

**HUNTINGDON TOWN COUNCIL**

**MEDIA SUB COMMITTEE**

**To: All members of the Media Sub Committee**

**YOU ARE HEREBY SUMMONSED TO ATTEND**  
a meeting of the  
**MEDIA SUB COMMITTEE**

**A meeting of this Sub Committee will be held**  
**At the TOWN HALL, HUNTINGDON, PE29 3PJ**  
**on THURSDAY 17<sup>th</sup> NOVEMBER 2022**  
**at 6.30pm**

**A G E N D A**

**25. APOLOGIES FOR ABSENCE**

To receive any apologies for absence

**26. MINUTES**

To receive and approve the minutes of the previous meeting held on 6<sup>th</sup> October 2022 (M3) (attached)

**27. DECLARATIONS OF INTEREST**

To hear any declarations of interest in items on this agenda

**28. PUBLIC ADDRESS**

To hear any address to the Sub Committee on matters which are the responsibility of this Sub-Committee from members of the public and other members of the Town Council

**29. HUNTINGDON ISSUE 29**

To receive and approve the final draft of Huntingdon Magazine issue 29

**30. WEBSITE UPDATE**

To receive a written update from the Communications Officer on the website (attached)

**31. SOCIAL MEDIA UPDATE**

- i. To receive a written report from the Communications Officer on Communications and media (attached)
- ii. To receive and recommend for approval written reports on Nextdoor Social Media Platform and LinkedIn from the Communications Officer (attached)

32. **DATE & TIME OF THE NEXT MEETING**

Thursday 12<sup>th</sup> January 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

Date: 10<sup>TH</sup> November 2022  
Huntingdon Town Hall,  
Huntingdon,  
PE29 3PJ

*Philip Peacock*

**Philip Peacock  
Town Clerk**

This meeting will be serviced by the Democratic Officer, telephone 01480 410386
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Copies for information to:

The members of Huntingdon Town Council, the Youth Town Council representative.

Notes

**A. Disclosable Pecuniary Interests**

(1) Members are required to declare any disclosable pecuniary interests and unless you have obtained dispensation, cannot discuss or vote on the matter at the meeting and must also leave the room whilst the matter is being debated or voted on.

(2) A Member has a disclosable pecuniary interest if it

(a) relates to you, or

(b) is an interest of -

(i) your spouse or civil partner; or (ii) a person with whom you are living as husband and wife; or (iii) a person with whom you are living as if you were civil partners and you are aware that the other person has the interest.

(3) Disclosable pecuniary interests includes -

(a) any employment or profession carried out for profit or gain;

(b) any financial benefit received by the Member in respect of expenses incurred carrying out his or her duties as a Member (except from the Council);

(c) any current contracts with the Council;

(d) any beneficial interest in land/property within the Council's area;

(e) any licence for a month or longer to occupy land in the Council's area;

(f) any tenancy where the Council is landlord and the Member (or person in (2)(b) above) has a beneficial interest; or

(g) a beneficial interest (above the specified level) in the shares of any body which has a place of business or land in the Council's area.

**B. Other Interests**

(4) If a Member has a non-disclosable pecuniary interest or a non-pecuniary interest then you are required to declare that interest, but may remain to discuss and vote.

(5) A Member has a non-disclosable pecuniary interest or a non-pecuniary interest where -

(a) a decision in relation to the business being considered might reasonably be regarded as affecting the well-being or financial standing of you or a member of your family or a person with whom you have a close association to a greater extent than it would affect the majority of the council tax payers, rate payers or inhabitants of the ward or electoral area for which you have been elected or otherwise of the Council's administrative area, or

(b) it relates to or is likely to affect any of the descriptions referred to above, but in respect of a member of your family (other than specified in (2)(b) above) or a person with whom you have a close association and that interest is not a disclosable pecuniary interest.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE

**HUNTINGDON TOWN COUNCIL****MEDIA SUB COMMITTEE**

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 6<sup>th</sup> October 2022 at 6.30pm.

Present: Councillors: K Brockett; J Cole; D Cole; C Doyle; P Kennington; S McAdam (Chairman); K Webb.

17. **APOLOGIES FOR ABSENCE**

There were apologies from P Pearce, M Kadewere, P Kadewere, A McAdam and K Webb.

18. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 25<sup>th</sup> August 2022 (M2) had been circulated, following their informal approval by the Chairman. it was

**RESOLVED** that these minutes were a correct record, and they were duly signed by the Chairman.

19. **DECLARATIONS OF INTEREST**

Cllrs K Brockett and J Cole noted that they have interests' relation to community articles in the Huntingdon magazine, it was agreed these were non-pecuniary matters.

