Minutes of a Meeting of the

Social Media Group

held at the Town Hall, Milford Haven

on Monday, 26th September, 2016 at 6:00 pm

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PRESENT

The Mayor (Councillor W. D. Elliott BA QTS) (Chairman)

Councillors: C. A. Sharp (Deputy Mayor)

 R. D. Evans M. P. Rickard

Ms. F. K. Galliford, Secretary

 95. APOLOGIES:

Apologies for absence were received from Councillor M. J. Norman.

 96. DISCUSSION ON MILFORD HAVEN TOWN COUNCIL WEBSITE:

 The Chairman and Mayor, Councillor W. D. Elliott BA QTS, said that (as of 6:00 pm that evening) the website had received 13,904 views. Members expressed satisfaction with the content and appearance of the website.

 An opportunity was given for the Secretary, Ms. F. K. Galliford, to talk about her work with the Milford Haven Town Council website.

 The Secretary told Members that she believed the website to be working well, and she thanked Members for their encouraging feedback. She spoke of the difficulty of obtaining events for the “News and Events” section, when many users appear to default to Facebook.

 The Secretary confirmed to Members that the website is updated on the morning after Full Council Meetings, with the Councillor Attendance register and any other relevant information inputted.

 A Member asked if the Milford Haven Town Council website was connected to the town’s nascent free Wifi service. The Chairman answered in the affirmative, but matters are presently on hold as the Town Clerk and Secretary must first complete a period of training which is yet to be determined.

 It was RECOMMENDED THAT:

 (i) the possibility of live video content be

 investigated;

 (ii) a webcam be positioned in the window

 facing out of the Secretary’s office;

 (iii) pictures of past Mayors be uploaded to

 the website;

 (iv) the media is to be asked to pass on

 details of any local events that can be

 publicised on the “News and Events”

 section;

 (v) various usage patterns are to be monitored

 via the Google Analytics website and the

 1and1 website software.

 97. DISCUSSION ON TOWN COUNCILLORS’ EMAIL ADDRESSES:

The Chairman explained to Members that the Clerk and Secretary had switched to email addresses ending with “milfordhaventowncouncil.co.uk”, taking advantage of the offer of free email addresses provided by the website software.

Members agreed that this gave a more professional appearance, and it was suggested that Councillors could follow this lead, with each Town Councillor having a personalised “milfordhaventowncouncil.co.uk” email. Members were very receptive to this suggestion, and it was RECOMMENDED THAT this topic be discussed at the next Full Council Meeting on Monday, 17th October, 2016.

 98. DISCUSSION ON MILFORD HAVEN TOWN COUNCIL FACEBOOK PAGE:

The Chairman reported that (at the time of the Meeting) the Milford Haven Town Council Facebook page had a total of 733 “likes”.

 It was RECOMMENDED THAT:

 (i) pictures and interaction from former

 Milford Haven residents, such as an

 appeal to those in far-flung corners of

 the globe, be encouraged to give the

 Facebook page added colour;

 (ii) an interest in nostalgia, such as vintage

 photographs, is cultivated and promoted

 on the page;

 (iii) a competition is launched, where followers

 are invited to identify various mysterious

 locations in the town;

 (iv) the current Deputy Mayor, and those who

 hold this post in the future, be granted

 administrative access to the Facebook

 page when deputising for the Mayor.

A Member asked when the incipient “Meet Your Councillor” section would commence on the Facebook page. It was RECOMMENDED THAT the Secretary circulates the Councillor profile forms once more. The Chairman indicated that the section would launch next month (October 2016).

99. DISCUSSION ON MILFORD HAVEN TOWN COUNCIL TWITTER PAGE:

The Secretary advised that the Milford Haven Town Council Twitter page was proceeding well, with 272 followers. The page can even boast of a celebrity follower in ITV weather presenter Ruth Wignall.

The Secretary advised that the Town Council has a close relationship with the Dyfed-Powys Police on Twitter, retweeting a number of their appeals for help.

 It was RECOMMENDED THAT Ruth Wignall be contacted

 with any appealing weather pictures of Milford Haven.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_