

# **MEDIA POLICY**

## **1. INTRODUCTION**

**1.1** Chigwell Parish Council is committed to establishing and maintaining a strong, positive and productive relationship with the press and all other branches of the media. Additionally, this council will endeavour to provide accurate and relevant information in respect of its functions, decisions and actions. The purpose of this policy is to clearly define the roles and responsibilities within the Council for working with a variety of organisations which collect information for editorial publication, in print, broadcast and electronic form (i.e., journalists, reporters, photographers, researchers, editors of newspapers and magazines, TV programmers and radio broadcasters).

**1.2** In a scenario where information is not available via the Council's Publication Scheme the council shall endeavour to assist the media with enquiries about the Council's functions, decisions and actions. The Council reserves the right to request that any media representative produces a valid UK press card or other relevant identification, prior to any exchange taking place.

## **2. KEY AIMS**

**2.1** The media – press, radio, TV, internet – are crucially important in conveying information to the community so the Council must maintain positive, constructive media relations and work with the media to increase public awareness of the services and facilities provided by the Council and when necessary to explain the reasons for particular policies and priorities.

**2.2** The Council will defend itself from any unsubstantiated or speculative criticism and will ensure that the public are properly informed of all the relevant facts.

## **3. THE LEGAL FRAMEWORK**

**3.1** This policy is subject to the Council's statutory obligations under the Public Bodies (Admissions to Meetings Act) 1960, the Local Government Acts 1972 and 1986, the Freedom of Information Act 2000, the Data Protection Act 1998 and The Openness of Local Government Bodies Regulations 2014 and the Council's Standing Orders.

**3.2** The Council, its members and employees cannot disclose information that is confidential or where disclosure is prohibited by law.

## **4. CONTACT WITH THE MEDIA**

**4.1** The media shall contact the Council's Clerk if it wishes to;

- i) Interview Councillors or staff about the Council's decisions or actions.
- ii) Request a written or verbal statement from the Council about its decisions or actions

If the Clerk is unavailable the media should contact the Responsible Financial Officer, or the Chairman of the Council or relevant committee.

**4.2** Any verbal or written statement from the Clerk or Councillors in their official capacity to the media must represent the corporate position and views of the Council, not the individual or views of the Clerk or Councillor. No view expressed shall misrepresent the corporate position of the council.

**4.3** Prior written consent of the Council is required if any interview by the media with Councillors, the Clerk or staff in their official capacity about the Council's business, decisions and actions is to take place.

**4.4** Prior written consent of the Council is required before any Councillor or staff in their official capacity (other than the Clerk) would like to write articles or press release for publications on the Council's business, decisions and actions.

**4.5** The Clerk may contact the media if the Council would like to give an interview, provide a written or verbal statement or publish an article via the media about its business, decisions and actions.

**4.6** Any letters or statements to the media from the Council to explain important policies or to correct factual errors in letters submitted by other correspondents should be prepared and submitted for publication by the Clerk.

**4.7** The Clerk and members should always have due regard for the long-term reputation of the Council in all their dealings with the media. When the media wish to discuss an issue that is, or is likely to be, subject to legal proceedings then advice should be taken from the Council's solicitor before any response is made.

## **5. ATTENDANCE OF MEDIA AT COUNCIL MEETINGS**

**5.1** The meetings of the Council, its committees and sub-committees are open to the public (including the media) unless the Council resolves that their presence is prejudicial to the public interest by reason of the confidential nature of the business to be transacted or for other special reasons, as stated in the Council's Standing Orders.

**5.2** Agendas, reports and minutes will be sent to the media on request. Postage or other necessary charges may apply in certain circumstances.

**5.3** The media are encouraged to attend Council meetings and seating and reasonable facilities will be made available.

**5.4** The media and attending public are required to notify the Clerk in advance, if they intend to undertake filming or audio-recording of Council proceedings for each meeting.

## **6. PRESS RELEASE**

**6.1** The purpose of a press release is to make the media aware of a potential story, to provide important public information or to explain the Council's position on a particular issue. It is the responsibility of the Clerk and members to look for opportunities where the issuing of a press release may be beneficial to the Council or the community.

