

# KENNINGTON COMMUNITY COUNCIL

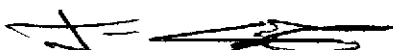
## COMMUNICATIONS COMMITTEE - MINUTES

29<sup>th</sup> July 2020

Communications Committee, held on Wednesday 29<sup>th</sup> July 2020 at 7:00pm Via: Zoom

- 014/20C** To note those present and list apologies for absence. Members: Cllr Jane Martin (Chair), Cllr Alan Dean, Cllr Eleanor Crook, Cllr John Seaton, Cllr Mark Silvester and Cllr Christie Haggis. Also Present: Cllr Alan Cooper, Cllr Chris Morley and the Clerk
- 015/20C** To declare any Disclosable Pecuniary Interests (DPI), Other Significant Interests (OSI's) or a Voluntary interest relating to items on the agenda. Cllr Martin declared a voluntary interest as she is a self-employed membership adviser for the Federation of Small Business and the contracted Website company is a member of the Federation of Small Business.
- 016/20C** To consider and adopt the Minutes of the Meeting held on 13th November 2019 and if in order sign as a true record. The minutes were agreed as a true record, Councillor Martin will sign and scan to clerk. Cllr Martin to scan and sent to Clerk
- 017/20/C** To consider and adopt the Minutes of the Meeting held on 17th January 2020 and if in order sign as a true record. The minutes were agreed as a true record, Councillor Martin will sign and scan to clerk. Cllr Martin to scan and sent to Clerk
- 018/20C** To consider and adopt the Minutes of the Meeting held on 01st July 2020 and if in order sign as a true record. The minutes were agreed as a true record, Councillor Martin will sign and scan to clerk. Cllr Martin to scan and sent to Clerk
- 019/20C** **Social Media Plan**  
**Schedule of posts and set up of Hootsuite has been agreed at Council**  
**Action:** Clerk to look at share option on Zoom meetings and resolve for future meetings as not available currently  
**Action:** Cllr Martin to circulate document produced by Cllr Haggis just prior meeting to all as unable to share document during meeting  
**Agreed actions** by communications team will be three posts a day via Hootsuite (next door possibly) and will follow a pattern similar to the below, these will be scheduled weekly
1. Local Kennington News– (from residents, Facebook/forums) - good news stories, Crimewatch. And local press updates and similar.
  2. Newsletters- Bitesize/snippets/ extracts from latest newsletter
  3. Kennington Community Council – News, updates, and outcomes from meetings
- These will be reposted a number of times and with different images to keep attention/messages constant  
Clerk will review these with Councillor setting posts for that week pre being published many of which will be easy as will be extracts and reposts  
Hootsuite account to be set up with all Clerks and Councillors accessibility  
Review the Hootsuite one month after initial start up and take at this stage comments from all Councillors
- Training of Councillors and Clerk - discuss and approve the detail and content -**  
**Actions:**
- 1) Consider Facebook/Next door account/pages for the Council for each Councillor to be able to make comment and express own opinions and have autonomy to do so(non-mandatory)
  - 2) How to basic guide to be written for Hootsuite to include
    - How to set the posts up for the week to
    - Guidance on tone of voice
    - Simple rules to stick to and follow when creating posts on social media on behalf of the Council and inline with your role as a Councillor
    - How to for responding to negative, critical, or threatening posts

Signed:



Dated: 22.07.2020

- Creating engaging posts and using images to help
- What success looks like and what we are trying to achieve

**Action:** Facebook/Training working group to be set up 30-minute slide show or Webinar option to be explored that can be saved for new Councillors coming in (potential to save on Councillor only access part of Website). Cllr Dean, Cllr Martin, Cllr Silvester, Cllr Seaton offered to all assist Cllr Haggis. Aim for training to be ready for Council by mid-September. Working group will commence work asap.

Buddy up system in the interim can be used to help Councillors pre the training module with the Communications team starting posts asap, all Councillors welcome to work alongside and post the newsletter as an abundance of snippets extracts can be published

**Social media ToR and strategy - update to agree changes**

**Agreed:** Working group from Communications team for this therefore be carried forward to next Communications meeting (02/09) and aim take to next Council 09/09

**020/20C Website**

**Update from web designer – to note and discuss and agree any actions.** Clerk awaiting payment method from Itseeze, chased and awaiting. With Itseeze and **Action** for clerk will continue to chase to ensure payment **made**

**Meeting on 10th August – to note and discuss and agree any actions.**

**Action:** Clerk/Cllr Morley to share details of what is required/content on the website to Communication ahead of meeting on 10th August to Communications team.

**Action:** Any key points or concern raised by Cllr Chris Morley/Cllr Cooper to be sent to Communication team ahead of 10th for response by Itseeze

**Action:** Council meeting 22/07/20 recording to be made available by the Clerk to Cllr Morley as addressed concerns as he had raised them ahead of that Council meeting (22/07) as unable to attend

Cllr John Seaton, left the meeting at 20:14

**Promotion - agree the steps and content. Action:** Agreed to carry over to the next meeting as detailed issues that need time for full discussion.

**Training in management agree the steps and detail. Action:** Agreed to carry over to the next meeting as detailed issues that need time for full discussion.

**ToRs – discuss to take actions. Action:** Agreed to carry over to the next meeting as detailed issues that need time for full discussion.

**021/20C Newsletter**

**Update on delivery and print – to note and discuss and agree any actions.** Agreed to proceed with Saxo print, Clerk to action so as production can commence as soon as possible and delivered direct to Geerings

**Circulation - agree schedule and location:**

**Action** Distribution agreed via Geerings after careful consideration of 3 quotes agreed, Clerk to formalise

**Action:** Potential issue highlighted needs addressing two separate documents how do we combine these together so delivered with insert of photos inside:

- Clerk to check with Saxo to see if two can be combined, Cllr Martin and Cllr Silvester positive not an option following discussion, but to Clerk check to verify not an option.
- Clerk to check with Geerings to see if two leaflets can be combined before delivery
- Clerk to then come back with options and for newsletter design to then be reconsidered.

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29<sup>th</sup> July 2020

- Councillor Mark Silvester and Cllr Eleanor Crook to be contacted by Clerk if any issues as they are the technical experts.

**Social media agree the posts for autoposting – Action:** following Newsletter distribution Cllr Martin and Cllr Haggis will decide which snippets/extracts will be applied to Facebook and will be circulated to all for agreement

- 022/20C Matters of General Interest** - No items were raised.
- 023/20C Southern Water Waste Water Treatment Works Social Media Strategy - agree bullets-**  
This was not discussed and will be discussed at a future meeting as required.
- 024/20C To agree the date of the next meeting.** The meeting was agreed to be on Wednesday 2<sup>nd</sup> September at 6.30pm
- 025/20C Close meeting.** The meeting closed at 20:36

Signed:

Dated:

Signed:



Dated: 24.07.2020