



Stratfield Mortimer Parish Council Communication Policy

Introduction

- 1 This is the Communication Policy of Stratfield Mortimer Parish Council and adopts the definitions in the Council's Policy Guidance and Glossary.
- 2 This Policy sets out the Council's policy regarding communications by the Council with parishioners and the wider public.
- 3 This Policy is to be read in conjunction with:
 - the Code of Conduct and in particular the Communications Protocol appended to it;
 - the Standing Orders and in particular those elements relating to Summonses, Agendas and Minutes;
 - the Council's Advertising and Fly Posting Policy.

Communications generally

- 4 Contact details for the Council (address, email address and telephone number) will be advertised on:
 - the "Official Noticeboards" (the wooden noticeboards adjacent to (a) the Library entrance, and (b) the Baobab – to be distinguished from the eight blue metal Parish noticeboards used for general notices);
 - the Website;
 - correspondence.
- 5 There shall be a facility for incoming callers to leave messages on the Parish telephone number, and where relevant messages should be responded to within two working days.
- 6 Formal notices (Summonses, Agendas, Minutes, official notices, etc) shall be displayed:
 - 6.1 on the Official Noticeboards within the timescales required to comply with statute;
 - 6.2 as notices (etc) on the Website; and
 - 6.3 elsewhere as the Clerk may determine.

Email subscription list

- 7 The Council maintains a register of email addresses provided to it by parishioners and other interested persons who have signed up to receive, by electronic means, either/or both:
 - 7.1 a periodic Council bulletin ("Bulletin"); and/or
 - 7.2 general information of interest (eg media releases from WBC).

- 8 The Clerk shall maintain the register which shall be subject to the Council's Policies and Protocols relating to data maintenance and storage.

Publications and Media Releases

- 9 The Council Chairman and the Clerk are the Council's nominated Media Officers authorised to issue media releases and statements.
- 10 No other Member or Officer should issue public statements on behalf of the Council unless authorised by the Council Chairman or the Clerk.
- 11 The Community Committee shall determine the content and publication of newsletters, Bulletins, etc, on behalf of the Council in accordance with its Terms of Reference.
- 12 Bulletins shall generally be distributed electronically in accordance with 7.1, but physical copies shall also be produced and made available to the public as the Clerk in consultation with the Community Committee Chairman shall think fit.
- 13 A physical newsletter shall be produced at least once per year, generally following the Annual Parish Meeting and Annual Meeting, for such physical distribution as the Clerk in consultation with the Community Committee Chairman shall think fit.
- 14 All other media releases, advertisements, notices, etc, shall be determined by the Clerk as deemed desirable:
 - 14.1 on their own volition; or
 - 14.2 following consultation with the Council Chairman; or
 - 14.3 following a request from a Body or Body Chairman; and
 - 14.4 shall be published as the Clerk thinks fit after any consultation deemed appropriate.

Social Media

- 15 The Clerk shall be responsible for posting on all Council managed or subscribed social media.
- 16 The Clerk shall ensure that posts (etc) by the Council on social media shall be accurate, objective, balanced and informative.