**6.2** The Clerk or any member may draft a press release, subject to point 4.4 above, however all press releases must be issued by the Clerk in order to ensure that the principles outlined in section three (Legal Framework) are adhered to, that there is consistency of style across the Council publications and that the use of the press release may be monitored.

**Date 24<sup>th</sup> January 2019**



## **NEWSLETTER ADVERTISING POLICY**

### **General**

This policy outlines the approach that Chigwell Parish Council will take in accepting advertising that will be inserted into the bi-annual newsletter.

Chigwell Parish Council will aim to publish adverts in accordance with the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing.

Chigwell Parish Council reserves the right to refuse to place an advert should the Communications Committee determine that the advert content is contrary to the spirit of the newsletter or contravenes this policy.

Chigwell Parish Council by agreeing to place an advert for the advertised fee does not endorse or recommend any commercial product or service.

Chigwell Parish Council takes no responsibility for any events, services or items advertised in the newsletter by a third party.

### **Prohibited products, services and advertisers**

- Political organisations may not place an advert.
- Gambling organisations are not considered appropriate.
- Organisations advertising alcohol or tobacco products.
- Organisations advertising adult only content.

### **Advertising Rates**

- Preferential advertising rates will be given to charities and community groups that are based within Chigwell Parish. Those charities or community groups that are based in the wider Epping Forest District or in Essex will receive a lowered rate.
- Commercial advertisers will be charged the same rate regardless of their geographical location.

**Date 24<sup>th</sup> January 2019**



**CHIGWELL PARISH COUNCIL**

**SOCIAL MEDIA POLICY**

Chigwell Parish Council utilizes a variety of Social Media platforms to communicate with the Chigwell community. This allows residents to be aware of events, meetings, news and other activities that may be of interest to them.

Chigwell Parish Council will only utilise content and imagery from reputable sources, that has been confirmed as both reliable and accurate. The appropriate and relevant permissions will be sought and recorded by the Parish Council prior to publicising this content on any Social Media platform, to ensure recognized copyright regulations have been complied with. The Parish Council has a statutory obligation to abide by General Data Protection Regulation (GDPR) legislation.

All Social Media activities on behalf of Chigwell Parish Council, irrespective of the platform will be dealt with by the Clerk to the Council, or under the direct instruction of the Clerk, originating from Parish Council Desktops, Laptops, Tablets and Smart-phones, exclusively.

Any content non-compliant with these stated guidelines does not represent Chigwell Parish Council and is strictly prohibited.

The Parish Council reserves the right to remove or refute any content concerning the Parish Council and individuals within this organisations as it may see befitting without prior notification being given.

Social media is not continuously monitored. For any further enquiries, please contact Chigwell Parish Council.

**Date 22<sup>nd</sup> March 2018**





# PROJECT MAVERICK

## ***Social Media Management Chigwell Parish Council***

### ***Objective***

- Generate a buzz around the Parish Council and the community showcasing in a clear and concise way the work that is carried out in the parish.
- We believe Social Media is not all about following the key objective is to increase engagement however we would still aim to build a relevant and strong engagement and continue to develop and grow the following consistently.
- Setup Facebook, Instagram, Twitter, YouTube and Google+ pages for the Parish ensure setup correctly and verified with relevant links and contact information,
- Promote the website through the power of social media posts linking back to relevant pages of the website.
- Reinforce the Parish Council across all platforms with agreed templates and a theme.

### ***The Process***

We will consult with you in the first instance to establish the best and most effective platforms for the council including Facebook, Instagram, Twitter, Youtube and Google+.

A strategy would be created for the first 3 months of management detailing the themes for posts and key areas to highlight.

We aim to bridge any disconnect between the parish and potential clients by using a language that they understand and showcasing the benefits and good work carried out in the area . For example highlighting case studies.

Agree a set of up to 20 hashtags that would be researched for maximum effectiveness and used subsequently on all postings.

### ***Social Media Offer***

- Create 1 engaging post everyday and post up on the following platforms: Facebook, Instagram and Twitter. Posts to be made up of photos passed to us and graphics created that reinforce the value offered by the Parish, along with relevant news articles, testimonials and features.

