

Meeting	Community Development Committee
Date	7th March 2023
Report Title	Social Media and Communications
Agenda Reference	14
Author	Kate New, Youth and Community Co Ordinator

Recommendations:

1. To note the report
2. To agree to using audio clips and short videos on social media

Social Media Platforms

The Council currently has a Facebook account and an Instagram account. Facebook is updated with news stories/press releases from our website, posters for youth, community minibus, over 60's and other community events as well as regular updates from competitions and Memory Café. This platform is also regularly used to share information that may be of importance to residents (road closures etc) from other establishments for example, Swindon Borough Council. Instagram is mainly for sharing pictures and signposting to the Council's other platforms.

Social media is an increasingly popular medium for exchanging information to a wide audience. Therefore, the Council must keep their social media pages current to promote what it is offering or has done recently.

Current Statistics

Social media has become a highly popular form of obtaining information for a wide audience and therefore, ensuring the Council keep this up to date means a large amount of people get to see what the Council is offering or has done recently. From the statistics of the Council's social media page, it appears more popular amongst females and between the age ranges of 25 and 54 years. These figures complement what a large percentage of the events and news is aimed at. For example, adults and parents of young people in the Parish. The Community Choices budget for 2022/23 is aimed at reducing loneliness and isolation and therefore the Council need to reach a wider audience as young people and the over 70's are the main ages suffering with loneliness and isolation.

Previously studied statistics show that the Council's social media pages are most popular amongst females between the age ranges of 25 and 54 years. Harder to reach audience like those who would benefit from hearing about the Community Choices project for 2022/23 – Reducing Loneliness and Isolation- are not yet accessing the social media pages, however, through the use of alternative mediums such as hard copy leaflets and posters in strategically placed locations within the parish (surgeries, libraries, clubs and noticeboards) this audience is beginning to be reached. Feedback from events aimed at this audience has shown that the Council's messages and adverts are successful.



Since the previous report, written in December, the Council's Facebook page reach has increased by 26%, from 53,387 to 67,270. This is a large increase and provides evidence that new strategies are of benefit in capturing new audiences over social media. Since January 2023, the Council's Facebook page and Instagram pages have seen in total over 120 new followers.

Figure 1. shows how many people were reached during the past 90 days, compared with the previous 90 days. It is clear from this, that since the beginning of February 2023, more people are engaging with our posts and therefore, receiving the messages the Council put out.

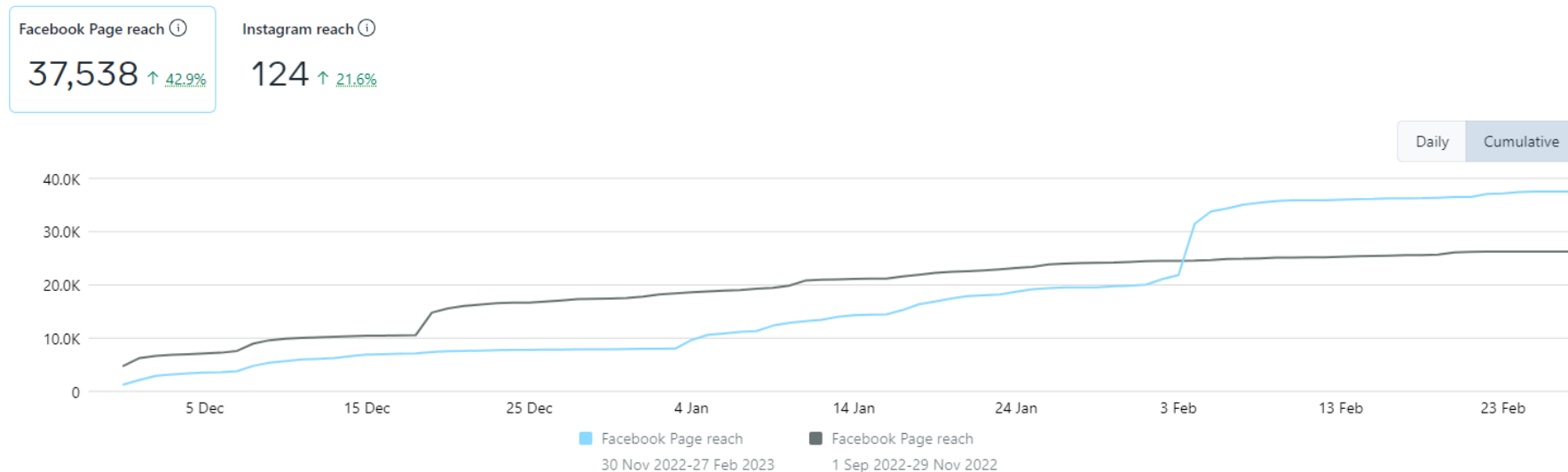


Figure 1. Showing how many people Facebook has reached over the past 90 days.

