

WEST SWINDON PARISH COUNCIL**Parish Newsletter****1. Current Communications**

- 1.1 Over the last 12 months the Parish Council has experienced significant challenges with the impact of Covid-19 alongside operational challenges of building closures, taking on a new team and securing new premises. Parish noticeboards were not used frequently during this time.
- 1.2 Public communications have been distributed through the website, a printed newsletter in August and page in the Link Magazine in March. Public meetings have moved online. Where appropriate, the Parish office has continued communications with the public via the website, email and telephone.
- 1.3 As we move towards business as usual, Councillors have noted that the visible presence of the Parish Council and its activities locally could be improved.

2. Social Media

- 2.1 *Information promotion:* The Parish Council has a Facebook page and website to promote information. At recent meetings it has been suggested that these could be used more frequently to share information about the work of the team, volunteers and Parish Council issues and projects.
- 2.2 *Requests for service:* In previous Committee discussions, it was agreed that the Parish Council would not formally reply to requests for service posted on Facebook. It was agreed that where possible, local Councillors would signpost residents to the Request for Service page on the Parish website or direct to the parish office.
- 2.3 The Parish Council receives requests for service through the website form, by phone, and, direct email. Referrals are also redirected by Swindon Borough Council. Councillors also contact the Parish staff to highlight issues raised on Facebook.
- 2.4 Currently there is no set frequency or format to Parish Council posts on social media.
- 2.5 There is no active Twitter or Instagram account for the Parish Council.

3. Recommendations:

- 3.1 Councillors consider whether they wish to revise the current approach to responding to social media threads/requests for service.
- 3.2 Councillors consider the frequency and format to Parish Council posts on social media

Paula Harrison Parish Manager