- Focus on Facebook in particular with a drive to build up page following,
- Establish a social WhatsApp group for the sharing of ideas, projects and posts for approval with the Parish council members.
- Create an engaging video graphic for the Facebook banner.
- A ONE OFF PROFESSIONAL VIDEO AND PHOTO SHOOT AT AN EVENT OR PROJECT IN THE FIRST 6 WEEKS in order to obtain some quality material for sharing and use on the website.

*480 pounds per month EXC vat for a minimum term of 3 months payable monthly in advance. Thereafter agreement could be terminated at any time with one months' notice.*

*What our clients say about us!*

***Sarah Hopkins- Health Kinesiologist***

*Ian and his team have transformed my Instagram account, raised my followers, created a new website and advised me on how to get my message across. I love working with them and they are a great team.*

***Daniel Small- SS Removals***

*Project Maverick has been a great addition to our marketing strategy. They are extremely creative and have concepts and ideas that have improved our social profile and reach for our customers.*

***Zayn safeem***

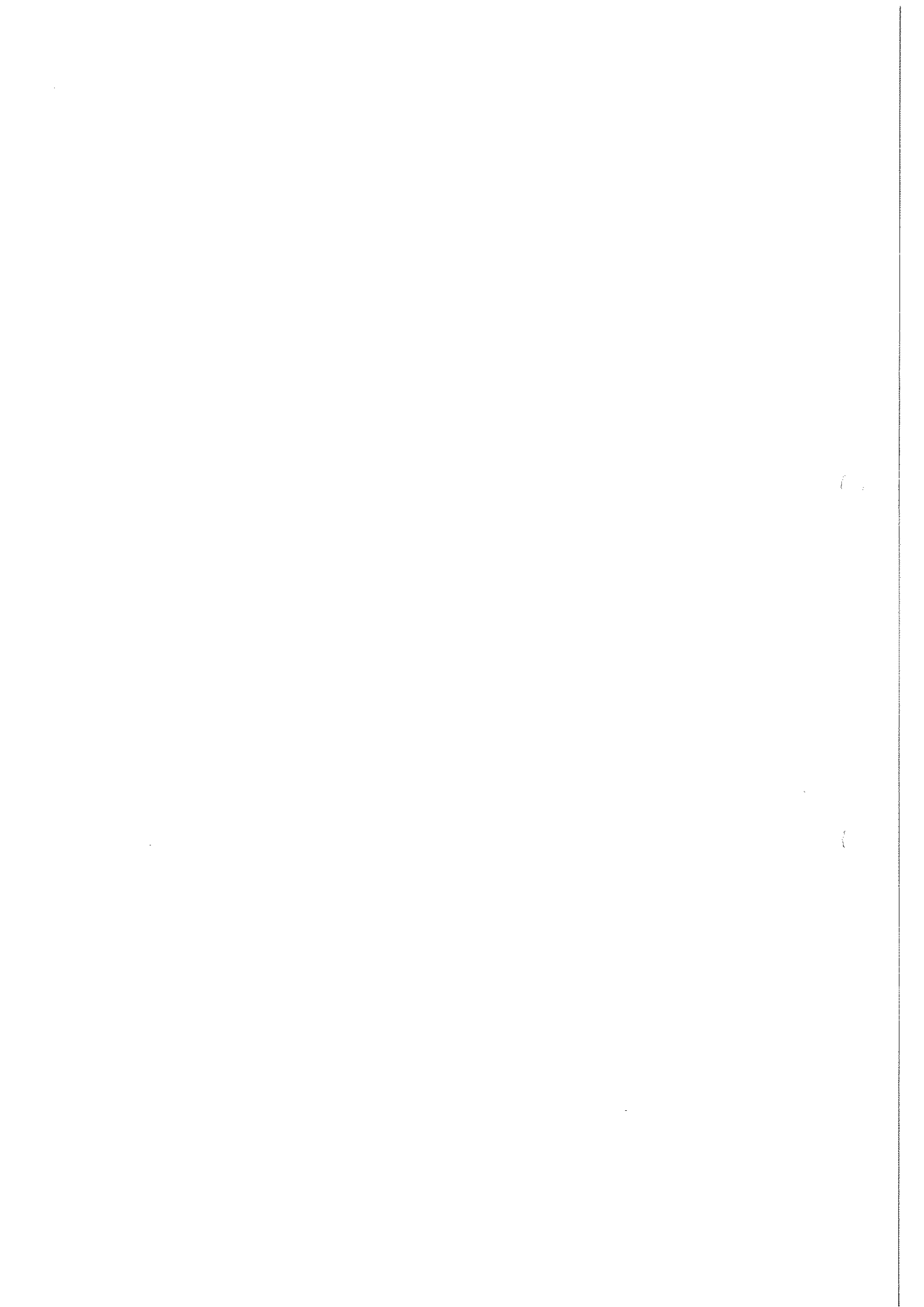
*An amazing company to work with! They are full of creativity and really push the boundaries in social media. I Co own a Transportation company and just the leads off of Facebook that I have been receiving are phenomenal. Would really recommend using Project Maverick!*