News Bulletin

Mail Poet was chosen to be the platform the Council use for its monthly emailed news bulletin. The first edition was sent out to subscribers on the last Friday of February (24th). After the initial campaign to get people to subscribe, the platform currently has 29 confirmed subscribers. Once some feedback has been given in relation to how helpful people found the bulletin, it can be added to a lot more of the Council's communications (emails, posters etc). Hopefully, advertising this, may also be something the local schools and clubs can add to some of their communications. The first bulletin included a lot more information than the standard monthly bulletin will, due to trying to include most of the news and information from the beginning of the year.

At the bottom of the bulletin, there is an unsubscribe button which enables people to easily unsubscribe if they are not finding the bulletin of any importance to them. So far, no one has done this.



Preview of February's Bulletin

DEVELOPING YOUR COMMUNITY

News, Events and Updates

Welcome to our monthly bulletin with details of recent news, future events and council meetings. Please suggest content for future bulletins by contacting the Chief Officer (clerk@haydonwick.gov.uk).

For even more up to date news follow us on social media (@HaydonWickCouncil) or our website (https://haydonwick.gov.uk/)

Parish Council gets National Gold Award

Quality gold award-winning Haydon Wick Parish Council, and other local councils like it, are at the front line of the government's localism agenda and are doing as much as they can to deliver services whilst being efficient and cost-effective.

LOCAL COUNCIL AWARD SCHEME QUALITY GOLD

This month, do not miss...

Annual Parish Meeting & Networking Event
GLL Haydon Centre Studio, SN25 1QQ
6pm – 8pm on Tuesday 28th March 2023

A chance to receive an update from your gold award winning Parish Council and network with the community groups that make Haydon Wick a desirable place to live and work

Celebratory cake and refreshments

For more information, please contact Laura at: deputyclerk@haydonwick.gov.uk / 01793 722446

LOCAL COUNCIL AWARD SCHEME QUALITY GOLD

Haydon Wick Parish Council

News Updates

Autumn and Winter Shrub & Hedge maintenance programme

The Council has commenced its Autumn and Winter Shrub & Hedge maintenance programme. For more information click [here](#).

Haydon Wick Parish Council's Yoga Programme

As part of its Reducing Loneliness and Isolation Programme, Haydon Wick Parish Council is delighted to embark on a 6-week introduction to yoga and mindfulness. Click [here](#) to find out more.

Transecting at Cliffords

- Friday 3rd March, 11.30am – 2.00pm – Memory Cafe and Over 60s Fish & Chip Friday
- Friday 3rd March, 11.00am – 1.00pm – Warm Spaces
- Monday 6th March, 11.00am – 1.00pm – Warm Spaces
- Wednesday 8th March, 10.30am – 12.30pm – Memory Cafe, Singing for the Brain
- Friday 10th March, 11.00am – 1.00pm – Warm Spaces
- Monday 13th March, 11.00am – 1.00pm – NEW, Haydon Wick Haven
- Friday 17th March, 11.00am – 1.00pm – Warm Spaces
- Wednesday 22nd March, 10.30am – 12.30pm – Memory Cafe, Easter Crafts and seated exercise with Lin
- Monday 20th March, 11.00am – 1.00pm – Warm Spaces
- Friday 24th March, 11.00am – 1.00pm – Warm Spaces
- Monday 27th March, 11.00am – 1.00pm – NEW, Haydon Wick Haven
- Tuesday 28th March, 6.00pm – 8.00pm – Annual Parish Meeting & Networking Event

Council Meetings in March

All of our meetings are open to the public and take place at our offices on Thames Avenue (opposite Morrisons). Members of the public and press are welcome to attend.

Click [here](#) to download the minutes and agendas for previous and future meetings.

- Tuesday 7th March, 7.30pm – Community Development
- Tuesday 14th March, 7.30pm – Parks & Open Spaces
- Tuesday 21st March, 7.30pm – Full Council

LOCAL COUNCIL AWARD SCHEME QUALITY GOLD

Unsubscribe / Manage your subscription
Haydon Wick Parish Council, Thames Ave, Swindon, SN25 1QQ

Audio and Video Clips

The Memory Café, Youth and Community Co Ordinator and Community Development Officer met with Shirley Ludford from Swindon 105.5 to discuss having a dedicated slot on the radio station each month. Shirley suggested we take short recordings of conversations at the Memory Café and youth events to really capture the true feeling of attendees to these events. Shirley believes this engages a much wider audience.

There will be some training on video and filming techniques which will help engage even further on the Council's website and social media.