

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 TUESDAY 10TH JANUARY 2022
at 6.30pm

A G E N D A

33. APOLOGIES FOR ABSENCE

To receive any apologies for absence

34. MINUTES

To receive and approve the minutes of the previous meeting held on 17th November 2022 (M4) (attached)

35. DECLARATIONS OF INTEREST

To hear any declarations of interest in items on this agenda

36. 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

37. HUNTINGDON ISSUE 30

To discuss the theme and content of Huntingdon Issue 30

38. WEBSITE UPDATE

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

39. 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)

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

Thursday 23rd February 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

Date: 4th January 2023
Huntingdon Town Hall,
Huntingdon,
PE29 3PJ

Philip Peacock

**Philip Peacock
Town Clerk**

This meeting will be serviced by the Communications Officer, telephone 01480 410387

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
28.1	Communications officer to investigate more advertising opportunities for the Huntingdon magazine.	Communications Officer	Current advertising rate cards were shared with local estate agents.
29.1	The Communications	Communications	Completed

	Officer was actioned to draft and share final front cover designs with committee by email, prior to printing.	Officer	
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HUNTINGDON TOWN COUNCIL**MEDIA SUB COMMITTEE**

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

Present: Councillors: K Brockett; J Cole; D Cole; M Kadeware, P Kadeware, P Kennington; P Pearce.

Clerks note: In the absence of the chairman and vice-chairman, the Mayor chaired the meeting.

25. **APOLOGIES FOR ABSENCE**

There were apologies from K Webb, A McAdam and S McAdam

26. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 25th August 2022 (M3) had been circulated, following their informal approval by the Chairman. It was

RESOLVED that these minutes were a correct record.

27. **DECLARATIONS OF INTEREST**

There were none.

28. **PUBLIC ADDRESS**

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

RESOLVED to adjourn the meeting.

Cllr Pearce addressed the meeting to discuss the budget for the Huntingdon magazine as chair of the Finance Committee. He stated that it was not possible to increase the budget, but that support would be given to maintain the existing budget for magazine, as it is important for residents particularly those without internet access. There was a need to increase the advertising revenue for the magazine so that it is more self-sustaining. Comparisons were made to other local parish magazines which contain more adverts and less content.

ACTION 28.1 – Communications officer to investigate more advertising opportunities for the Huntingdon magazine.

Cllr J Cole reiterated importance of magazine particularly for older residents but agreed the need to increase advertising.

Cllr P Kadeware stated that magazine is key part of council activities and needed to share information with members of the public so the budget should be maintained. The magazine helps with clarity between the different layers of local government

and is useful to promote surveys and other ways of resident engagement as not everyone uses the internet.

Cllr K Brockett agreed that magazine is of vital importance, particularly for older and vulnerable residents.

It was proposed, seconded and

RESOLVED to reconvene.

29. **HUNTINGDON ISSUE 29**

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

The communications officer apologised for the delay in sharing the draft with members.

Front Cover – Members discussed alternative images for use on the front cover, as there was a precedent to avoid using any mayor's image on the cover. Alternate images were shared, and it was shortlisted to use either a Christmas image of the town hall taken recently by Cllr Brockett or an image of the market square featuring a rainbow.

ACTION 29.1 - The Communications Officer was actioned to draft and share final front cover designs with committee by email, prior to printing.

Page 2 – This page featured an advert from Safe Local Trades and a half page article on public consultations.

Page 3 – This page would include the contents, a message from the Town Clerk (still being laid out so not available to review yet) and the Committee and Publisher details.

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

Page 5 – This page featured an article about the Accession proclamation

Page 6 – This page included News from the Head Groundsman and a half page on Huntingdon in Bloom.

Page 7 – This page included a half page article on News from the Mayor and a half page article on the Crematorium.

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

Page 9 – This page included a full-page article on News from the Coneygear Centre, with images from Coneygear Community Library half term activities.

Page 10 – This page featured community articles from Huntingdonshire Nostalgia Group and Hartford Conservation Group.

Page 11 – This page featured a community article from Huntingdon and Godmanchester Twinning Association and a half page article on the Remembrance Day service.

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

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

Page 14 – This page features 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 Citizen's Advice about the cost of living, and a half page article from Cambridgeshire Constabulary.

Page 16 – This page features 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. It was discussed that in previous years some churches had provided their own artwork, while other church services were listed in a shared section. Following the decision at the previous meeting, the Communications Officer had approached local churches with the option to be charged as an ad, at a community rate or listed in the main section for free. Five churches had responded to the free listing option, but two churches had not responded at all.

Page 18 – This page features Forthcoming Council Meetings and Forthcoming Events.

