OVERVIEW & SCRUTINY BOARD

SOCIAL MEDIA TASK GROUP

FINAL REPORT



October 2017



Bromsgrove
District Council
www.bromsgrove.gov.uk

This page is intentionally left blank

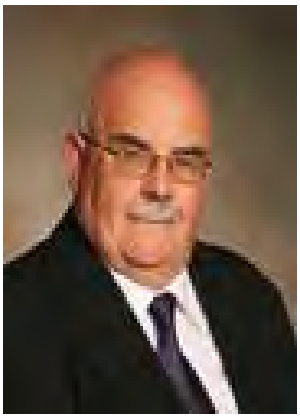
Contents

		Page No
1.	Membership of the Task Group	1
2.	Foreword from the Chairman	2
3.	Summary of Recommendations	3
4.	Background Information	5
5.	Chapter 1 – The Council's Use of Social Media	6
6.	Chapter 2 – Members' Use of Social Media	10
7.	Areas to Note	13
8.	Appendix 1 – Terms of Reference	14
9.	Appendix 2 – Declarations of Interest	16
10.	Appendix 3 – Current signage displayed at meetings	17
11.	Appendix 4 – Analysis of survey results	19
12.	Appendix 5 – Work Programme	21
13.	Appendix 6 – Acknowledgements, Witnesses and Background Papers	22

MEMBERSHIP OF THE TASK GROUP



Councillor Rod Laight (Chairman)



Councillor Sean Shannon



Councillor Michael Thompson



Councillor Les Turner

SUPPORTING OFFICER DETAILS

Amanda Scarce – Democratic Services Officer
a.scarce@bromsgroveandredditch.gov.uk

Foreword from the Chairman

The topic was proposed by Councillor Chris Bloore, so we are grateful to him for introducing us to such an interesting subject.

I have to record my thanks and appreciation to the Councillors who worked together so well and efficiently, Sean Shannon, Les Turner and Michael Thompson, who joined us after a couple of meetings and who also so kindly stepped in as Vice Chairman in my absence.

This was a journey of revelation for the whole group, three of us to start, we shared the wealth of information that quickly cascaded down to us from the witnesses who were all very experienced in all aspects of using social media, Anne-Marie Harley, our own Communications Manager was inspirational and a real help to us. Tristan Harris, from the Bromsgrove Standard who gave us a serious but light hearted insight to the paper's extensive use of a range of social media. Finally, Keith Beech, Head of Communications at Worcestershire County Council, who provided us with an insight as to how social media was used there, by both officers and Members.

We covered, very thoroughly, the Council's and Members' use of social media which informed the basis of our recommendations; five in total of which number five has to be a priority. The three initial starter Councillors scaled a very steep learning curve and quickly, working together, cut through our ignorance and prejudices to explore the tweeting and Facebooking secrets! We became first tweeting friends and I hope that all Members take part in the Member induction programme which is essential to gain the advantages and rewards possible from the phenomena of the social media world, but to be made aware of the ways to stay safe.

I conclude by sincerely thanking our supporting officer, Amanda Scarce, who went above the normal level of support, particularly of myself during a very difficult period for me, Amanda kept the ship afloat and on an even keel, resulting in an excellent Task Group report which will tremendously benefit all the Members and officers too.

Councillor Rod Laight
Social Medial Task Group

Summary of Recommendations

After consideration of the evidence available and interviewing witnesses the Task Group have proposed the following recommendations, supporting evidence can be found under the relevant chapters within the main body of this report.

Chapter 1 – the Council's Use of Social Media:

Recommendation 1
That the Council should promote its meetings through social media in order to engage with residents.
Financial Implications for recommendations: There are no financial implications relating to this recommendation.
Legal Implications for recommendations: There are no direct legal implications relating to this recommendation.
Resource Implications: Officer time would be spent in inputting the information on to the various social media sites which the Council uses.

Recommendation 2
That the Council should consider a trial of the live streaming of particular items/meetings of interest to residents through Facebook.
Financial Implications: There are no financial implications relating to this recommendation.
Legal Implications: There are no direct legal implications. Under current legislation the meetings can be filmed by anyone without permission of the Council or those attending. However, it should be noted that the relevant disclaimers should be displayed in the relevant meetings rooms advising of this (the current signage is attached for information at Appendix 3).
Resource Implications: There would be resource implications in respect of officer time spent in attending meetings to film the relevant agenda items/meetings.

