

residents and misrepresentation of the Council's position, it was **agreed** to update clause 16 to clarify for Councillors that press releases or articles for publication setting out the official position of the Council should only come from the Executive Officer and that press releases by Councillors in that capacity should only be released when pre-approved by the Council Chairman. The policy was otherwise **approved**.

23/CC.13.02 To consider the draft Communications policy

The updated draft of the Communication policy was considered and **agreed**.

23/CC.13.03 To discuss the initial drafts of the website accessibility and documentation statements

It was noted that there is an accessibility policy on the website but that a more sector specific draft document plus a documentation policy has been prepared. It was noted that the website needs to be tested for accessibility compliance and it was **agreed** that this should be undertaken by the end of 2023 and at that stage the policies can be considered.

23/CC.14 To consider strategy for communications and the use of social media

23/CC.14.1 website

In view of the fact that every time a posting is made on the website an alert is sent to those residents who have signed up, it was requested that the Executive Officer spread out the postings so as to avoid information overload. It was also **agreed** to look into a weekly digest feature and a poll feature. It was **agreed** to ask Councillors to log onto the site on laptop or tablet or phone and consider how user friendly the site is in order to consider the general layout.

23/CC.14.2 Social Media

It was **agreed** that social media posts should continue to be shared into other local community Facebook groups and to promote the signing up for alerts on the website to drive traffic to the useful information on the site. To also consider using the Meta business suite.

23/CC.14.3 Other channels of Communication

It was noted that an offer has been made by the Beaulieu and Channels magazine to have an exclusive insert into their magazine for the Council and costings are awaited. There is to be an online working group to consider the issue of the Council producing a magazine. It was noted that the Executive Officer has spoken to a representative from John Lewis and they are keen to engage with the Council and may be prepared to provide volunteers for events, grant support and promotional support. This will be investigated further.

23/CC.15 To consider use and functionality of Parish Online account

It was **agreed** to recommend that the training package of £100 per annum for unlimited training is taken up by the Council in order for their to be a better understanding of how the system can be used by this Council to best effect.

23/CC.16 To consider protocol for the use of internal Council communications and training for Councillors regarding its use

Agreed to defer this item to the next meeting of this committee.

23/CC.17: To receive update and discuss Council engagement events

It was noted that there is to be an online working group to consider the D Day commemorative event and that suggested dates have been received from the Police for the Community Safety event.

Meeting concluded at 7pm