***Robert Whipple- London Barrelhouse***

*What a wonderful job Ian and his team have done and will continue to do. Feedback from our clients and people in our industry (Fine Wine & Rare Whisky) have all commented that our website and in particular our socials are way ahead of our competitors. We cannot thank the Team at Project Maverick enough for the professionalism, dedication and excellent workmanship.*

*Furthermore, they have delivered a fantastic range of lead generation across all platforms, Facebook & Instagram on a low CPL but quality leads.*

*We have happily agreed to another year contract and I would thoroughly recommend using their services.*





## Social Media Management Plan Chigwell District Council

### Action

- Set up new Facebook page
- Set up new Instagram page
- Utilise existing Twitter page
- Create YouTube channel for loading up of recorded meetings

Proposed start date 04.01.21

### Objective

Build following and encourage engagement

The first month to be centered more around education, how to pass feedback, services, dates etc.

Once the new website is up and running we will fit in some posts to promote the website, with links on as many posts as possible.

In order to get the residents involved in the schedule I have also included the scheduling monthly of a post giving the public to contribute with feedback and content. I believe that residents should be given this opportunity as posts using their content will drive engagement easier.

### Weekly Plan

The posts will follow a weekly schedule along a fixed theme as below;

- Monday- News
- Tuesday- Did You Know & Feedback
- Wednesday- Councilor Bios and Meeting Announcements

- Thursday- Historical Chigwell & Local Schemes
- Friday- Various
- Saturday- Sports & Leisure

Attached is the detail for the first 4 weeks of each day, after which posts will follow the same theme and cycle and dates as above.

The Images used in the schedule are to just give a feel and do not necessarily represent the exact image that will be used. Exact text, hashtags and the image will be posted on the group WhatsApp or sent on email at the end of the week for the following week.

I would suggest a review meeting in week three to confirm that all are still happy to drive forward with the schedule and potentially make amendments. As we progress it will become apparent that certain types of posts work better than others and this should therefore be taken into consideration in the weeks and months ahead.

