



Ingatestone and Fryerning Parish Council

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Ingatestone and Fryerning Parish Council Communications and IT Committee Terms of Reference

Terms of Reference to be approved at Full Council on the 10th May 2018.

Prime objectives

To supervise the communications and IT activities of the Council as a whole. To implement, regulate and maintain policies and best practice for the Council's presence on social media (Facebook, Twitter and Instagram) by the adoption of a social media policy. To oversee the development and optimisation of the current Parish Council website, alongside a new Council smartphone app, e-newsletter and other further digital developments.

To manage and update the Council's media policy and oversee any IT arrangements. These objectives should be achieved within the constraints of the annual budget.

The committee will meet once per quarter and consist of up to eight members. Three members of the committee will be required to be present in order to be quorate.

Where funds exceeding £5,000 or contracts with a cumulative annual value exceeding £5,000 are required to be spent the Communications and IT Committee will defer final decision to the Full Council as per Financial Regulations.

All contracts entered on behalf of the Parish Council by the committee, must be first reviewed by Policy Resources Committee for legal implications and ramifications only.

Key tasks

1. **Media policy** – To review and update the current media policy adopted by the Full Council on 4 June 2015 and make recommendations for communications with the press and issuing press releases, quotes and statements.
2. **Social media policy** – To create and adopt a Council social media policy which benchmarks the Council's management of Facebook, Twitter and Instagram in accordance with the legal requirements and restrictions that apply.
3. **Social media subcommittee** – The creation of a subcommittee with the remit to react to social media activity and the press in a timely and reactive basis. It is proposed that agreements through this subcommittee be made via email or a WhatsApp group.
4. **Facebook** – To ensure that the Ingatestone & Fryerning Parish Council Facebook page is kept up to date on a regular basis, remains reactive and reflects the work of the Council, by publicising news, meetings and events. To increase the traction and the number of followers, likes and shares on the existing Facebook page.

5. **Twitter** – To set up Twitter account, develop a following and update this community regularly with news, meetings and events
6. **Instagram** – To create a Parish Council Instagram account that allows the Council and Parish community to share pictures of Ingatestone and Fryerning.
7. **E-newsletter** – To investigate the distribution of an electronic version of the current newsletter and develop an email mailing list within data regulations.
8. **Website** – Make recommendations for development and improving content on www.ingatestone-fryerningpc.gov.uk within proposed budgets. Improve the website's search ratings and search engine optimisation based on recent traffic reports and ensure that any bugs are fixed.
9. **App** – To investigate and make recommendations for the development of a Council app, to update parishioners on the latest events, news and meetings.
10. **Images** – To review and improve the current stock of images used on social media, newsletters and online.
11. **IT Equipment** - Check that the Parish clerk and staff have adequate IT equipment. Make recommendations to the Council for any changes or additions required.
12. **Major Projects** - In conjunction with other committees, identify communications projects that would significantly enhance the Parish and its community.
13. **Newsletter and other printed correspondence** – To oversee the publication of the thrice yearly Parish Council newsletter and ensure that printed correspondence is maintained in order to not exclude residents who do not have access to the IT mentioned in these terms of reference.