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

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

30. **WEBSITE UPDATE**

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

- A smart survey has been completed.
- Direct user research to commence in December 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.

The Mayor asked if there were any questions, there were none.

31. **SOCIAL MEDIA UPDATE**

- i. The Communications Officer gave a verbal update on current HTC social media channels. Social media reach remains better than in August, although

this has decreased following peak activity in September. Content updates are frequent, and engagement is improving.

- ii. The communications officer gave verbal reports on Nextdoor Social Media Platform and LinkedIn platform.

Cllr J Cole stated that due to the need for members to attend another meeting, this committee meeting was rushed and that more time was needed to discuss this properly.

It was proposed, seconded and

RESOLVED that the recommendations in the report were deferred to the next meeting.

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

The date of the next meeting was noted as Thursday 12th January 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE
28.1	Communications officer to investigate more advertising opportunities for the Huntingdon magazine.	Communications Officer	
29.1	The Communications Officer was actioned to draft and share final front cover designs with committee by email, prior to printing.	Communications Officer	Completed

TO: Media Sub Committee

Date: 03/01/2023

Website January 2023 Update

(Report by Sarah Jane Gaule, Communications Officer)

1 Website Review

- 1.1 Members agreed at the Media sub-committee meeting on 25th 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 22nd September and closed on 31st October. In total there were 76 responses, of which 42 were partial responses. There were 34 completed responses.
- 1.3 Current analysis shows there is a need and demand for a town 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 activities.
- 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 started in December, with volunteers from Coneygear Seniors, Huntingdon Town council staff and councillors and those who have volunteered via the survey. Due to staff sickness, several sessions have been postponed and will be rescheduled for the new year.
- 1.9 Current analysis from the user research shows that when compared to other council websites, HTC scores an average of 23.3 out of 40. Although this is not the lowest average score, it does generally appear in the bottom half of the table. Current feedback seems to imply that the biggest issues are likely the design, appearance, and layout of the website, rather than the actual content.

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. This is taking longer than initially planned due to issues with standardising formatting across the different profiles.
- 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 for the next calendar year will also be added. Regular Warm Spaces events (other than One Leisure and Huntingdon Library) have also been added. A request for new submissions to the events calendar will be posted on social media.
- 2.4 The Find My Nearest Directory has been reviewed to add any outstanding user-submitted content. The directory will be reviewed in the next few weeks to ensure all details are still current, as the survey has highlighted that some pages are out of date. Current services listed on the directory will be given one month to respond to a request for updated content before being removed.
- 2.5 Current 2022 website usage shows improvement over 2021 usage. November and December usage saw a decrease in users compared to the same month last year, but we still saw a rise of 10% by the end of the year. Total visits and page views also saw an increase compared to 2021. Average dwell time is up 23% YOY to 169 seconds comparable to 2021 figures.

	Unique Visitors		
	2021	2022	YoY % change
Jan	2,212	3,627	64%
Feb	2,616	3,251	24%
Mar	3,342	4,081	22%
Apr	3,344	3,921	17%
May	3,079	4,067	32%
Jun	2,833	3,400	20%
Jul	2,912	3,584	23%
Aug	3,066	3,515	15%
Sep	3,510	3,986	14%
Oct	3,609	3,139	-13%
Nov	4,601	3,278	-29%
Dec	4,142	3,477	-16%
Total	39,266	43,326	10%

	Total Number of visits		
	2021	2022	YoY % change
Jan	3,367	5,354	59%
Feb	3,945	4,769	21%
Mar	4,819	5,743	19%
Apr	5,059	5,457	8%
May	4,395	5,871	34%
Jun	4,163	4,940	19%
Jul	4,258	6,234	46%
Aug	4,639	5,548	20%
Sep	4,939	6,148	24%
Oct	5,127	4,959	-3%
Nov	7,564	5,320	-30%
Dec	5,870	5,145	-12%
Total	58,145	65,488	13%

	Total Page views		
	2021	2022	YoY % change
Jan	21,584	12,180	-44%
Feb	10,476	9,575	-9%
Mar	10,123	17,830	76%
Apr	12,346	9,691	-22%
May	11,135	14,023	26%
Jun	11,583	13,084	13%
Jul	11,029	17,929	63%
Aug	8,952	24,011	168%
Sep	9,656	18,666	93%
Oct	10,680	11,187	5%
Nov	14,406	13,763	-4%
Dec	13,396	11,964	-11%
Total	145,366	173,903	20%

	Average Dwell Time		
	2021	2022	YoY % change
Jan	126	145	15%
Feb	164	145	-12%
Mar	118	122	3%
Apr	157	118	-25%
May	106	139	31%
Jun	110	126	15%
Jul	160	268	68%
Aug	115	138	20%
Sep	104	185	78%
Oct	115	207	80%
Nov	232	202	-13%
Dec	133	227	71%
Total	137	169	23%