Kind Regards

Ian Larke

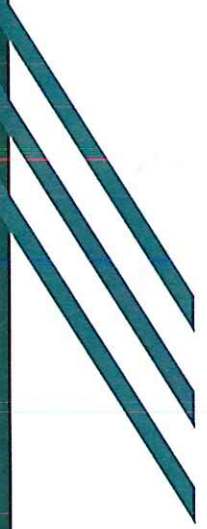


Welcome to  
Chigwell  
Parish Council



# Chigwell Parish Council

Social Media Schedule





# MONDAYS

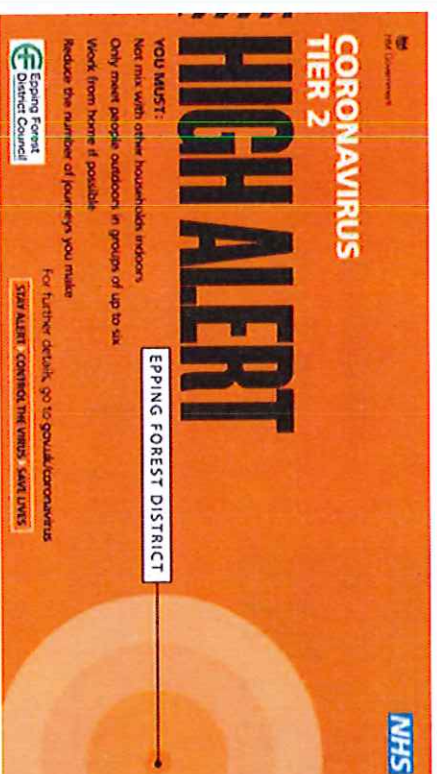
NEWS





# Covid Update WEEK 1

Update re current covid level situation, links to safe and recommended procedures







# News WEEK 4

Your Library

Update with opening times and link to library website and services offered

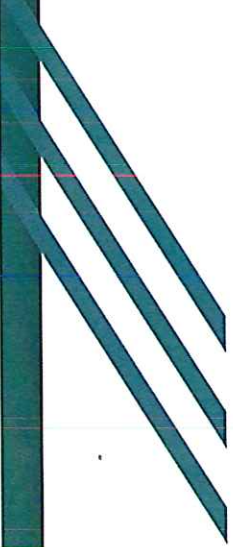






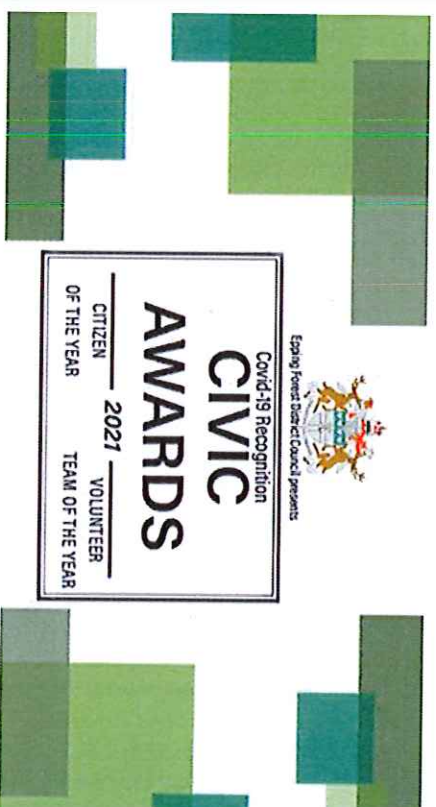
# TUESDAYS

DID YOU KNOW & FEEDBACK



# Did You Know WEEK 1

Citizen of the year awards recognise people in the community who go above and beyond, making positive changes in the Epping Forest district. Update and coverage.



# Feedback WEEK 2

We need your help and value your feedback Link to suggestion box of the website, or instructions on how to pass feedback.



# Local Grants- Youth/Senior Citizen Groups WEEK 3

If you wish to consider applying for a grant from Chigwell Parish Council, go to the following link for criteria and application form.





# Local Grants - Charitable Organisations

## WEEK 4

If you wish to consider applying for a grant from Chigwell Parish Council, go to the following link for criteria and application form.





# WEDNESDAYS

COUNCILOR BIOS MEETINGS &  
FORTHCOMING REVIEWS



# Forthcoming Meeting Dates

## WEEK 1

Link to the website and information on forthcoming meetings.

**14th of January Full Council Meeting**

**14th & 28th January Planning Meeting**

The Parish Meetings are for the purpose of discussing Parish affairs and exercising any functions conferred on such meetings by any enactment.



## Councillor Bio WEEK 2

Get to know your councillor

**Jamie Braha**- Locally he is a Trustee of the Grange Farm Trust, Chairman of the RSPCA local Branch committee and has served three times as President in his Rotary Clubs.



