



Parish Office
Suite 2
4, The Limes
Ingatestone
Essex
CM4 0BE

Telephone: 01277 676759

Email: clerk@ingatestone-fryerningpc.gov.uk
www.ingatestone-fryerningpc.gov.uk

Ingatestone and Fryerning Parish Council Communications Committee Terms of Reference

Terms of Reference approved at Full Council in April 2022

Prime objectives

To be the outward facing committee of the parish council and to supervise the communications 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. These objectives should be achieved within the constraints of the annual budget.

The committee will meet monthly 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 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 Legal and Finance Committee for legal implications and ramifications only.

Key tasks

1. **Media policy** – To review and update the current media policy 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. Agreements through this subcommittee will be made via WhatsApp.
4. **Marketing and branding** – To oversee all marketing and branding activity of the parish council, based on the branding guidelines detailed in the media policy.
5. **Seymour marketing** – to oversee the marketing of the pavilion and field for hirers.
6. **PR and promotion** – to oversee all the PR and promotion of the parish council and the parish as a whole. To encourage tourism to the parish and working with businesses to promote the High Street.

7. **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.
8. **Twitter** – To maintain a Twitter account, develop a following and update this community regularly with news, meetings and events
9. **Instagram** – To maintain a parish council Instagram account that allows the council and parish community to share pictures of Ingatestone and Fryerning.
10. **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.
11. **App** – To investigate and make recommendations for the development of a parish app, to update parishioners on the latest events, news and meetings and to include links with the new museum project
12. **Images** – To review and improve the current stock of images used on social media, newsletters and online.
13. **Major projects** - In conjunction with other committees and working parties, identify communications projects that would significantly enhance the parish and its community and help promote their activities, events and initiatives.
14. **Newsletter and other printed correspondence** – To oversee the publication of the 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. To oversee the development of an Enewsletter.
15. **Accessibility** - To ensure that the website meets all accessibility requirements. To research and implement best methods of communication to ensure demographic coverage.