Recommendation 3
(a) that the Council's Social Media policy be reviewed with the emphasis on providing guidance for officer use; (b) that a separate section be included which is dedicated to guidance for Members' use of social media; and (c) that Members of the Task Group assist with the section in respect of guidance for Members' use.
Financial Implications: There are no direct financial implications arising from this recommendation.

Legal Implications: There are no direct legal implications.
Resource Implications: There would be resource implications to this recommendation in respect of officer time spent researching and reviewing the Council's Social Media Policy.

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.
Financial Implications: There are no direct financial implications relating to this recommendation.
Legal Implications: There are no direct legal implications.
Resource Implications: There were be resource implications in respect of officers time in setting up and updating any such measures.

Chapter 2 – Members' Use of Social Media:

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.
Financial Implications: There are no direct financial implications relating to this recommendation.
Legal Implications: There are no direct legal implications.
Resource Implications: There would be resource implications in relation to officer time in preparing and presenting any training to Members.

Background Information

Councillor C. J. Bloore presented a topic proposal form containing proposed terms of reference for a Task Group review of the Council's use of social media at the Overview and Scrutiny Board meeting held on 19th September 2016. Members were advised that the subject had been raised at a meeting of the Preventing Homelessness Task Group, when the potential for social media to be used more effectively to promote the support available from the Council to vulnerable residents had been considered. The Council used social media, including Facebook and Twitter, but it was suggested that more creative use could be made of these and lessons could be learned from other organisations.

The Board was advised that the Council's Communications Team had been contacted about the proposed review and were very enthusiastic about the suggestion. Opportunities to make further use of social media had been identified and Officers were keen to discuss these with Members. Whilst it was noted that these could potentially be discussed with the Board, a Task Group activity would provide an opportunity to explore potential uses of social media for a range of services and to investigate how other organisations, in the public, private and voluntary sector, used social media to engage with customers. A review could also explore how social media could help the Council to engage more effectively with hard to reach groups.

Following consideration of the topic proposal the Board agreed that a Task Group should be set up and appointed Councillor Laight as its Chairman at the meeting held on 31st October, requesting that the Group report back with its findings within 6 months.

The Group has held 10 meetings in total since that date and held discussions with a number of key witnesses. The Group also carried out a survey of all Councillors to find out whether they used social media and if so how and what types and for those who did not the reasons why this was the case.

Chapter 1

The Council's Use of Social Media

From an early stage it was clear that there were two particular areas of investigation for the Task Group, namely how the Council used social media and how Members themselves used it. In this first chapter we will look at the areas the Task Group investigated in respect of the Council's use of it and the evidence gathered to support its recommendations in respect of that use.

One of the first witnesses the Task Group interviewed was the Communications Manager, Anne-Marie Harley, who provided a wealth of information in respect of the forms of social media used by the Council, how these were monitored and looking to the future and widening the audience, new ways the Council could use it to promote its work and reach its target audience.

The main areas of social media used, each had a different audience and were used for different things:

- Facebook was for friends and allowed people to chat in a social surrounding.
- Twitter was for comments to be noted and shared and the audience was very different to that of Facebook.
- Linkiedin was becoming popular and was for "professionals" and used as a business tool.
- Instagram was beginning to take over from Facebook in some areas, but was more visual and concentrated on images.
- WhatsApp was used for groups to share messages and communicate. The Communications Manager gave an example of how this was beginning to be used by the Town Centres Manager, which enabled her to put retailers from the smaller centres around the district in touch with each other and get messages out to a large number of people quickly.

The Communications Manger provided Members with information around the various types of social media that were used by the Council, the main ones being Facebook and Twitter. She provided details around the number of followers for each and how we can measure the number of followers and the type of people who follow the Council. This included what they looked at, the type of content that engaged people and how that content could increase the number of people.

Detailed data was also considered by the Group which included usage and comparisons with that of other authorities in the County. It was acknowledged that the usage figures differed due to the demographics of each council, for example Redditch had more Facebook users as it had on average a younger population, Wychavon had a larger following for Twitter and lots of Members there re-tweeted, Worcester City also had a much larger following. Twitter

was the most popular for Bromsgrove and it was clear that by “sharing” posts the number of people increased significantly, as opposed to just “liking” something or commenting on it.

