

**Minutes of Media & Communications Committee meeting
held on Monday 21st August 2017 at 7.00pm in
The Council Chamber, Diamond Jubilee Lodge, Wood View Road, Hellesdon**

Present: Cllr S Prutton (Chairman)
Cllr D Buck Cllr M Fulcher Cllr D Ghimire Cllr J Knowles
Mrs M Anderson-Dungar – Locum Clerk

The Chairman welcomed Members and opened the meeting at 7p.m.

1. **Apologies and Acceptance for absence**
Apologies were received and accepted from Cllr U Franklin.
2. **Declarations of interest and dispensations**
The following interests were declared
Cllr Buck – items pertaining to Hellesdon Community History, Hellesdon Youth Club and Broadland District Council
Cllr Knowles – items pertaining to Hellesdon Community Choir.
3. **Minutes of Previous Meeting**
Minutes of the Meeting held on 22 May 2017 were **proposed, confirmed and signed**. Reference was made to the IT discussion in the minutes, and it was
RESOLVED to recommend to Council that this Committee be renamed Media, Comms and IT Infrastructure, with appropriate budget transfer/allocations.
4. **Public Participation**
No members of the public were present.
5. **Financial Report**
The Committee appreciated the financial information provided and the reassurance that expenditure was on budget. The Committee would like to see the creation of a reserve for IT replacements. The publicity and promotions reserve could be used for items such as the recent letter related to the Airport Masterplan, Mountfield Park, etc.
6. **General Matters**
6.1 Running Order for Autumn Issue of the Grapevine
The Council Administrator's report previously circulated was discussed and various amendments **agreed**, with thanks to the Administrator.

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Approved.....

Date.....
HPC Media/Comms Mins 21 August 2017

6.2 Report on current IT provisions

The Council Administrator's report previously circulated was discussed. It was

RESOLVED to accept the recommendation for a future service provider, subject to an open tendering process

6.3 Effectiveness of Parish Council use of Social Media

Cllr Buck referred to the recent in-meeting social media posts from the August Full Council meeting, and the need for the Council to be able to respond speedily and effectively. Currently there were several Facebook pages related to Hellesdon and the need for co-ordination, and regular maintenance. The Clerk emphasised the need for a social media policy update, with a preference for posts on all social media platforms to be the responsibility of officers and a requirement for information to be either the known policy of the Council on a matter or a recorded decision of the Council; no personal views or opinions expressed. It was **RESOLVED that**

- **social media should be administered by the Officers, with specific responsibilities included in a job description for one of the posts**
- **a meeting be set up with the officers to develop this**
- **Cllr Knowles would circulate the Facebook planner referred to**
- **Councillors would encourage use of social media by "liking" and "sharing"**
- **organisations and other bodies would be encouraged likewise**
- **some of the promotions budget could be used to "boost" pages**
- **username/login information for existing social media (Facebook, Twitter) should be passed to the officers and if appropriate, new accounts set up**

6.4 Revamp of the Parish Council website

The Council Administrator's report previously circulated was discussed. Several of the points made with regard to maintenance etc. would be covered under a social media policy. Overall, the website should be responsive for reading on computer, smartphone or tablet. It was therefore

RESOLVED to accept the Report and continue development of the website, following directions in a Council Social Media policy, and including the use of webstats to find the most used pages/sections

7. **Exchange of information**

Cllr Buck advised he was experimenting with a Cllr Danny Buck Facebook page.

8. **Date, time and venue for next meeting**

This was confirmed as Monday 6 November 2017 at 7pm in the Council Chamber, Diamond Jubilee Lodge.

The meeting closed at 8.22pm