20. **PUBLIC ADDRESS**

A Member wished to speak. It was proposed, seconded and

**RESOLVED** to adjourn the meeting.

A Member raised that the September issue of Huntingdon Magazine were not delivered to Othello Close and Oberon Close. A Member also commented that they were not delivered on Main Street. The Communications Officer reminded Members to email in any missed deliveries to be investigated.

**ACTION 20.1** – The Communications Officer was actioned to investigate the missed deliveries.

It was proposed, seconded and

**RESOLVED** to reconvene the meeting.

21. **HUNTINGDON ISSUE 29**

The Chairman invited the Communications Officer to run through the proposed contents for each page of Huntingdon magazine, Issue 29.

Front Cover – the front cover would feature a photograph from Accession proclamation, with headlines.

Page 2 – This page would include an advert from Safe Local Trades.

Page 3 – This page would include the contents, a message from the Town Clerk and the Committee and Publisher details.

Page 4 – This page would include an article with memories of the Queen, and a section about the tree planting event in February

Page 5 – This page would include an article about the Accession proclamation

Page 6 – This page would include a full-page article on Huntingdon in Bloom.

Page 7 – This page would include a half page article on News from the Head Groundsman and a half page article on News from the Mayor.

Page 8 – This page would include a full-page article on News from the Town Council

Page 9 – This page would include a full-page article on News from the Coneygear Centre, to include images from Coneygear Community Day.

Page 10 – This page would include a half page article on Huntingdon Crematorium and the Cruse bereavement event on 29<sup>th</sup> November. It would include a half page article on Hartford Conservation Group.

Page 11 – This page would include a half page article on the Remembrance Day service. The other half page could possibly be advert/article from King of the Belgian Pub in Hartford.

Page 12 – This page would include a quarter page advert for the Fayre on the Square (HTC event) and a half page article from The Cromwell Museum.

Page 13 – This page would include a half page article from Huntingdon BID, and a half page article for the Commemoration Hall.

Page 14 – This page would include a half page advert from Connolly Design and a half page article from Wild about Huntingdon, a new community group.

Page 15 – This page would include a half page article from Huntingdon Nostalgia group and a half page article from Cambridgeshire Constabulary.

Page 16 – This page would include a half page Christmas message from the Mayor, and a half page Christmas message from the Mayor's Chaplin

Page 17 – This page would include details of forthcoming Christmas church services.

Page 18 – This page would feature Forthcoming Council Meetings and Forthcoming Events.

Page 19 – This page would feature the standard information on Who's Who at the Council.

Page 20 – This page would feature a poster for the Pancake Flipathon.

Other articles listed for suggestion were Huntingdon Volunteer centre, Warm Spaces, a Samuel Pepys Christmas, Energy Saving advice, Scams information partnership. Members were requested to email any article requests to the Communications Officer, and that any content that was not used in the magazine would also be published on council social media.

It was discussed that in previous years some churches had provided their own artwork, while other church services were listed in a shared section. The Communications Officer suggested that it would be fairer for individual church promotions to be charged as an ad, at a community rate, with the option to list in the main section for free.

It was proposed, seconded and

**RESOLVED** that Churches would be offered a free general listing to promote their Christmas services, but any specific promotion would attract a community rate for advertising.

A member discussed that as the town attracts a more diverse population, the magazine should acknowledge other religions and events.

**ACTION 21.1** – The Communications Officer was actioned to reach out to local community groups to discuss involvement in future magazines.

With no further comments or questions, it was advised that a rough first draft of issue 29 would be sent electronically on 3<sup>rd</sup> November 2022.

## 22. **WEBSITE UPDATE**

Members were presented a report from the Communications Officer on the Website project.

- A smart survey has been launched to gather views on the current website and councillors are encouraged to take part. Direct user research to commence in October/November with key user groups.
- The current website home page has been refreshed with new content scheduled to be added weekly / as required
- Councillor information pages are in the process of being updated with various committee/representative body information.
- What's On pages have been refreshed and new content added. Request for more content is scheduled for next week.
- 'Find your nearest' Directory also requires updating.

## 23. **COMMUNICATIONS UPDATE**

Members were presented a report from the Communications Officer on Communications and Media for October 2022.

The communications officer gave a verbal update on current HTC social media channels and press releases.

