

Report No. TC02421 Appendix: Bi Agenda Item: 8	Council Date of Meeting: 9th June 2021
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OAKHAM TOWN COUNCIL

Report Author: Zoe Neilson	Title: Councillor
Subject: Face Book	
Applicable Strategy: Provide development for Councillors to enable them to skillfully and effectively fulfil their role	

The Facebook page is continuing to grow in followers and positive interactions, we would like to carry this forward by live streaming Council meetings so that members of the public can log in and view what we are doing.

The options for live streaming are as follows:

Facebook – this option is available through the Facebook App and is very user friendly. The best way to livestream on Facebook is to set a phone up on a stand with the best view of the room connected to a centrally located microphone so that we are submitting the best audio possible. The stream would need to be activated at the start of the meeting and could be left running until the end although it would be advisable to have someone monitoring the stream so that any glitches are picked up immediately. The costs associated with this option include purchasing a smart phone capable of running the Facebook App, purchasing a microphone, and purchasing appropriate stands for the equipment. There would be no ongoing costs associated with this option.

Zoom – this would work similarly to the way zoom meetings worked in lockdown. The best way to do this would be to have a laptop located where the majority of the room could be seen and a centrally located microphone. This option would require a user to monitor the zoom meeting ensuring anyone wanting to watch is allowed into the meeting. The costs associated with this option include the purchasing of a laptop (if there is not one already available), purchasing a microphone and purchasing appropriate stands for the equipment. There is an ongoing subscription charge for Zoom which is approx £160 a year.

Hop In – This is a service similar to zoom but offers more functions for conferencing and user interactions. This option would also require a laptop and microphone with a user responsible for overseeing the online aspects of the meeting. The costs associated with this option include the purchasing of a laptop (if there is not one already available), purchasing a microphone and purchasing stands for the equipment. There is an ongoing subscription charge for Hop In which is approx £60 per month.

Using other social media platforms

FB – OTC aims to post something each day, this means that all OTC councilors should be thinking about what and submitting ideas for what could be posted. As the posts and the interactions increase it may be prudent to add another member of the social media working group as an administrator to the page.

LinkedIn – This would be a perfect platform for pushing the Town as ‘open for business’, encouraging inward investment, demonstrating our good governance and the like. Probably a weekly or two-weekly input for the kinds of themes we would want to push out, and this is most effective if we all re-share with our networks (as with all) so again, an ‘all Councillor’ effort.

Twitter – Twitter is seen as being used for ‘breaking news’, possibly not relevant to the messages that we put out at this time. It can be directly linked to the Facebook account but has different restrictions in terms of word count etc so the posts would not flow in the same way. Instagram – Very much a younger demographic platform, but not exclusively. Could be good for communicating with a demographic that we have least contact with. Relies heavily on photographs and effects so would need people will to take and submit relevant photographs.

Decisions/Actions

- Do we want to use other social media platforms at this time?
- Do we want to nominate a second person from the social media working group to be a Facebook administrator?
- Which option for live streaming do we want to use?
- Authorise costs involved, the options are
- Pay as you go basic smart phone approx £100
- Laptop approx £200
- Microphone approx £50
- Stands for equipment approx £25 each
- User agreement for external hosting site, up to £60 per month
- Who would be the ‘user’ responsible for the live stream? Is this something the Deputy Clerk could do? Does this need to go to Staffing Committee?
- It is recommended we send the policy to the Policy and Procedures working group to review and amend