Minutes of a Meeting of the

Social Media Group

held at the Town Hall, Milford Haven

on Thursday 15th February 2018 at 6:00 pm

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PRESENT

The Deputy Mayor (Councillor R. D. Gray)

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

R. D. Evans Miss K. Gray

The Chairman, Councillor W. D. Elliott BA QTS, welcomed Members to the Meeting.

250. APOLOGIES:

Apologies for absence were received from the Mayor, Councillor C. A. Sharp, who was attending the Radio Pembrokeshire Local Hero Awards with his Consort, Councillor G. Woodham MBA (Open) LL.B (Hons), Councillor M. P. Rickard, and Youth Representatives Miss A. Coaker and Miss B. Roberts, who was also in attendance at the Radio Pembrokeshire Local Hero Awards.

251. REVIEW OF ELECTRONIC CORRESPONDENCE FOR FULL COUNCIL MEETINGS:

Electronic correspondence, which has seen a number of Councillors and Youth Representatives choose to receive their Full Council Agenda Packs through their laptop computers, tablets and smartphones, was introduced for a trial period in March 2017. The Chairman asked Members for their thoughts as to how this trial period was progressing.

A couple of Members indicated that they much preferred receiving their Full Council correspondence electronically, stressing the convenience of this method and stating that they feel that this is an environmentally conscious option.

Eight Councillors are currently receiving electronic correspondence, with one Councillor making the switch earlier this week. One of the Youth Representatives is also receiving her correspondence electronically, along with the Mayor’s Chaplain, the four County Councillors who do not sit on the Town Council and Ms. Joanna Sayers from the Milford Mercury. There has been a considerable saving in postage costs.

While understanding and appreciating the benefits that electronic correspondence brings, the Town Clerk and Secretary mentioned that the process of producing both paper and electronic copies can on occasion be time consuming. Clarification was also requested as to correspondence relating to the smaller Committees – there can be some confusion when Councillors who are not Members of particular Committees receive all of the documents relevant to that Meeting.

Discussion followed and it was RECOMMENDED THAT:

(i) the Secretary is to investigate an upgraded

version of the free software she presently

uses to produce the Full Council Agenda Packs;

(ii) the Agenda Packs are to be sent to print

as soon as they are electronically compiled,

reducing the need for intensive photocopying;

(iii) each Councillor is requested to “opt out” of

receiving electronic correspondence.

252. REVIEW OF SOCIAL MEDIA PLATFORMS:

The Chairman advised Members that as of 7th February 2018 (the original date of this evening’s rescheduled Meeting) the Milford Haven Town Council Facebook page had 1117 “likes”, the Milford Haven Town Council Twitter page had 564 followers, the Milford Haven Town Council Instagram page had 155 followers and the Milford Haven Town Council website had 241,987 views. The Chairman also circulated a range of website statistics collected from the Google Analytics service and the Cisco Meraki WiFi service which is responsible for the Milford Haven free town WiFi.

The Secretary mentioned that concerns had been raised about some of the content of the Facebook page, such as the “sharing” of job advertisements and inappropriate promotion of local businesses and organisations.

A Member considered that our Facebook page is in place to promote our town in the best possible light, with news of opportunities for residents, and this might not be the case if the page were restricted to purely prosaic, although helpful, posts such as road closure information.

It was RECOMMENDED THAT:

(i) a message is posted on the Milford Haven Town Council

Facebook page asking users what they would like to see

with the strong emphasis that this is their town;

(ii) social media is to be used to collect a record of defibrillators

in Milford Haven.

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