Minutes of a Meeting of the

Social Media Group

held at the Town Hall, Milford Haven

on Monday, 20th March, 2017 at 5:45 pm

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PRESENT

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

Councillors: C. A. Sharp (Deputy Mayor) R. Gray M. P. Rickard

Ms. F. K. Galliford, Council Secretary

254. APOLOGIES:

Apologies for absence were received from Councillor R. D. Evans and the Town Clerk, Mrs. M. L. Galliford, who is recovering from a recent operation.

255. DISCUSSION ON MILFORD HAVEN TOWN COUNCIL EMAIL ADDRESSES:

The Chair of the Social Media Group, who is also the Mayor, advised that this matter was on the Agenda for two reasons. The first reason was to clarify whether Members present this evening – all of whom possess an “@milfordhaventowncouncil.co.uk” email address – were happy that these addresses are working without problems, and secondly to suggest that a requirement be made for all Councillors to have such an email address following the upcoming Town Council election in May.

The consensus amongst Members was that their Milford Haven Town Council email addresses were functioning well, and any minor issues (such as email notification noises) could be rectified.

It was RECOMMENDED THAT:

(i) following the Town Council election in May,

2017, each Milford Haven Town Councillor

is to automatically receive an email address

with the “Milford Haven Town Council”

domain.

256. TOWN WIFI:

(a) Promotion:

The Chair circulated shop window stickers, which he had received from Ms. S. Henehan, Community Safety, Poverty and Regeneration Team, Pembrokeshire County Council, advertising the Town’s Free Wifi.

A Member indicated that he was in a position to assist with any promotion of this initiative.

It was RECOMMENDED THAT a Press Release

advertising the Town Wifi be devised.

(b) Use of Data:

The Chair disseminated information he had collected earlier that afternoon while in the Milford Haven Town Council office. Put together in a comprehensive and digestible manner, the information advised as to how the Town Wifi had been used in the last 30 days. It was revealed that 338 different devices had used the Town Wifi in this time, with Tuesday, 14th March, 2017, seeing a big peak in numbers. The social media applications were shown to be popular with the Town Wifi users, and secure web media (e.g. banking websites) was also popular.

The Town Wifi presently has a Repeat Use Rate of 87%.

Members spoke of a Wifi training session they had recently attended at County Hall in Haverfordwest, where they had learned of such matters as Data Trends. They were keen for those skills to be utilised and for Milford Haven, as a progressive Council, to be at the forefront of the Town Wifi initiative.

It was RECOMMENDED THAT:

(i) a report encompassing various analytics

relating to the Town Wifi, be produced

and submitted to the Town Regeneration Team

on a monthly basis;

(ii) the Council Secretary is to contact Mr. A.

Davies of Antur Teifi - [www.anturteifi.org.uk](http://www.anturteifi.org.uk) –

to explore software which will assist with the

production of professional newsletters.

(c) Splash Page:

The Chair advised Members that a “Splash Page” – a specific page which greets users of the Town Wifi upon logging in – has yet to be created. Users are presently confronted with the front page of the Milford Haven Town Council website.

A Member suggested that the Splash Page could thank those businesses in the town who are incorporating the Wifi points. The Splash Page could also be tailored for specific events, e.g. Founders’ Day, and users could be kept up to date of upcoming events. The Member also spoke of advertising possibilities that could be explored through the Splash Page.

It was RECOMMENDED THAT:

(i) a Splash Page be set up at the earliest

convenience;

(ii) those businesses supporting the Town

Wifi be given prominence on the page;

(iii) the Splash Page be explored further

and maximised to its full potential.

257. SOCIAL MEDIA UPDATE:

The Chair stated that (at of the time of the Meeting) the Milford Haven Town Council Facebook page has 836 likes, the Milford Haven Town Council Twitter page has 387 followers, and the Milford Haven Town Council website has over 100,000 views.

Members discussed measures to generate further interest in the Facebook page, including a “prize” for the 1000th like. This prize could incorporate a Milford Haven Town Council pen and a Proud of Milford Haven shopping bag.

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