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

TO: Media Sub Committee

Date: 03/01/2023

Communications and Media January 2023 Update

(Report by Sarah Jane Gaule, Communications Officer)

Note: This covers the period for November and December 2022

1 Social media

1.1 Huntingdon Town Council currently manage 9 different social media accounts, although three are currently inactive.

	Followers	Monthly Change	Likes	Monthly Change	Reach	Monthly Change
Huntingdon Town Council	1599	→ 0.88%	1159	→ 0.43%	10,384	↓ -49.06%
Coneygear centre	1138	↑ 1.88%	1048	→ 0.58%	3770	↓ -20.36%
Huntingdon Christmas Market	1707	→ 0.12%	1626	↑ 3.04%	809	↓ -97.51%
Huntingdon in Bloom	83	↑ 5.06%	47	↑ 11.90%	832	↑ 7463.64%

Table 1: Facebook performance in December 2022

- 1.2 The Huntingdon Town Council Facebook has had small increases in followers and likes. We showed a good increase in reach in November, likely due to the remembrance activities and Christmas Market. However, this decreased in December, due to lack of posting over the Christmas break. Our average reach is still up compared to August 2022.
- 1.3 The Coneygear Centre page has had small increases in followers and likes. Content is posted regularly, and the most popular posts relate to activities taking place in the community library, which gets good engagement from families. The Communities Officer now leads on this channel with support from the Communications Officer.
- 1.4 The Huntingdon Christmas Market had a good increase in followers and likes during November. Organic monthly reach in November was 32k, with our paid advertising reaching another 13k. December shows the natural decline after the event. Activity on this page is very seasonal and will begin to ramp up again next autumn, with occasional posts for trader recruitment.
- 1.5 The Huntingdon in Bloom Facebook page has had small increases in followers and likes. Reach has increased due to post content regarding the new bulbs at Coneygear Centre. Content planning for the new cycle has taken place to ensure we can increase reach and interest in time for the 2023 submission.

- 1.6 The Huntingdon Town Hall Weddings, Huntingdon Neighbourhood Plan and Huntingdon Youth Town Council are all currently inactive.
- 1.7 The Huntingdon Town Council Twitter has had small decreases in followers in November and December, likely due to reduced content. Work will refocus on ensuring that appropriate content is shared on Twitter as much as on Facebook.
- 1.8 The Huntingdon in Bloom Instagram page has had small increases in followers and reach. This is due to increased content, and mentions from Arit Anderson and Jo Whiley, relating to the Coneygear Garden.
- 1.9 Huntingdon Town Council posts continue to be shared by local community group social media pages in November and December. Engagement on these pages is strong and largely community led.
- 1.10 Additional reports have been sent to Media subcommittee to recommend 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.

2 Press and Media

- 2.1 Five press releases were issued in November, relating to the Christmas Light Switch on and Christmas Market, the public consultation on the tree removal at All saints Church, and the Light up the Night event at the Crematorium. There was one press release issued in December, for the Light up the Night event. The majority of these were picked up by the Hunts Post, with some also shared by CambsNews.co.uk and Cambridgeshire Live.
- 2.2 There have been 12 positive and 5 neutral press articles relating to Huntingdon Town Council activities in November and December, including an article on BBC news regarding the Cromwell Museum's new exhibition. There was 1 negative news article relating to Huntingdon in November.

3 Huntingdon Magazine and Town Guide

- 3.1 Issue 29 of the Huntingdon Magazine was produced at the end of November. Content included a roundup of council news, including coverage of the death of the Queen. We also had 5 articles from local community groups and details of Christmas services.
- 3.2 Following reports of missing deliveries of issue 28, the publisher has been contacted to discuss the issue. Members of the public were asked to email in with their address so that we can follow up with the distributors immediately. There were 11 reported missed deliveries for Issue 28, but only 3 missed deliveries for issue 29. The communications officer will

continue to keep a record of missed deliveries so that patterns can be established.

- 3.3 Additional copies are available from the town hall and have been distributed to the Coneygear Centre and the Crematorium. Copies will also be available at the Commemoration Hall and have been trialled with local estate agents, Huntingdon Library, and the office for Hunts Post.
- 3.4 Issue 29 contained 2 paid for adverts. We have 1 business who have pre-paid for adverts in future issues.

Issue 29 (December)	Safe local trades Connelly Designs
Issue 30 (March)	Connelly Designs
Issue 31 (June)	Connelly Designs

Safe local trades usually pay for 1 year up front and would be due to re-purchase in the new year. We have had interest from several other businesses but no-one else has confirmed. When distributing the magazine with local estate agents, the current advertising rate card was also shared.

