Report of a Facebook and Website Working Group Meeting

held at the Town Hall, Milford Haven

on Monday, 4th January, 2016 at 5:30 pm

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PRESENT

The Deputy Mayor and Chairman (Councillor W. D. Elliott BA)

Councillors: M. P. Rickard C. A. Sharp

The Council’s Secretary, Ms. F. K. Galliford, was also in attendance.

9. AMENDMENT TO NAME OF GROUP:

It was RECOMMENDED THAT, due to the

addition of discussion on the Council’s website,

the name of this Group is to be amended to

the Social Media Group.

10. REVIEW OF THE FACEBOOK PAGE FOR THE MILFORD HAVEN TOWN COUNCIL:

The Chairman of the Group, Councillor W. D. Elliott BA, advised that the Facebook page for the Milford Haven Town Council presently stands (as of 4th January, 2016) at 256 “likes”. More and more people are engaging with the page and the outlook is generally very positive.

A Member enquired as to whether the Milford Haven Town Council could use a Facebook feature to promote its page. The Chairman reported that he had recently researched this matter in his capacity as Commanding Officer of the Milford Haven Sea Cadets and Royal Marine Cadets, and he discovered that this feature would cost £14.00 for a total of 28 days.

It was further suggested that such a promotion might be advisable as there are obviously more than 256 people in Milford Haven. The Chairman and Secretary examined the statistics of the Town Council’s Facebook page just before the Christmas break, and the page has accumulated likes and recorded views from such countries as Australia, Vietnam, Russia, Malta and Andorra.

A Member suggested that businesses in the town could perhaps promote the Facebook page. He recommended that a Twitter account be set up which will run side-by-side with the Facebook account. The two platforms can be configured so that posts will run simultaneously.

It was RECOMMENDED THAT:

1. the Council considers funding a promotion to increase

the footfall on the Facebook page;

1. Councillor M. P. Rickard liaises with the Secretary to

set up the Town Council’s Twitter page;

Members then discussed the “Meet Your Councillor” questionnaires, and expressed disappointment that, at this point, none had been received. It was agreed to amend the questionnaire to show what Councillors do to benefit the community other than their normal Council duties.

It was RECOMMENDED THAT:

1. a section entitled “Community Activities” be added to

the questionnaire.

11. DISCUSSION ON THE TOWN COUNCIL’S WEBSITE:

Members discussed the Town Council’s website and agreed that it would be advantageous if it were managed internally.

The Clerk and Secretary had met with the Town Clerk of Pembroke Dock Town Council, who advised that their website is managed in house, using the “1&1” software. <https://www.1and1.co.uk/> This software is user friendly and is easily updated by the Pembroke Dock Town Council’s Office staff. There are a large selection of domain names available, with some names free of charge.

The Secretary spoke briefly about the meeting with the Town Clerk of Pembroke Dock Town Council, which was positive, informative and enlightening. The Secretary was asked if she had any concerns about the added workload. She assured Members that this would not be an issue, and that she would enjoy running and maintaining the new website, requesting assistance when required.

A Member suggested that additional funding be set aside in this year’s precept in case extra resources are needed, such as a consultant in the set up phase.

The Clerk confirmed that the contract for the Town Council’s existing website expires in March 2016.

It was RECOMMENDED THAT:

1. The Secretary is to look into the “1&1” software,

domain names and costings;

1. a letter is to be written to the present Webmaster,

thanking him for his assistance over the years, and

requesting that he directs any further traffic to the

Milford Haven Town Council with immediate effect.

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