



Lenham Parish Council – Communication process

Adopted 5 February 2020

Overview

Lenham Parish Council (the Council) has a Social Media and Electronic Communication Policy which is published on the Council's website. The date of creation of this is unknown as it is undated and there are no dated updates as a reference point.

This paper proposes how news items and other social Communication responses or posts will be handled now that the new website is active and can handle items in a more expedient manner than was previously available.

Until the new website went live the Council also maintained the Visit Lenham website, this paper proposes that these two Communication offerings are now brought together under one in-house control.

Regular management of the news and events items on the new website

The Council has created a Communication Group, the group currently consists of three councillors all of which have access to the website in terms of ability to post new and remove spent items. The Council's Vice Chair will also have access to the website.

This paper proposes that the Council agrees for practical purposes the maintenance of specific news / events related items which appear on the website is handled by the Communication Group copying in the Clerk for information. A list of posts and removals will be reported via Finance and General Purposes Committee and then circulated monthly as an item for information from that agenda to full Council.

The Communication group will maintain a log of all posting requests and will circulate this, along with any further information requested to those wishing to post items by the Communication Group prior to posting, the posting and removal dates and the name of the councillor responsible for posting / removing the items. The Communication Group will also ensure that all posted items conform to the Council's style guide, which ensures that all items posted maintain compliance with the access requirements of all public sites. These actions will ensure the currency of the information available and deal with the often repeated complaint that the website is out of date.

All requests to post items onto the website from the outlined categories, below, will be directed to the Communication Group. One person from the Group will be responsible for the co-ordination of this task, circulating all requests to the rest of the Communication



Group and the Clerk. Any issues of concern arising from a posting request will be brought to the next F&GP for discussion before posting an item occurs, this discussion will be minuted and the person requesting the posting will be informed of any decision should this situation arise. It is understood that the majority of postings will be handled directly by the Communication Group with only the occasional need to refer to F&GP.

The Council retains the right to refuse to accept postings as covered by the existing Media Policy.

The items covered by this process include:

- Village events – these will be maintained to ensure they are current with a defined “end” date at which point they will be removed
- Local info / useful links – these will be subject to approval from F&GP. If a commercial concern wishes to “advertise” their organisation via the website this will be subject to an annual charge
- News – this will be maintained to ensure it is current. Items will nominally be posted for one month and then removed

Management of ongoing Council information

All other items, such as minutes of Council meetings, updates on finance etc., will continue to be managed by the Clerk and uploaded either via the Clerk or the Communication Group. Items relating to the Neighbourhood Plan will be managed via the Communication Group in conjunction with the Neighbourhood Plan Group and F&GP, this will include information about consultation, news and eventually the outcome of the process.

**Lenham Parish Council Communication Group
February 2020**