# Parish Council Meeting Review WEEK 3



Link to the website and information on minutes and feedback from the Parish meeting that took place on the 14th of January

# Councilor Bio WEEK 4

Get to know your councilor

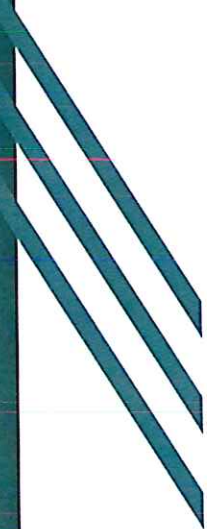
**Pranav Bhanot- Chairman of the Council**





# THURSDAYS

HISTORICAL CHIGWELL & LOCAL  
SCHEMES





# Local Schemes WEEK 1

Planting a tree for a loved one or commemorating a special occasion can be done through our tree donation scheme. The cost per tree is £75.

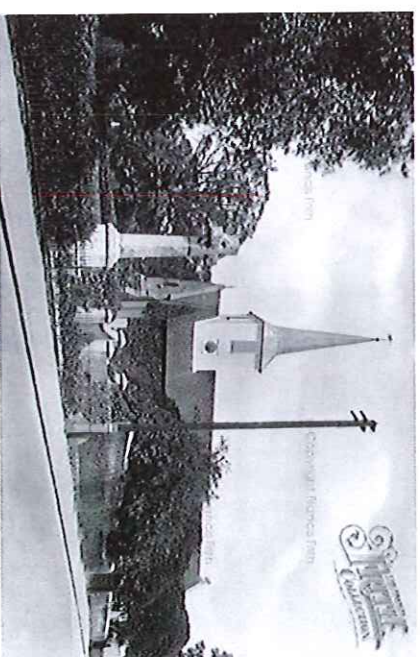
<https://www.eppingforestdc.gov.uk/environment/trees-donation-scheme/>





# Days Gone By (Historical Chigwell) WEEK 2

Chigwell St Marys church 1925. This beautiful landmark in Chigwell hasn't changed much over the years



# Local Schemes Allotments

## WEEK 3

The Parish has two sites one in Gravel Lane and one in Limes Avenue both offer the chance of a rewarding hobby and fresh vegetables to those who are restricted with the size of their garden or do not have a garden.

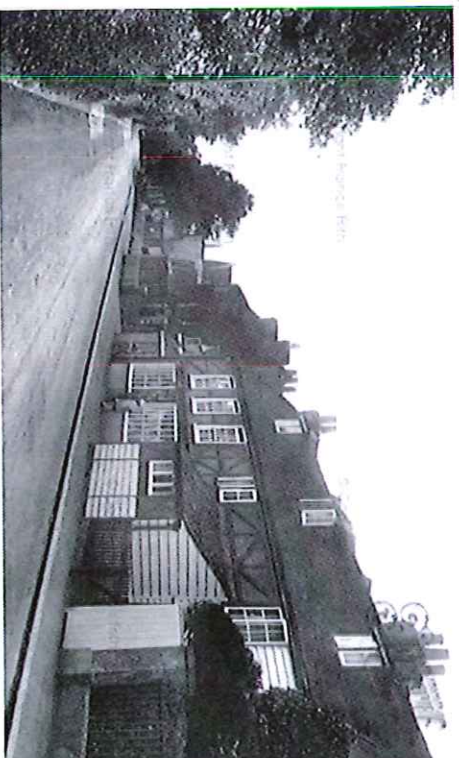
If nterested in renting one of our allotments and would like to know more please call Mark Hembury at the Parish Office on 020 8501 4275 and he will be happy to help.

[Link to website](#)



# Days Gone By (Historical Chigwell) WEEK 4

Chigwell Village 1925.



FRIDAYS

RANDOM





# Local Charities WEEK 1

Chigwell Riding Trust For Special Needs

Looking to put something back and make a difference in the Parish?

