

**Date:** 03 August 2023

**Title:** Report Item 12 – Creation of a Facebook Page

**By:** S Adeniji (Parish Clerk)

**Purpose:** Approve the creation of a Facebook Page

**Recommendations:** a) To discuss and resolve whether to create a Facebook page for the Parish Council.

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## INTRODUCTION

1. Effective communication is vital for Councillors and social media can play a vital role in achieving this, provided it is used in the right way. Social media can enable Councillors and the Parish Council to:
  - Promote the work they are doing to a variety of audiences.
  - Engage with residents and community groups.
  - Listen to conversations and issues going on in the parish.
2. Facebook is the most popular social media platform in the UK with half the market share of social media use in 2021 (56 per cent of total social media visits according to Statista.com). As a result, this is the social media platform most often suggested for councillors and Councils to use first because it's where they will be able to communicate with the most people across most age groups and demographics in their ward or parish
3. Whilst demographic data is not available on the use of Facebook within the parish, the East Dean & Friston Community Facebook group has 549 members. This indicates the use of Facebook within the parish.

## FACEBOOK PAGE NOT GROUP

4. A Facebook Page is a place where the parish council can share up-to-date information on things like upcoming council meetings and community events.
5. The proposal is for the creation of a Facebook page and not a Facebook group. A Facebook page offers many advantages which include:
  - Ability to run paid geographically and demographically targeted Facebook promotion and advertisement e.g., it is possible to create a Facebook post on the Neighbourhood plan and run this as a paid promotion targeting everyone on Facebook over a certain age and residing within the East Dean Parish Council geographical area.
  - Ability to block certain words or apply a 'profanity filter' in the page settings.

- Ability to hide or delete comments, photos, or tags.
  - Ability to hide comments from certain users or comments containing certain words, such comments will only be seen by the author and be hidden from members of the page.
  - Ability to ban or remove someone from the page.
  - Ability to approve every comment, photo or tag before it appears on the page.
  - Enables the creation of a 'call to action button e.g. message us button
  - Ability to create frequently asked questions and answers.
  - Facebook Live also enables a parish council to live video stream an event or meeting.
  - Ability to use Facebook events to share information about forthcoming events or meetings.
  - Access to Facebook insights which gives a detailed demographic breakdown of the page's audience.
6. The proposal is for the Facebook page to be managed by the Parish Clerk and by Cllr Milligan as they are both experienced Facebook users.
7. Should the Council decide to have a social media presence, a social media policy will need to be created and adopted. However, as the Facebook page will be administered by two named individuals, the page can be created whilst the social media policy is being written and before it is adopted. The Clerk has been sent a draft social media policy by ESALC.

## **POTENTIAL ISSUES**

8. As with all social media platforms and email systems, it's vital to stay safe and secure on Facebook. A secure login and password will be created and two-factor authentication will be enabled for the account.
9. Sometimes people 'trolls' will try to bait with negative posts or comments. The best practice is not to engage in arguments on Facebook and to either ignore or block them. Facebook page has a clever facility whereby a comment can be hidden from a page but only visible to the author i.e. troll and no one else.

## **Budgetary Implications**

10. There are no new budgetary implications