

Briefing Note

Parish Council Facebook update

1.0 The Facebook page is now set up and fully operational.

It was set up by using Meta's template for community and local government organisations. This means that only administrators for the page are able to post content. Administrators have the ability to turn commenting on posts on or off and can delete comments if and when required. I have added the parish clerk as administrator as well as myself. This also allows us to switch between our personal Facebook identities to the page identity and post as 'St Keyne and Trewidland Parish Council Page' rather than having to use our names. It looks more professional that way and page visitors will not see who has posted content, it will look as if it always comes from the collective Parish Council page.

2.0 Strategies for the future

Once we have a few more statistics from posts and know when and what gets most engagement from the public, we can work out a more detailed posting strategy. It may be that County Council posts will be shared more often to keep people in the loop or we may just stick to more local matters.

3.0 Promotion of our page

We will continue to promote the new page in the St Keyne and Trewidland Community Noticeboard Facebook Group. As a public group, open to all it reaches many villagers. We may also wish to start to promote our page in other local community groups, as many local people follow Looe and Liskeard groups on Facebook. There is a link from the home page of the council's website to our Facebook page.

4.0 Statistics of posts and page users

We will keep monitoring the statistics of the page. This will tell us how successful posts have been and how many local people we reach with our page. The page statistics are a powerful tool for the Parish Council as it provides insight into our community and its demographic.

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