4 Public Consultations

- 4.1 The consultation on tree replacement at All Saints Church was open from 7th November to 12th December 2022. It was promoted in the Huntingdon Magazine, via outdoor signage, letter drops and on social media. Responses were collected via paper form and on an online survey. We received 1 paper form response, and 2 responses on the online survey. There were also some comments made on social media which were collated and added to the consultation.
- 4.2 The consultation on the Sallowbush Road dog park was due to be launched in December, but HTC are still awaiting on some information from Huntingdonshire District Council, and therefore the consultation has been pushed back to the new year.
- 4.3 At a meeting of the Recess Committee on 13th December 2022, Huntingdon Town Council agreed to put forward four applications to Cambridgeshire County Council under the Local Highway Improvement (LHI) Scheme and required evidence and data to support the four applications. Residents were informed by letter drop and asked to respond with any feedback by Tuesday 3rd January 2023. This was also shared on social media by councillors. These responses are still being collated.

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

TO: Media Sub Committee

Date: 03/01/2023

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 7th most known social media brand in the UK in Q2 2022, rising to 6th most popular for Baby Boomers.
- 2.3 LinkedIn is the most popular website for graduate recruitment. The Caryl 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 on 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

Date: 03/01/2023

Nextdoor Social Media Platform

(Report by Sarah Jane Gaule, Communications Officer)

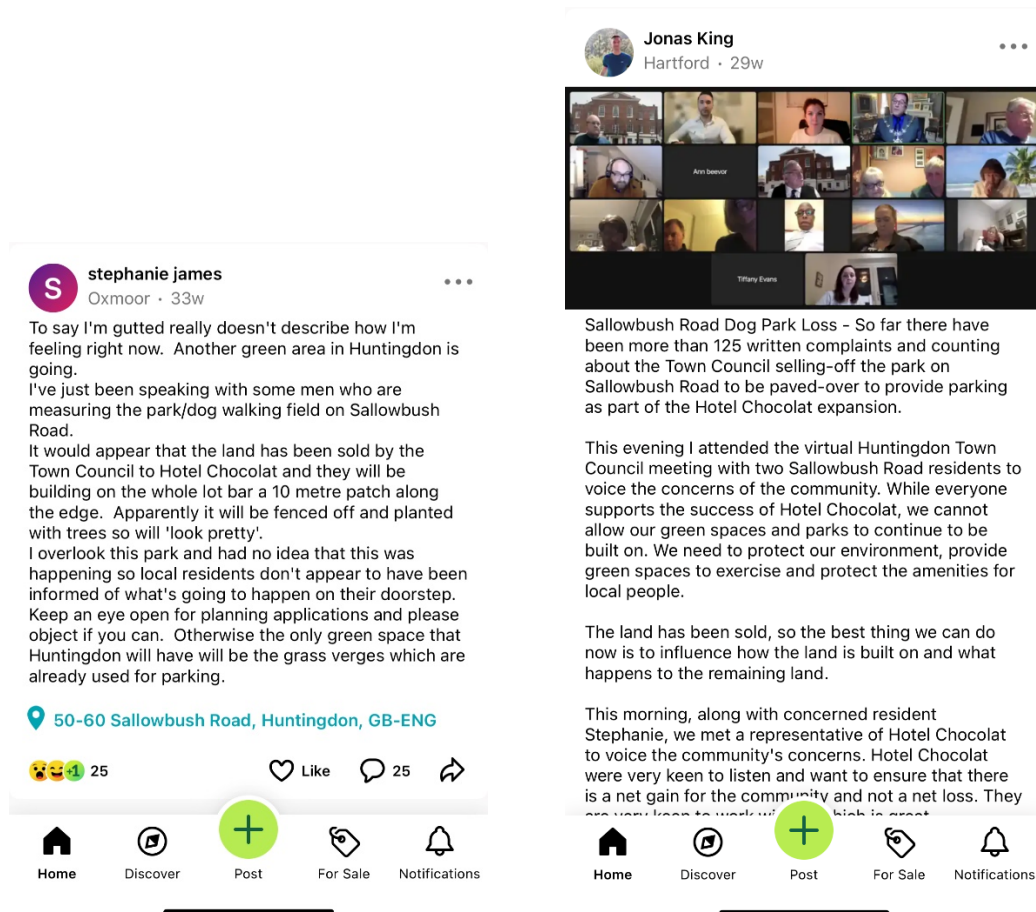
1. BACKGROUND INFORMATION

- 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 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 10th most known social media brand in the UK in Q2 2022, rising to 9th 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***