4 and 8 need clarification*

*Saltash use facebook as a notice board, they are not interactive, direct the public to our Website*

The aims of the Council's expansion into social media include:

- To enhance the Council's communication as part of Local Council Award Scheme.
- To communicate with more people, including more younger people.
- To provide information for people who can't get to the Council offices and T.I.C.
- To provide an alternative way for residents to communicate views, issues and question, bearing in mind that some are more comfortable communicating online.
- To provide positive publicity for the Town, Town Centre, Town organisations, town events and Town Council.
- To promote tourism the Town Centre and to receive residents views and issues.
- To promote two-way communication and consultation.

### **Section C: Types of Social Media**

1. LTC will initially use a Facebook page.
2. After 6 months LTC will consider the setting up of a Twitter account.

### **Section D: Responsibilities & appropriate use**

1. Both Facebook pages will be the responsibility of the Town Clerk and those TIC staff members who have been trained. They will be registered 'administrators' for the Facebook page and will assist in promoting the pages (see Section G).
2. It is anticipated that the staff operating the accounts will spend around 15 minutes a day on average on these tasks (where possible spread throughout the day to not 'cluster' posts).
3. The Town Clerk will monitor and offer guidance as required.
4. The Mayor (or an elected representative) will also monitor, will give feedback

to the Town Clerk and TIC staff, and may be consulted for guidance if required. There will be an administrator for the Facebook page to provide continuity of access if staff are on leave or ill etc.

5. Councillors will not be involved in 'official posting' but are encouraged to promote the pages (see Section G).
6. Official posts must conform to the content and style guidelines below.
7. All staff must not post in their personal capacity during office hours.

### **Section E: Administration guidelines**

1. In general LTC will only 'like' or follow organisations who provide information related to public services that is likely to be of interest to residents of Liskeard, and will otherwise not 'like' or 'follow' other pages and users. (*notice board or interactive site?*)
2. Further to E1, the Town Clerk or the Mayor can approve additional pages to be liked or followed.
3. LTC will reply as appropriate where posts are not abusive/using inappropriate language.
4. Users who do post abusively or using inappropriate language will be warned once and then blocked or banned.
5. These guidelines will be posted on the Facebook page.

### **Section F: Content & style guidelines**

1. If unsure on any point of content or style consult the TIC staff in the first instance and then the Town Clerk or the Mayor.
2. Official posts must express no personal opinions: only factual information or council policy.
3. In general anything that would be allowed on the LTC noticeboards will be allowed on the Facebook page.
  - a. General content should include:
    - i. Regular items
    - ii. Next meeting: main topics.
    - iii. Major town events.
    - iv. Photos from events/engagement if available.
  - b. As and when items
    - i. Link to Consultations.
    - ii. Elections – reminder when and where to vote.
    - iii. Important public information (e.g. road closures etc.).
  - c. Periodic reminders
    - i. Allotments.
    - ii. Public Hall hire.

- iii. Community grants budget.
  - iv. Details of the Eva Bowles, Philip Blamey and Alex Page Trusts.
  - v. Notice-boards.
4. Post using 'we' rather than 'I'.
  5. Try to spread posts – too close together and it may bore people, or they won't see everything you share. Over-posting can put people off, especially on Facebook.
  6. Postings should be in plain everyday English not 'council speak' – for example 'snow' not 'inclement weather' and 'budget setting' rather than 'precepting'.
  7. Add photographs where possible. Avoid using photographs that clearly identify under-18s unless they are supplied by organisations with clear child protection procedures (such as schools or sports clubs). Photographs of Councillors should only be used with their permission.
  8. If a post requires a response of general interest (e.g. about a road closure) post to everyone. If it requires an individual response (e.g. about personal issue) message them on Facebook with details (as replying individually requires 'following').
  9. If a query relates to something that LTC doesn't deal with try to give as much information as possible if known about who to contact (e.g. officer name if possible). Remember that as they are already online a link to a web page or email address may be better than a phone number.

### **Section G Promotion**

LTC staff and members will aim to promote the Facebook account (to get 'likes') and the Twitter account (to get 'followers') via

- a. Town Crier
- b. LTC Website
- c. LTC Noticeboards
- d. Suggestions on Facebook
- e. Word of mouth
- f. Other appropriate ways as agreed