# LMPC Communication Group

# Report for Full Council Meeting 28th August 2019

The first meeting of the Communication group was held Wed 31st July. The group comprised Alf Bush, Tim Watton and Beverly Barker, with support from Mark Gracey who runs the LMPC website and social media feeds, and Wendy Meaden [Hereafter AB, TW, BB, MG, WM]

Existing communication opportunities and assets reviewed. These include Bi-monthly meetings at the Village Hall incorporating public participation, village noticeboard, LMPC Website, Email sign-up, Twitter page, FB page run by MG, monthly LMPC column within the Parish Magazine, and Lytchett Link distributed to every household at least annually. Latest Link produced as combined edition with Parish Magazine.

Discussions and agreements

1. Remit for LMPC explored.

* Core objective of LMPC need to be to communicate with more people more often

1. FB LM Community page. Now represents over 700 villagers and offers an additional communiction option. Cllrs can become members individually. Social media policies discussed in principle

* Cllrs are encouraged to engage but must remain cognisant of their official role and direct comments to official sources such as the LMPC meetings and website documents where relevant.
* Would be good to have something under the control of LMPC to post regular News. MG to set up a central LMPC email address. BB to set up LMPC FB page to join the LM Community and use to post ‘LMPC News’.

1. Content across the FB community, together with our existing media options, needs to be more structured

* Content calendar of possible posts to be established using the LMPC meeting minutes, group reports and other ad hoc events – such as the litter pick.
* Everyone to flag to TW & BB if they feel an item would make a suitable content post or more detailed article on the web or in the Parish Magazine.

1. Lytchett Link within the Parish Magazine was well received. LMPC need to agree whether this combination and shared delivery will be repeated in December or whether to revert to solus delivery.
2. Councillors emails: Cllrs currently engage via their own email addresses. LMPC needs to consider pros & cons of official email addresses. The primary advantage being that official emails offer better GDPR compliance. Firstly, communication remain within the access of LMPC after a Cllr resigns from posts. Secondly, Cllrs can ‘be forgotten’ formally when they leave rather than having their private email address still accessible in the pubic domain.

* MG has set up 2 email accounts to use in a trial.
  + 1. CllrBBarker@
    2. LMPC@
* Ideas for shared calendar explored. Teams would cost £7/mth/Cllr which was felt to be extravagant. Other solutions to be identified.