

# **Cabinet Response to the Social Media Task Group Recommendations**

The Cabinet welcomed the recommendations of the Task Group; following discussions with the Communications Manager the following timescales have been set in respect of implementing the recommendations:

<b>Recommendation 1</b>
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That the Council should promote its meetings through social media in order to engage with residents.
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<b>Cabinet were in agreement with this recommendation.</b>
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Implementation – following discussions with the Communications Manager it was agreed that this would take place with immediate effect.
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<b>Recommendation 2</b>
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That the Council should consider a trial of the live streaming of particular items/meetings of interest to residents through Facebook.
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<b>Cabinet were in agreement with this recommendation.</b>
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Implementation – following discussions with the Communications Manager, it was agreed that the first trial would be at Council on 24 <sup>th</sup> January 2018, with the specific item being agreed with the Portfolio Holder.
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<b>Recommendation 3</b>
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| <ul style="list-style-type: none"><li>(a) that the Council's Social Media policy be reviewed with the emphasis on providing guidance for officer use;</li><li>(b) that a separate section be included which is dedicated to guidance for Members' use of social media; and</li><li>(c) that Members of the Task Group assist with the section in respect of guidance for Members' use.</li></ul> |
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<b>Cabinet were in agreement with this recommendation.</b>
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Implementation – following discussions with the Communications Manager it was agreed that this review would commence within the next six months.
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**Recommendation 4**

That an area be created on the Measures Dashboard dedicated to data in respect of access to the Council's social media accounts in order to measure its usage.

**Cabinet were in agreement with this recommendation.**

Implementation – a format which met the needs of both officers and Members would be discussed over the next few weeks, with a draft being given to members of the Task Group to see if it meets their needs and then with a view to it being provided for Members on a quarterly basis.

**Recommendation 5**

That as part of the Member Induction Programme a workshop type training session be provided for Members, covering the following areas:

- (a) An introduction to Social Media on an iPad; and
- (b) Any legal implications of Members' use of social media and how to keep safe.

**Cabinet were in agreement with this recommendation.**

Implementation – this training would be included in the new Members' Induction Programme for 2019/20.