- Social media reach is high, following the death of the Queen, due to community groups sharing information. Intention to build on this, to increase followers as we are much lower in comparison to other local councils.
- We have received good coverage in the press and on social media recently, but again mainly due to death of HM the Queen.
- One press release was issued (Anglia in Bloom awards) which was picked up by two news outlets.
- Reports have been sent to the Town Clerk to suggest launching a Town Council Next Door account to improve community engagement, and a LinkedIn account to improve corporate engagement and promote job vacancies within the town council.

A member noted that Next Door is a useful platform and is seeing increasing engagement.

A member noted that HTC communications have improved in recent months, and this has been commented on by members of the public.

#### 24. **DATE & AGENDA OF THE NEXT MEETING**

The date of the next meeting was noted as Thursday 17<sup>th</sup> November 2022 at Huntingdon Town Hall, Market Hill, Huntingdon.

<b>ITEM NO.</b>	<b>ACTION</b>	<b>WHO'S RESPONSIBLE</b>	<b>UPDATE</b>
20.1	The Communications Officer to investigate the missed deliveries.	Communications Officer	
21.1	The Communications Officer to reach out to local community groups to discuss involvement in future magazines.	Communications Officer	

**CHAIRMAN**

**TO: Media Sub Committee**

**Date: 10/11/2022**

**Website November 2022 Update**

**(Report by Sarah Jane Gaule, Communications Officer)**

**1 Website Review**

- 1.1 Members agreed at the Media sub-committee meeting on 25<sup>th</sup> August 2022 to prioritise a review of the existing website, over review of the Huntingdon Magazine or Town Guide.
- 1.2 The website survey went live on Thursday 22<sup>nd</sup> September and closed on 31<sup>st</sup> October. In total there were 76 responses, of which 42 were partial responses. There wer 34 completed responses.
- 1.3 Current analysis shows there is a need and demand for a toun council website, but most users access it less than once a month. The main purpose is to find out information about council services, to find out about council meetings and agendas, and to find out about local events and activites.
- 1.4 The most popular contents are listed below:

Homepage / News	46.88%
Agenda & Minutes	40.62%
Huntingdon Magazine	28.12%
About the Council	21.88%
Coneygear Centre	15.62%
Town Mayor	15.62%
Gallery	12.50%

- 1.5 Navigation remains a problem with 25% of users struggling to locate the content they wanted. This included content on council responsibilities, committee structures and council projects which are already included on the website, as well as other information such as local community groups, bus timetables, local facilities such as public conveniences and market days, which is information not currently hosted on the website.
- 1.6 Most people were either satisfied or neutral regarding the design of the website. However comments were made regarding the accessibility features and lack of mobile optimisation.

- 1.7 There were many improvements suggested, including interactive maps, more public surveys and better graphics. The common theme is the need to keep it updated with current news and projects.
- 1.8 Direct user research will take place in December, with volunteers from Coneygear Seniors, Huntingdon Town council staff and councillors and those who have volunteered via the survey.

## **2 Website Refresh**

- 2.1 The homepage has been reviewed to remove outdated news and content. This will be reviewed on a weekly basis, more frequently if new content is added.
- 2.2 Individual Councillor profiles are still out of date but are being refreshed to include details of committees and representation to other bodies.
- 2.3 The What's On event calendar has been reviewed to add any outstanding user-submitted content. All meetings are listed on the calendar and HTC events will also be added. A request for new submissions to the events calendar has been posted on social media, and 10 groups have been added from external groups.
- 2.4 The Find My Nearest Directory have been reviewed to add any outstanding user-submitted content. The directory will be reviewed to ensure all details are still current, as the survey has highlighted that some pages are out of date.
- 2.5 Current 2022 website usage shows improvement over 2021 usage. October usage saw a decrease in users compared to the same month last year, but we are still projected to see a rise of 15% by the end of the year. Average dwell time is up 17% YOY to 159 seconds comparable to 2020 figures.

**Contact Officer: Sarah Jane Gaule, Communications Officer**  
**☎ 01480 410 387**



**Date: 12/09/2022**

**LinkedIn Social Media Platform**

**(Report by Sarah Jane Gaule, Communications Officer)**

**1. BACKGROUND INFORMATION**

- 1.1 Huntingdon Town Council (HTC) currently has social media channels on Facebook and Twitter. There are also separate Facebook channels for the Coneygear Centre, Huntingdon Christmas Market, Huntingdon Town Hall Weddings and Huntingdon in Bloom, as well as an Instagram for Huntingdon in Bloom. These are all managed by HTC staff.
- 1.2 Launched on May 5, 2003, the LinkedIn social media platform is primarily used for professional networking and career development and allows job seekers to post their CVs and employers to post jobs. Since December 2016, it has been a wholly owned subsidiary of Microsoft.
- 1.3 The communications officer is investigating whether it would be suitable for Huntingdon Town Council to have a presence on this social media platform.

