East Dean & Friston
Parish Council

Date:	**7th September 2017**
Title:	**Report Item 9 – Social Media**
By:	**Councillor A Hookham**
Purpose:	**To provide background information and advice**
Recommendations:	**To note the report**

Over the summer I have attended two social media workshops held by SALC. The first was describing the pros and cons of councils using social media and the second explained the best way to set it up and which internal settings to use in order to avoid the potential cons.

Based on these workshops I believe that we should initially look at Facebook. My reasoning behind this is due to the fact that Facebook has much more capabilities, is easier to set up and other platforms can always be set up later. Hence, my report is going to primarily focus on Facebook.

Since a lot of the information I have gathered from the workshops is better shown then explained, this report will mainly cover the most important points. I will give a brief presentation/demonstration of everything else at the PC meeting.

The first thing to note is that social media is supposed to be used in conjunction with a website. It is therefore important to make sure the design of both complement each other and we set out clear guidelines of what goes on Facebook and what goes on the website. For example, papers for council meetings; we could put on Facebook:

> "Our next Parish Council meeting is being held on … . If you wish to read the agenda for this month's meeting, please follow the link below.
> http://www.edfparishcouncil.org.uk/index.asp?pageid=625119"

This means we still make use of the website.

One of the biggest concerns raised at the workshops was how to deal with someone being abusive. The first thing we would want to do would be to write some T & C's, which we could pin to the top of the page. If someone was abusive we could then refer them to these, take a screenshot of what was said, hide their comment and even block them. There is also a setting which allows only us to post new things on the page. That way people can only comment, and as mentioned above these can be hidden.

The first few months of setting up a Facebook page are the most crucial!! As a council we would all have to share the page and get our friends and family to like and follow it! This will allow the page to become more popular. To help with this we should also like other groups/organisations pages, such as, Beachy Head Chaplaincy, Village Hall, SALC, Emergency Services, etc. This way they may like us back!!

In terms of the running of the page after the initial few months, I believe it should be a councillor's job. At the workshops there were mainly Clerks, who were hesitant to recommend having a Facebook page as it would take up far too much of their time that should be spend on more important business. However, in order to make sure the council always has access to the page, the clerk needs to be an admin for the page. Obviously, I am happy to take this role as long as I am on the council.

Finally, the page will allow us to create events. For example, if we did decide to hold a fireworks event, but first want to scope interest, this would be a great way to do it!

There are obviously many more capabilities of a Facebook page, which could be explored more if we do decide to get one. However, the ones listed above are the ones I believe to be the most important, and the most relevant to the decision of whether to get a Facebook page.