

Minutes of the **virtual** meeting of Ackworth Parish Council's Communications & Media Committee, held on **THURSDAY 25 FEBRUARY 2021 AT 13:15.**

1. To elect a chair and a vice-chair

Nominations took place and were voted upon.

Resolved: That Cllr John Bell is appointed as Chair

Resolved: That Cllr Martin Roberts is appointed Vice Chair

2. To agree the role of the moderators and elect 2 members to this role

Discussions around the role and what it could entail and nominations for members to this role took place.

Resolved:

1. That the main characteristic of the role is that all content is scrutinised by the moderators before it goes out to public domain either on FB (Facebook), website or the newsletter.
2. That Cllrs John Bell and Sarah Balfour are appointed as moderators

3. To agree any urgent matters re-social media posts

Resolved:

1. S & D Landscapes wild flower planting ground preparation
2. Feedback from the WMDC Climate Change webinar attended by Cllrs Cook and Bell. Cllr Bell to provide a summary for distribution to the FB and Website
3. Press release for newspapers Pontefract and Castleford Express and Yorkshire Post re climate change along with items approved at the February meeting including Old Holes quarries and wild flower planting.

4. To agree the types of communication that are within the remit of the committee.

Resolved:

1. Promoting positive information about the work and visions of the PC for the FB, Newsletter, website and local newspapers.
2. Whats app to be used to quickly communicate with all committee members to generate ideas and information for discussion and to inform the moderators of any urgent items which have already been approved by the Parish Council.

3. To consider the benefit of boosting the parish council profile using #hashtags

5. To agree the lines of communication and responsibility in relation to these communications

A flow chart had been prepared by Cllr Balfour to indicate how the type, flow and responsibility of communication could work. As a starting point this proved beneficial. After discussions it was apparent where further thought needed to be applied.

Resolved:

That this is deferred so additional suggestions can be drafted in and brought back to a future meeting where it can be discussed.

6. To discuss and agree a protocol and best practice for social media and other communication

Ideally the Parish Council FB posts need to be 'liked' and 'shared' to engage with more residents.

Resolved:

It was agreed that this would be discussed at a future meeting once the Clerk and the Media Assistant had drawn up a draft document.

7. To discuss the nature and frequency of meetings of the C&M committee, and other lines of communication.

Ideally the day after a full council meeting where items approved can be drafted up and circulated, with all items being added to FB and the website. Additional meetings and their timing would be better known once the 'system' has been running for a while.

Resolved:

That the Committee meet at least once a month on a day and time to be agreed.

8. To discuss and agree how and what we report back to the Parish Council.

As all members of the Parish Council have access to FB and the Website it is hoped that they can see for themselves what has been circulated in terms of informing/updating the community.

Resolved: That a succinct report for each full council meeting would be made available as to how the overall communication system was working, what needed tweaking and which posts had been popular, would be beneficial.

Items for discussion at future meetings:

- Website
- Newsletter

As there was no further business to be conducted the Chair closed the meeting at 14.16pm