Chigwell Riding Trust was the first ever riding centre for people with special needs and has been established in Chigwell for over fifty years

[Home](#) [Horses](#) [Volunteering](#) [Misc.](#) [Downloads](#) [Dates](#) [Contact](#)

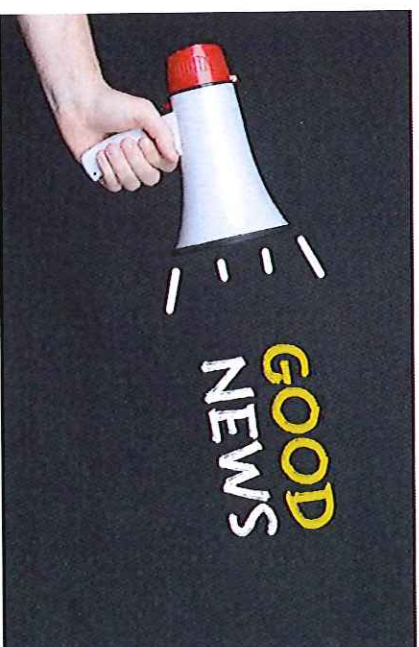


# Stay Safe WEEK 2

5 Tips to keep your home safe in winter



# Local Good News Story WEEK 3



This is your opportunity to contribute and to pass on the news of someone within the Parish that has gone out of their way to make a difference to the wellbeing or the Parish residents or the local environment. Submit your story to [xxx@](mailto:xxx@) that you are happy for us to publicise on our social media platforms and spread the good news!



## Polls WEEK 4

Poll on the maintenance of local publicly used spaces. Do you think that areas are kept to a high standard, satisfactory or low standard?

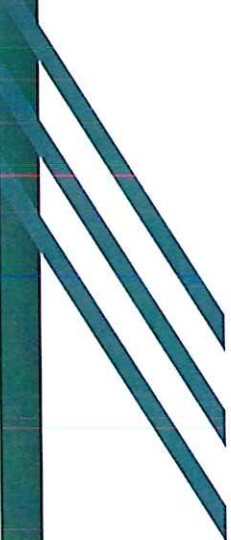






# SATURDAYS

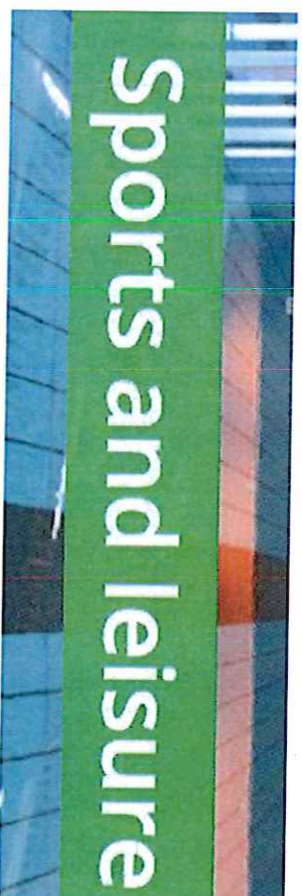
SPORTS AND LEISURE



# Sports and Leisure WEEK 1

Focus on local sports facilities, Loughton Leisure Centre

Services offered, Classes available and times of opening.



# Cycling WEEK 2

Focus on cycling routes in the parish

Fairlop Waters loop from Chigwell

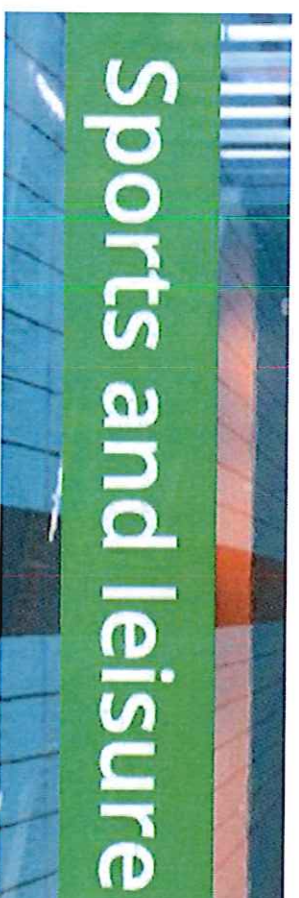


- 1 Fairlop Waters Gravel Path – Fairlop Waters Loop from Chigwell

## Sports and Leisure WEEK 3

Focus on local sports facilities, Loughton Leisure Centre

Services offered, Classes available and times of opening.





## Activities WEEK 4

Stay fit during Covid. Stay at home activity ideas

<https://www.eppingforestdc.gov.uk/leisure/stay-at-home-activities/>

