



OVERVIEW & SCRUTINY TOPIC PROPOSAL

This form can be used for either a Task Group or a Short Sharp Review topic proposal.

Completed forms should be returned to scrutiny@bromsgrove.gov.uk – Democratic Services, Bromsgrove District Council.

Name of Proposer: Cllr Chris Bloore	
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Date: 26 th August 2016	

Title of Proposed Topic (including specific subject areas to be investigate)	Review of the Council's use of Social Media
Background to the Proposal (Including reasons why this topic should be investigated and evidence to support the need for the investigation.)	<p>During the course of the recent Preventing Homelessness Review it has come to my attention that social media is an increasingly important form of communication with the public.</p> <p>The Council already uses various forms of social media to engage with residents, but I feel that this could be enhanced to the benefit of Council Services and residents.</p> <p>At present I feel that it is often used mainly by the Council to let residents know what is happening rather than as tool for engagement with them.</p>
Links to national, regional and local priorities (including the Council's strategic purposes)	Enabling services to meet the needs of residents. Whilst this task group would not link directly to any specific strategic purpose, enabling itself, if conducted appropriately can enhance the Council's ability to achieve these purposes.
Possible Key Objectives (these should be SMART – specific, measurable, achievable, relevant and timely)	<ul style="list-style-type: none"> • Establish how social media is currently used within the Council and what improvements, if any could be made. • Review any related policies. • Research into how other Council's use social media.

	<ul style="list-style-type: none"> Achieve greater engagement with the public and customer satisfaction. 			
Anticipated Timescale for completion of the work.				
Would it be appropriate to hold a Short Sharp Inquiry or a Task Group? (please tick relevant box)	Task Group	x	Short Sharp Inquiry	

OFFICE USE ONLY - TO BE COMPLETED WHEN THE TOPIC PROPOSAL IS ACCEPTED

Evidence	
Key documents, data, reports	
Possible Site Visits	
Is a general press release required asking for general comments/suggestions from the public?	
Is a period of public consultation required?	
Witnesses	
Officers	
Councillors (including Portfolio Holder)	
Any External Witnesses	