Minutes of a Meeting of the

Social Media Group

held at the Town Hall, Milford Haven

on Monday 17th July 2017 at 6:00 pm

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PRESENT

The Mayor (Councillor C. A. Sharp)

The Deputy Mayor (Councillor R. D. Gray)

Councillors: W. D. Elliott BA QTS (Chairman)

Miss K. Gray Mrs. T. Olin

M. P. Rickard

65. APOLOGIES:

Apologies for absence were received from Youth Representatives Miss A. Coaker and Miss B. Roberts. Apologies for absence were not received from Councillor R. D. Evans.

As the Meeting was open to all Members, Councillors T. Davies, Mrs. L. E. Turner and Mrs. C. T. Williams also gave their apologies.

66. APPOINTMENT OF CHAIRMAN:

RESOLVED THAT Councillor W. D. Elliott BA QTS

be appointed as Chairman of the Social Media

Group for the ensuing year.

67. TOWN WIFI:

The Chairman, Councillor W. D. Elliott BA QTS, disseminated a Data Report to all those present. This Report provided a breakdown of the Top 20 Applications Used by Clients in the last 30 days, with the Social Media networks Snapchat, Facebook, Instagram, Twitter and Pinterest occupying places 2-6 in the Top 10, behind “Miscellaneous secure web” at number one. There was a debut entry for the online TV/movie streaming service Netflix at number eleven.

The Chairman then touched upon the seven access points in the town – Welsh Bakery, Value Independence, Torch Theatre, The Pembrokeshire Herald, Spar (which has since been replaced in Charles Street by CK’s Foodstores), Snapdragon and Hamiltons – and updated Members as to their Connectivity standings.

Members observed the detailed Location Analytics for the last month, and noted that there was a peak of users on Saturday 1st July, the day of the Milford Haven Carnival.

The Chairman advised Members that there are three Data Training sessions at the Pembrokeshire County Council in August 2017. Both he and the Town Council Secretary are looking to attend one of the sessions (dates to be determined), and the Mayor, Councillor C. A. Sharp, and Deputy Mayor, Councillor R. D. Gray, also expressed interest in attending one of the sessions.

A Member enquired about Wifi availability on the Milford Marina beyond the Wifi accessible to berth holders.

The Mayor advised that he had spoken with staff from the Milford Haven Port Authority and had obtained knowledge relating to their technological plans. The new Milford Waterfront website is up and running with their Wifi – which will encompass venues on the Marina such as the Milford Haven Museum – looking to be rolled out after the school holidays. This will also coincide with the build up to the Christmas trading season.

The Chairman informed Members that the Milford Haven Town Wifi is one year into a three year contract. He further informed Members that the Town Council Secretary has been adding events to the Splash Page – the Page that welcomes users accessing the Wifi – with local events such as the P1 Welsh Grand Prix of the Sea, and that the Splash Page explicitly acknowledges those seven businesses mentioned above who are supporting the Wifi.

It was RECOMMENDED THAT:

(i) the Mayor is to enquire as to the possibility of

sharing Town Wifi data with the Milford Haven

Port Authority at a Meeting on Wednesday

2nd August;

(ii) the Milford Haven Town Regeneration Team is to

be factored into such plans if parties are agreeable.

68. DISCUSSION ON MILFORD HAVEN TOWN COUNCIL WEBSITE:

The Chairman advised Members that the website counter had been corrected following an issue at the last Social Media Group Meeting in March 2017. At the time of the Social Media Group Meeting on 17th July, [www.milfordhaventowncouncil.co.uk](http://www.milfordhaventowncouncil.co.uk) stood at 214,156 views.

A Member stated that he had been observing the websites from other local Councils to see how our website can be enhanced.

It was RECOMMENDED THAT:

(i) a “Picture of the Day” feature be introduced;

(ii) the Milford Haven Town Regeneration Team

is to be contacted for Press Releases that the

Town Council Secretary can utilise;

(iii) the Mayor is to write a monthly “Mayor’s Blog”.

69. DISCUSSION ON MILFORD HAVEN TOWN COUNCIL SOCIAL MEDIA:

The Chairman declared that the Milford Haven Town Council Facebook page has (as at the time of the Meeting) 919 “likes” with our Twitter page amassing 467 follows.

The Chairman reminded Members that it had been agreed earlier this year to present a prize to a Facebook fan upon the page reaching 1,000 “likes”.

It was RECOMMENDED THAT:

(i) the Facebook fan is to be selected using a random

generator accessed via the Internet;

(ii) it is to be stipulated that the prize must be collected

from the Town Hall;

(iii) our social media is to be extended with an Instagram

account;

(iv) the “Meet Your Councillor” profiles, which have

proved to be popular, be resumed.

70. DISCUSSION ON MILFORD HAVEN TOWN COUNCIL EMAIL ADDRESSES:

A Member asked if a generic email signature, containing a disclaimer, could be applied across all of the Milford Haven Town Council email addresses.

It was RECOMMENDED THAT:

(i) the Town Council Secretary is to investigate an email policy

to which Councillors are required to adhere;

(ii) a specific email signature/disclaimer is to be investigated

and used across all Milford Haven Town Council email

addresses.

71. MEMBERSHIP OF COMMITTEE:

Councillor Miss K. Gray indicated that she wished to become a Member of the Social Media Group.

It was RESOLVED THAT Councillor Miss K. Gray

becomes a Member of the Social Media Group.

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