The Group were informed that social media was used for specific campaigns and that both the Facebook and Twitter accounts were accessed and updated by the Communications Team, allowing them to update the accounts outside of office hours, which in turn enabled them to highlight any issues that were of importance to the District during those times. All press releases were usually put on to these accounts in order to reach as wide an audience as possible. Job advertisements were always popular and looked at and shared. Facebook had also been used as part of a number of surveys, as it was another way in which to reach people. Social media allowed the Council to reach a larger audience with minimum effort and engage them in debate. However, it was noted that it was another tool to be used and not one which would replace more traditional forms of getting information out to residents.

It was also explained that Facebook was beginning to realise how businesses used it as a marketing tool and there was now an option, for a small charge, to boost the number of people your message reached. This was something which Members felt warranted further investigation and monitoring in order to ascertain whether it was cost effective, although the initial view was that it would be.

From its investigations it was clear to the Task Group that the Communications Team were making good use of social media to reach a wider audience and that Members needed to be more proactive in their use of it as it was clearly something which would continue to grow and play a major part in communicating with residents and a wider audience. Members discussed ideas of how social media could be used to engage with people and involve them more in the democratic process, it was understood that it had been used to encourage people to both register to vote and to vote on polling day. This led Members to consider whether it could also be used to inform residents about forthcoming Council meetings and even to live “stream” some meetings or at least items which were of interest to a wider audience. Members were reminded that due to recent changes in legislation members of the public were able to record, either by video or audio, meetings and that the Council now had to display signage advising those attending of this.

An example of live streaming was given from a series of public meetings which had been held at Redditch Borough Council, who had set up a Health Commission to investigate the proposed changes to a local hospital. This had a lot of local interest and members of a local pressure group had attended and live streamed the meetings via Facebook, for those that were unable to attend. By doing this a wider audience was reached and the meeting became more accessible to residents, allowing them to view it at their convenience.

After consideration this led the Task Group to believe that there was the potential to both promote meetings, particularly those that may have

significant local interest through Facebook for example Planning Committee meetings, to a wider audience. It was also agreed that consideration should be given to live streaming some parts of meetings, again perhaps for areas where there was significant local interest in a particular agenda item. It was acknowledged that whilst there were no direct financial implications from this, as the Communications Team had access to suitable equipment, there would be a resource impact in respect of officer time in attending meetings that they perhaps would not have otherwise attended. For this reason it was suggested that it was initially restricted to particular meetings/items where there was likely to be a wider public interest.

The Task Group therefore recommends the following:

Recommendation 1
That the Council should promote its meetings through social media in order to engage with residents.

Recommendation 2
That the Council should consider a trial of the live streaming of particular items/meetings of interest to residents through Facebook.

During the Course of its investigations the Task Group reviewed the current Social Media Policy. This led to some lively discussion around the does and don't for both staff and Members and in some cases the relationship between staff and Members and it was questioned whether it was appropriate for staff to be "friends" with Members on Facebook. It was highlighted that a number of staff roles were politically restricted and a "friend/follower" request from a Member could potentially place an officer in a difficult position, albeit unintentionally.

Other areas which were discussed around this were:

- The importance of differentiating between personal and professional roles and as such consideration should be given to keeping separate accounts.
- The restrictions on the Communications Team in respect of feeding into other Councils' social media accounts.
- The importance of being aware of potentially difficult situations and not getting drawn in to "arguments" on social media.

The Task Group were however, unanimous in their view that the Social Media Policy was in need of a refresh and that whilst the current policy was aimed at staff it was understood that Members should also adhere to it, it was agreed that it would be more appropriate to have at least a separate section, if not a separate policy, which focused on the role of a Councillor, which was very different to that of a staff member.

The Task Group therefore recommends the following:

Recommendation 3
(a) that the Council's Social Media policy be reviewed with the emphasis on providing guidance for officer use; (b) that a separate section be included which is dedicated to guidance for Members' use of social media; and (c) that Members of the Task Group assist with the section in respect of guidance for Members' use.

A short survey was also sent out to other local authorities in Worcestershire to try and establish how they use social media and whether there any areas which were different to those used by the Council and which potentially could be tapped into if beneficial. The Group also had the opportunity to interview the Head of Communications from Worcestershire County Council (WCC) to get an idea of how they used social media and to see whether his views from a county perspective were similar to those of the districts.

The survey had three simple questions, How does your authority use social media? How do you increase your followers? and Do Members get involved in your social media? Members were disappointed to only receive a response from two local authorities. However, from that information the Task Group were able to ascertain that it appear that similar types of social media and for similar purposes, were being used by local authorities.