**2 DETAILED CONSIDERATION**

- 2.1 LinkedIn launched in 2003 and has 830+ million registered users from over 200 countries and territories (as of February 2022). LinkedIn can be used by individuals for networking and career opportunities but can also be used by business and organisations for recruitment and brand management.
- 2.2 Statista shows that it had a 28.9% share of internet users by the third quarter of 2021 (more up to date information not yet available). YouGov shows that it was the 7<sup>th</sup> most known social media brand in the UK in Q2 2022, rising to 6<sup>th</sup> most popular for Baby Boomers.
- 2.3 LinkedIn is the most popular website for graduate recruitment. The Cibil Graduate Survey 2020 of almost 72,000 people found that 78% of the students and graduates surveyed were using LinkedIn for careers purposes. High Fliers Research shows that 92% of final year students in the top 40 universities use it as part of their job search.

- 2.4 LinkedIn is also popular for general recruitment, although it is better suited for professional and community engagement roles and not the more hands-on outdoor roles. As of September 2022, Huntingdonshire District Council have 4 job adverts lists and Cambridgeshire County Council have 5 job adverts listed. The roles listed by these two councils include, finance, HR, customer service, project support and social care.
- 2.5 LinkedIn can be used to boost the professional and corporate aspects of the council, highlighting our strategic work and the stakeholder engagement we have with local businesses and community organisations. Longer form content such as blog posts work well, which would allow us to explain the complexity of issues better and engage in a more open dialogue with the public. Content focused around sustainability and eco-consciousness also performs strongly on the platform.
- 2.6 It is likely that some councillors may already be on LinkedIn in their personal capacity. A Huntingdon Town Council profile can 'endorse' their profile, adding a level of authenticity to the councillors which they can then use as they network and develop relationships with other local business and council professionals. LinkedIn profiles perform highly in search engine optimisation, so this will benefit the public as well, as they will be able to find their local representative easily.
- 2.7 It may also be beneficial for staff to use, to allow them to engage with individuals from other organisations to share best practice and networking opportunities.
- 2.8 LinkedIn is not primarily used as a platform for resident engagement. Content for LinkedIn should be focused around professional development and networking, highlighting our strong civic traditions and corporate responsibilities.

### **3. RECOMMENDATION**

- 3.1 To approve the creation of a Huntingdon Town Council LinkedIn account.

