

**Communication Strategy and Media & Social Media Protocol**

**Cabinet Member** Cllr Colin Slade  
**Responsible Officer** **Head of Customer Services**

**Reason for Report:** The purpose of this report is to provide Members with the new Communication Strategy and Media & Social Media Protocol.

**RECOMMENDATION(S):** To recommend to Council that the Communication Strategy and Media & Social Media Protocol be endorsed.

**Relationship to Corporate Plan:** Good communication is essential to support all the key objectives of the Corporate Plan.

**Financial Implications:** None

**Legal Implications:** None

**Risk Assessment:** A Communication Strategy will reduce the risk to the Council's reputation from incorrect messages or inadequate response to current topical and/or political issues. The Media & Social Media Protocol provides guidance to support the Communication Strategy.

**1.0 Introduction**

- 1.1 Good communication helps an organisation function effectively and, when used strategically, can help achieve our strategic objectives. It is important that there is effective communication with all our stakeholders, both internally and externally. The strategy explains how we will develop and maintain effective communication.
- 1.2 Internally this will be two-way communication between staff and between staff and elected Members. Externally there needs to be both one-way and two-way communication with the public and other key stakeholders.
- 1.3 The Communication Strategy sets out how this should be achieved and how to measure the success of the communication strategies used.
- 1.4 The strategy includes an action plan for 2015-16 which will be monitored over the period.

**2.0 Media & Social Media Protocol**

- 2.1 The protocol has been provided to give advice and guidance to officers and elected Members on how we will deal with media and social media. The protocol supports the council's Communication Strategy.
- 2.2 Social media has introduced an additional access channel for customers to communicate with the council. Additional resource has been moved to the

Communications team in 2015 to assist with this additional and increasing customer contact channel.

- 2.3 The digital transformation project will continue to develop strategies for dealing with the increase in contacts and access channels by helping customers to move to self-service options and automating responses where practical.

### **3.0 Recommendations**

- 3.1 Cabinet note and endorse the Communication Strategy.
- 3.2 Cabinet note and endorse the Media & Social Media Protocol.

**Contact for more Information:** Andrew Lacey Communications & Reputation Manager (alacey@middevon.gov.uk)

**Circulation of the Report:** Management Team, Cabinet.

**List of Background Papers:** Communication Strategy, Media & Social Media Protocol.