It was clear from its investigations that the Council was in fact making good use of social media and had assisted other authorities in setting up social media accounts. During the interview with the Communications Manager she was able to provide detailed information around the number of people who accessed information through the different social media accounts and following discussions with the Head of Communications at WCC, who had provided information which was available through the WCC Communications Dashboard, the Group agreed that it would be useful to have an area within the Corporate Measures Dashboard which showed information around communications. This could include for example details around advertising (particularly in light of the way in which marketing budgets were being used to "buy" advertising through Facebook), priority campaigns and the number of new users or shares. This information could then show clearly to those Members who were perhaps sceptical, the power of social media and the numbers of people that it could reach and how those numbers had the potential to grow on a regular basis.

The Task Group therefore recommends the following:

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.

Chapter 2

Members' Use of Social Media

The second area which the Task Group looked at in detail was in respect of how Members used social media. It was agreed that in order to gauge Members use of it and whether there were any areas which needed more detailed investigation, that a survey would be sent out to all Members asking a number of questions. A detailed analysis of the responses received back (23 out of 31 Councillors) are attached at Appendix 4.

On drilling down to the reasons behind some Members reluctance to use social media a number of areas were highlighted, ranging from not having social media accounts to not knowing how to use them and preferring to stick to email or letter for Council business. Only 39% of those that responded used social media in their role as a Councillor, with more than half of those that did choosing not to follow the Council pages on Facebook and Twitter. Just over half of those that did follow the Council actually "shared" or "re-tweeted" posts and comments. There was some concerns from a number of Members that by sharing and re-tweeting difficulties could arise in the future, "note sure where comments can end up" was one reason quoted. Reasons for not following or sharing comments were largely due to not knowing how to use the social media sites confidently.

The Communications Manager had been clear that when her team were "sharing" or "re-tweeting" something from an individual Councillor that this was only done when the subject matter was of a non-political nature. She assured the Task Group that they were careful not to show bias towards any political group, not even the controlling group. The exception being the Chairman of the Council; the Communications Team would publicise events which were being attended by the Chairman or Vice Chairman, as part of the civic role.

Of those who responded when asked whether they would be interested in being able to access training around social media 65% said yes, highlighted a number of areas they would like to be included in any training, including basic training on how to operate the sites and any help it could give in managing their workload as a Councillor.

Members also commented that the Council's website itself was not always easy to navigate and that information in respect of particular areas, which would naturally be more important and relevant to residents, should be easily accessible. There was an overall acknowledgement that whether people liked it or not, social media was here to stay and would continue to grow as a communication tool.

During its investigations the Task Group also interviewed Tristan Harris from the Bromsgrove Standard newspaper, as it was keen to get both his views on how the Standard used social media and how he felt the Council could use it.

Mr Harris provided Members with an insight into how they used it to start a dialogue with readers, which it would not have otherwise been able to do. He was able to provide Members with information around a number of areas including how he believed that users often "policed" the content of comments themselves and that for every negative comment there was often a positive. He also commented that a council would not necessarily be the type of thing that people would normally follow or either Facebook or Twitter and therefore it would always be hard to try and make things interesting in order to catch people's attention. He was also of the view that it was a fine line between personal and professional use and therefore would recommend that for councillors it may be better to have separate social media accounts. This was an area which had been discussed on a number of occasions (with a number of witnesses) and one which divided the opinions of the Task Group members.

The Task Group debated at some length the need for training to be provided to all Members with the view being put forward that in this day and age it was an essential part of a Councillors life and that they should be competent in all aspects of the use of IT including social media. However, it was acknowledged that this was not always the case and that the IT equipment which was provided to Members was not necessarily something which everyone would be familiar with, then there was some scope to provide training to them in order to ensure that they were making the best use of the different areas of communicating with their residents available to them.

The Task Group were very specific in that it felt that there were certain areas which would need to be included within this and that the training session should take the form of a workshop and be interactive. It was not felt necessary to hold these sessions regularly but it should form part of any Member Induction Programme which took place following the election of Members.

There was one further area which Members were keen to include within this training workshop and this was in respect of any legal requirements and "dos" and "don't" when using social media as it was clear from speaking to their colleagues that this was something which concerned those Members who were reluctant to use it. It was clear from speaking to the Communications Manager and reports in the national news that legislation had at last "caught up" with the use of social media, particularly in respect of deformation of character and the role of the press and the role of privilege which meant the press could only report things which were factual and how comments made on social media could prejudice a court case. Comments on social media could also do this and needed to be aware that by using it, their views being available on social media in reality made everyone a reporter. This should be remembered particularly by someone in authority, such as a Councillor, when commenting on posts.

