

# **EAST FARNDON PARISH COUNCIL - COMMUNICATIONS POLICY**

## **Background**

The Parish Council has a duty to communicate not only the details of its meetings and policies, but also key messages distributed by local agencies and organisations, e.g. West Northamptonshire Council (WNC), Northamptonshire County Association of Local Councils (NCALC), the Northamptonshire Police, Fire & Crime Commissioner, and so on. The purpose of this policy is to make clear what communication channels are available and who is responsible for them.

East Farndon Parish Council has a Communications Team, comprising the Clerk, the Chair, the Webmaster and the Communications Lead.

## **Communication Channels**

The following are the principal means of communication in the village available to the Parish Council:

- Village Website <https://eastfarndon.org>
- Village Facebook Page  
[https://www.facebook.com/eastfarndon/?notif\\_id=1615387074096148&notif\\_t=page\\_fan&ref=notif](https://www.facebook.com/eastfarndon/?notif_id=1615387074096148&notif_t=page_fan&ref=notif)
- Village Instagram Account  
<https://www.instagram.com/eastfarndonvillage/>
- Village Hall Noticeboard and Other Village Noticeboards
- Parish Newsletter
- Village WhatsApp Group
- Ad Hoc Communications

## **Village Website**

East Farndon Village Website is owned by the Parish Council and enables it to meet its statutory duties to publish meeting dates, agendas and minutes as well as policies, procedures and other key documents. The Website also enables the dissemination of items of news, events, local organisations, village history, etc.. The responsibility for providing Parish Council content to the website lies with the Clerk to the Parish Council, e.g. meeting minutes, policies. The Clerk also is responsible for reviewing, sifting and deciding which of the many communications received (e.g. from WNC, NCALC, etc) should be forwarded to the Website for publication. Responsibility for uploading all items to the Website lies with the Webmaster.

## **Village Facebook Page**

East Farndon Village Facebook Page is managed by several volunteers in the village who have administration rights to enable them to create posts. One of the volunteers is the Webmaster enabling the creation of posts from the Parish Council website. The responsibility for providing Parish Council content that is posted to Facebook lies with the Clerk to the Parish Council, with posting being transacted by Webmaster. In addition, the Webmaster has Facebook administration rights in order to allow for the posting of non Parish Council items, such as broader village content, messages etc.

## **Village Instagram Account**

East Farndon Village Instagram account (@eastfarndonvillage) is managed by one of the Communications Team, enabling the creation of posts from the Parish Council. The responsibility for providing Parish Council content that is posted to Instagram lies with the Clerk to the Parish Council, with posting being transacted by the account holder.

## **Village WhatsApp Group**

The Village WhatsApp Group is managed by a volunteer in the village. The Clerk ensures that key messages from the Parish Council are posted to this group, which may include instructing the Webmaster to post a link from the website. However, given the dynamic and fast paced nature of the Group, in the absence of the Clerk, any member of the Communications Team can post to the Group if necessary on behalf of the Parish Council. Anyone posting messages on the Village WhatsApp Group on behalf of the Parish Council will make it clear that it is a Parish Council communication, rather than a personal message.

## **Village Hall Noticeboard**

The Noticeboard on the front of the Village Hall is an asset of the Parish Council. It enables the formal display of statutory notices, e.g. meeting dates and agendas, annual accounts, elections, etc. The key to the Noticeboard is held by the Clerk who is responsible for the maintenance of all of statutory content on the Noticeboard. The Parish Council Communications Lead is responsible for posting non-statutory notices on the Village Hall and other village noticeboards.

## **Parish Newsletter**

The Faxton Benefice Newsletter is managed and distributed by volunteers in the 7 parishes it covers. Annually there are 10 editions of the Newsletter which are delivered to every household in the village. The Parish Council Communications Lead ensures key messages from the Parish Council (e.g. meeting dates, volunteer requests, etc) are delivered to the Editor in time for publication. Other organisations in the village (e.g. the Fete Committee, the Village Hall Committee, etc) also feature in the Newsletter.

## **Ad Hoc Communications**

The Parish Council may agree alternative means of communication with villagers on an ad hoc basis, such as an East Farndon village only newsletter. The Parish Council Communications Lead is responsible for such communications.

## **Queries Raised on Social Media Platforms**

If any queries are raised with the Parish Council on any of its social media platforms, or through the Village WhatsApp Group, the Clerk is responsible for replying on behalf of the Parish Council (or instructing the Social Media account holder to post the reply where the Clerk does not have access).

## **Responsibilities**

The Parish Council has an Annual Meeting, usually in May, where individual responsibilities are allocated to Parish Councillors. It is at this meeting where the Communications Lead is agreed. The Webmaster responsibility will also be agreed at this meeting; this role can be performed by a Parish Council member or by someone else nominated by the Parish Council.