

Report No. TC00421 Appendix: F Agenda Item No. 14	Council 10th February 2021
Oakham Town Council	
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Subject: Press and Media	

Press and social media provides the Council with the opportunity to communicate to a wide audience instantaneously on a range of subjects relating to its activities, providing updates, news, and information. It also provides an opportunity to communicate with the younger age group, the business community and hopefully the harder to reach groups.

The Oakham Town Council currently uses Facebook and its website but is continually looking at ways to improve its communication, and its use of social media and press releases are a major factor in delivering improvement.

Therefore, to ensure accuracy and consistency, press releases and statements to be prepared by a Communication officer in association with the office and other members as required.

Decisions

- The Council appoint a member as the Communication Officer on behalf of OTC
- To ensure Council complies, the Policies and Procedures working group to produce a Press and Media Policy for approval by full Council
- The Clerk/Assistant Clerk are appointed as moderator of Council's Facebook page and will be responsible for posting and monitoring all content