

WEST SWINDON PARISH COUNCIL

Leisure & Amenities Committee

Social Media

1. Background:

- 1.1 The Leisure and Amenities Committee discussed social media options in August 2018 and resolved that an incident reporting form was to be set up on the Parish Council's website alongside Instagram, but no Facebook page. Parish Councillors would continue to monitor Facebook and provide comments as and when required.
- 1.2 To date, the Parish Council has received a small number of incident report forms via the website. Most resident contact is either by email or telephone.

2. Detail:

- 2.1 Since August 2018, there have been many occasions on Facebook, where the Parish Council the centre of a conversation and the Parish staff had no route to provide additional information, correct assumptions or signpost. Some of the facebook conversations were:
 - Planting on Bodiam Drive
 - Arrival of play area container at Clay Pits Play Area
 - Faulty new play equipment at Clay Pits Play Area
 - Drug paraphernalia at Clay Pits Play Area
 - Mud on the path from the Middleaze play area refurbishment
 - Confusion over a Toothill litter pick flyer
 - Bins being set on fire
 - Bins at Peatmoor Lake
 - Grounds maintenance comments
 - Needle found in Godolphin Close play area
- 2.2 If the Parish Council was minded to review its approach to Facebook, there are two ways in which it could be used effectively.
 - A public Facebook page for 'likes' which could be used as an information giving tool only and a setting can be put on so that if any messages are received, a reply is sent instantly advising people of how to report issues correctly.
 - A page for allowing Parish Council comment on other pages such as the West Swindon Community Page. This could be a private page that no one could message or add.

3. Recommendations

- 3.1 That Parish Councillors consider undertaking a 6 month trial period of a West Swindon Parish Council public Facebook Page for 'likes'.
- 3.2 That the Parish Councillors consider a 6 month trial period of a West Swindon Parish Council Facebook Page that would allow the Parish Council staff to comment on Facebook content such as West Swindon Community conversations.

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