

Agenda Item 20 - Oct Meeting

Social Media

I have contacted Cllr Baker regarding this subject as suggested at the last meeting. She advised as follows

“I think it would be better to start a (Facebook) new page. We could put a pinned post on the old one to direct people to the new one. Not only will it be easier to link the correct emails to it, we can also link it automatically to an Instagram account so we have a presence on both platforms.

I don't think there's much point creating a Snapchat or TikTok profile, given the demographics of our target audience.

However, we could consider having a profile on WhatsApp. I know of several residents who use that but not Facebook or Instagram. We could create a group chat but set it up so only the Parish Council profile, councillors and yourself can post in it, which will allow it to run as a sort of news/update feed.

We would need a phone number to link to the WhatsApp profile, which could also be used for 2 factor authentication on the Facebook and Instagram accounts. That would help make sure we're protected as well as possible from hacks, but also support our data protection duties under GDPR. “

We need to consider how this ties in with the new e-mailing list.

Proposal:

- a) To appoint Cllr Baker as lead councillor
- b) Create a presence on Facebook and Instagram as above
- c) Consider a WhatsApp profile
- d) Purchase a dedicated mobile 'phone

Phil Burgess

Clerk to East Dean and Friston