

## **Oundle Town Council (OTC) Communications Working Party**

### **Term of Reference**

#### **Aims and Objectives**

To provide a decision making forum with regard to social media and communication projects relating to—and to report to - the full Town Council. The Working Party will suggest, facilitate and approve articles and generate communication on agreed social media sites to engage and exchange views with the residents of Oundle, to engage a wider variety of people in OTC's affairs, to attempt to inform all 6500 people living in Oundle, and to reflect openness of the Council body. In effect, the Working Party will be communication conduit for Council.

For the purposes of this Working Party, social media is defined as being any online service which facilitates real-time public conversations and engagement, such as Facebook, Instagram and Twitter.

#### **1. Structure of meetings**

- a) Membership shall normally comprise of 4-6 nominated members of the Town Council including the Chairman and the Clerk (or another nominated staff member).
- b) A quorum will be a minimum of 3 members of the Working Party.
- c) Meetings will normally occur once a month, though meetings can take place by an "online" (email) conversation as long as the final email thread can be printed and act as minutes of the meeting.
- d) Feedback will be reported at full Parish Council meetings.
- e) Due to the time-sensitive nature of social media-engagement/social media articles and responses may be suggested via email to the Working Party and approved for posting by a quorum via email.
- f) If an idea for a social media posts is suggested by somebody who does not have the ability to post it once the required number of votes has been determined the original author will email the Clerk with the wording for both Facebook and Twitter and the Clerk (or nominated staff member) will post the article except in situations that may be agreed by a quorate meeting when another Councillor may do it.

#### **2. Responsibilities**

- a) Provide up to date information for the OTC website, which remains under the control of the Clerk. All statutory information such as agendas, minutes, etc. will

continue to be managed by the Clerk. To also provide up to date information for the Oundle Info site.

- b) Produce the *Oracle* as required as a record of what OTC has achieved recently, and to regularly review the format.
- c) Produce monthly text to add to a full page or insert in the *Oundle Advertiser*, mainly of upcoming events and important news.
- d) Manage flow of OTC traffic towards social media accounts.
- e) Manage flow of OTC traffic towards the Noticeboards (Electronic and non-Electronic) and Club/partners
- f) All press releases and articles will be approved by the Communications Working Party and will then be circulated to all members of the Town Council by the Clerk before publication.
- g) Social media account credentials (including log ins) will only be available to Working Party members.
- h) The Working Party will administer all Town Council social media sites.
- i) Information placed on social media sites will be agreed and administered via the Working Party and subject to their amendments.
- j) Budget issues will normally be decided by the full Town Council.
- k) Town Councillors who post information on their own social media accounts will be representing their own personal views and not that of OTC.