The Task Group therefore recommends the following:

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.

Areas to Note

During its investigations the Group considered a number of areas, which although they did not feel warranted a recommendation being made, may be areas which should be considered in the future or highlighted as areas which should be drawn to Members attention or supported. These included:

- The need to encourage Members to "follow", "share" and "re-tweet" items on the Council's social media sites. For example Street Theatre events, changes to bin collections.

- The Council should explore all aspects of social media to reach as many residents as possible, whilst still considering that there remained a number of residents who would wish to be contacted and to contact the Council, in more traditional ways such as letter and telephone.

- Consideration should be given to setting up a "Chairman of the Council" Facebook and Twitter account which could be used continually for the period of office for each Member appointed to that role. This would prevent any link to a personal account held by that person.

- The restrictions on the Communications Team in respect of tapping into other Councils' social media feeds – if this was relax there would be an opportunity to reach a wider audience.

- Continue to use the marketing budgets of areas within the Council to "boost" the number of people receiving messages on Facebook and to monitor the success of this through the Measures Dashboard.

- Members were conscious that social media was a useful tool for the vulnerable to keep in contact with people and that it may be helpful particularly for those that are isolated. In this respect it was suggested that the Council should consider working with partners to provide training for this particular group of residents in the use of social media, this could cover its use and how to stay safe.

Appendix 1

Bromsgrove District Council
www.bromsgrove.gov.uk

OVERVIEW AND 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	
Tel No:	Email: c.bloore@bromsgrove.gov.uk
Date: 26th 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.)	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. 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. 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.
Links to national, regional and local priorities	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

(including the Council's strategic purposes)	enhance the Council's ability to achieve these purposes.			
Possible Key Objectives (these should be SMART – specific, measurable, achievable, relevant and timely)	• 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. • 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	

Appendix 2

Declarations of Interest

There were no declarations of interest other than all Members used social media in some way, but not necessarily in respect of their role as a Councillor.

Appendix 3

Signage Currently Displayed at Public Meetings

Bromsgrove District Council

Protocol for Attending and Reporting Meetings

Members of the public and press are welcome to attend meetings of Bromsgrove Council, Cabinet and Committees. Details of forthcoming meetings are published on the Council's website and copies of the agendas and reports for each meeting are available the week before.

What you can record

Members of the public and press can make a record of all or part of the meeting in the following ways:

In writing;

Audio recording;

Filming;

Taking photographs;

Using the internet and social media, such as tweeting and blogging.

The report can be made at the time of the meeting or afterwards. You can also make an oral report but not in the meeting itself.

There may be a few occasions when part of a meeting is closed to the public and you will not be able to make a record of what happens. The meeting will have to make a decision to exclude the press and public and this will be made clear to you if it happens. You must not leave any recording equipment in the room where a private meeting is being held. The agenda for each meeting usually shows where the public and press are likely to be excluded.

What facilities are available?

We provide chairs and tables for the press and members of the public who are attending to make a record of the meeting.

In most of the rooms used for our meetings, Wi-Fi is available and the details of how to access this are displayed on the table used by the press.

A paper copy of the agenda for each meeting is available at the press table and some copies are also made available to the public.

We ask you……

Please let us know by the day before a meeting if you wish to record it. This helps us make the appropriate arrangements.

Please do not make an oral record in the meeting room – this may be disruptive and prevent others from hearing what is going on.

Please stay in one place. You are able to leave the meeting whenever you wish. To help the meeting run as smoothly as possible, we ask that you do not move around during the meeting as this can disrupt the business.

Please remember it is your right to record the meeting but other members of the public present may be attending only to observe it and may not wish to be filmed or recorded by you. Please comply with their wishes if they indicate that they object to being filmed or recorded.

Please do not interrupt the meeting.

The Chairman is responsible for how the meeting is run and should be able to conduct the meeting without interruption. Examples of disruptive behaviour include moving around without the Chairman's consent; making a noise setting up or re-siting equipment during the meeting; using flash photography etc. If the Chairman asks you to stop doing something to prevent the meeting being disturbed, please respect their request. If the Chairman considers you are being disruptive he or she may exclude you from the meeting altogether.