**Contact Officer:**

***Sarah Jane Gaule,***  
***Communications Officer***  
**☎ 01480 410 387**

**TO: Media Sub Committee**

**Item 31.ii**

**Date: 03/08/2022**

## **Nextdoor Social Media Platform**

**(Report by Sarah Jane Gaule, Communications Officer)**

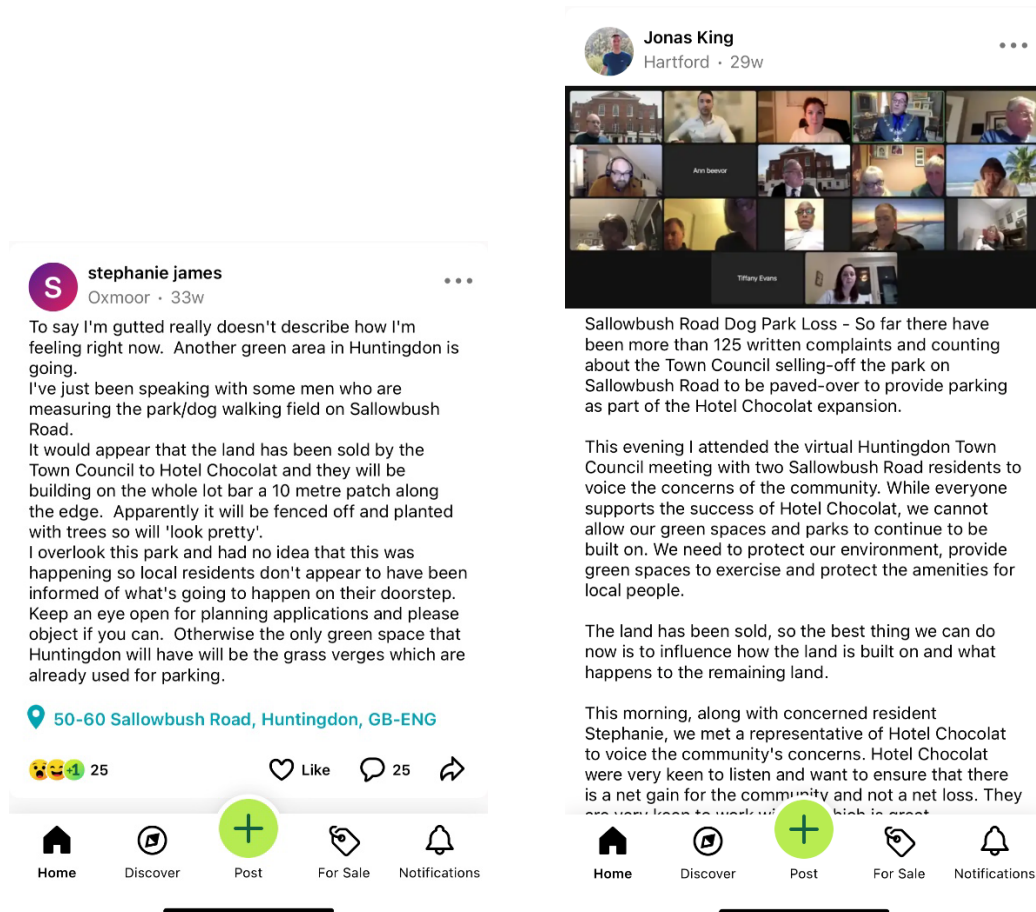
### **1. BACKGROUND INFORMATION**

- 1.1 Huntingdon Town Council currently has social media channels on Facebook and Twitter. There are also separate Facebook channels for the Coneygear Centre, Huntingdon Christmas Market, Huntingdon Town Hall Weddings and Huntingdon in Bloom, as well as an Instagram for Huntingdon in Bloom. These are all managed by Huntingdon Town Council staff.
- 1.2 Nextdoor is a social media platform that allows you to target users at a hyper-local level. It was launched in the UK in September 2016 and came to prominence during the pandemic. Users register based on their postcode and are served content based on their specific neighbourhoods or service areas.
- 1.3 The communications officer is investigating whether it would be suitable for Huntingdon Town Council to have a presence on this social media platform.

### **2 DETAILED CONSIDERATION**

- 2.1 Nextdoor launched in in the UK in September 2016 and came to prominence during the pandemic. For local governments, it allows public agencies to create profiles to connect with local neighbourhoods, take part in two-way dialogue, and maintain visibility into the issues that matter most to residents.
- 2.2 Statista shows that it had a 9.5% share of internet users by the third quarter of 2021 (more up to date information not yet available). YouGov shows that it was the 10<sup>th</sup> most known social media brand in the UK in Q2 2022, rising to 9<sup>th</sup> most popular for Baby Boomers.
- 2.3 Nextdoor allows you to craft targeted messaging at the neighbourhood level. For example, messages could be targeted specifically for Oxmoor or Hartford based on local issues.

2.4 Previous high-profile council issues have been discussed on Nextdoor previously, but Huntingdon Town Council have not had a presence on the platform, so have been unable to respond or engage with residents. This includes discussions regarding Sallowbush dog walking area which have received high levels of engagement.



2.5 Councillor J. King from Cambridgeshire County Council has a presence in the Hartford neighbourhood. Some Huntingdon Town Councillors are active on the platform in a personal capacity.

2.6 Social media engagement by Huntingdon Town Council has previously been sporadically managed by Huntingdon Town Council staff, as other duties allow. The creation of a Communications officer role allows more time to be dedicated to management of all external communications, including social media.

2.7 Hootsuite online software is used by Huntingdon Town Council to schedule social media posts and works across several different platforms. Nextdoor is not currently supported by Hootsuite, so would need to be managed separately.

2.8 Nextdoor is not primarily used as a platform for promotion, although events and activities can be shared. Content for Nextdoor should be

distinct from other content on Facebook or Twitter, and focused around community engagement and social listening.

### **3. RECOMMENDATION**

3.1 To approve the creation of a Huntingdon Town Council Nextdoor account.

**Contact Officer:**

***Sarah Jane Gaule,  
Communications Officer  
☎ 01480 410 387***