Democratic Services Manager, September 2014

Contact: Democratic Services, Bromsgrove District Council

E-Mail: democraticservices@bromsgrove.gov.uk

Appendix 4

Analysis of the Results of the Survey of Councillors

23 (74%) out of 31 Councillors responded to the survey.

1. Do you use social media?

Yes	No
16	7
70%	30%

2. If yes which ones do you use:

Facebook	Twitter	LinkedIn	Instagram	Snapchat	WhatsApp
16	13	7	3	1	8
70%	56%	30%	13%	0.04%	35%

Other: Pintrest, Google, you tube, Next Door, Email

3. What do you use them for?

Leisure	Business	Your Role as a Councillor
12	5	9
52%	22%	39%

If No, then why not:

- I don't think that they are necessary "twits tweet"
- I do not have any media accounts.
- I prefer to deal directly with my constituents.
- Tend to stick to email or letter for Council work.
- Have never used social media.
- Only recently started to look at Councillor posts.
- Don't know how to use them and not enough time in the day.

4. Do you follow the Council's Facebook and Twitter Feeds?

Yes	No
11	12
48%	52%

5. If yes do you share or comment on any of the posts?

Yes	No
6	5

55%	45%

6. If you don't share our information, is there any particular reason why not:
    - Unaware of them.
    - The subject matter is not usually related to Hagley or it is not a subject which I need or should be 'associated' with i.e. I don't think it is my position to inform people of tax rises etc.
    - Spend little time on social media.
    - Not too sure where comments can end up.
    - Not yet sufficiently confident in how to do this.

7. If you don't follow us, is there any specific reason why not:
    - Unaware of them.
    - The subject matter is not usually related to Hagley or it is not a subject which I need or should be 'associated' with i.e. I don't think it is my position to inform people of tax rises etc.
    - Not necessary
    - Time consuming
    - Never used social media before.
    - Don't know how to use them and not enough time in the day.

8. Would you be interesting in attending any training on Social Media if it were made available to Members:

Yes	**No**
15	8
65%	35%

9. Are there any particular areas of training that you would be interested in:
    - Use it as a Councillor
    - If it helped my workload
    - Instagram and snapchat
    - Twitter
    - Basic training
    - How to operate Facebook and Twitter in more detail.

10. Please add and other comments or suggestions you would like to make:
    - Current data and information isn't that easy to find i.e. current garden waste costs and collection dates, or 'headline' from the last full Council meeting i.e. news.
    - It's the way to go.
    - Already feel equipped to use it.
    - Should training be arranged I think it would be beneficial for Parish Council Members and Officers to be able to attend.

Appendix 5

WORK PROGRAMME

Date of Meeting	Subject
30/11/16	Initial Meeting – terms of reference and work programme planning.
14/12/16	Research and potential questionnaire for Councillors
11/01/17	Interview with Anne-Marie Harley – Communications Manager
08/02/17	Draft Questionnaire
07/03/17	Results of Survey
21/03/17	Interview with Tristan Harris from the Bromsgrove Standard newspaper
11/04/17 (CANCELLED)	• Interview with Keith Beech, Head of Communications WCC • Social Media Policy
25/04/17 (CANCELLED)	Review of Work to date including analysis of survey results.
22/06/17	Review of Work to date
01/08/17 (CANCELLED)	• Interview with Keith Beech/Anne-Marie Harley • Social Media Policy • Analysis of survey results
14/08/17	• Interview with Anne-Marie Harley, Communications Manager BDC • Social Media Policy • Analysis of survey results
05/09/17	• Interview with Keith Beech – Head of Communications WCC • Discuss potential recommendations and content of final report.
17/10/17	Final Draft Report considered.

Appendix 6

ACKNOWLEDGEMENTS

WITNESSES

The Task Group considered evidence from the following sources before making its recommendations:

Internal Witnesses:
Anne-Marie Harley – Communications Manager

Councillors:
Members would like to thank all those who took the time to complete the questionnaire which was issued.
Councillor G Denaro – Leader of the Council

External Witnesses:
Tristan Harris – Bromsgrove Standard
Keith Beech – Head of Communications, Worcestershire County Council

BACKGROUND PAPERS

BDC Social Media Policy
LGA Social Media strategy
LGA Media and Communications Workbook

Legal, Equalities and Democratic Services
Bromsgrove District Council, The Council House, Burcot Lane,
Bromsgrove, Worcestershire B60 1AA
Telephone: (01527) 881288
Email: scrutiny@bromsgrove.gov.uk