

Proposals for Oswestry Rural Parish Council Social Media presence

Many people, of all ages, now rely on social media for information about their local community. As a result, it's important that the Parish Council makes better use of its online resources to engage more actively with the residents of Oswestry Rural Parish.

Current online resources:

- [ORPC website](#) Primary, permanent, location for current and historical information about the Parish Council. It does its job, but doesn't work well when viewed on a smartphone. Its look and feel are very old fashioned - see [Weston Rhyn PC website](#) for comparison.
- [ORPC Facebook Group](#) This group was created on 23rd October 2011 and currently has just 36 members. There have been no posts to the group since 22nd May 2016.
- [ORPC Twitter \(X\) account](#) This account was created in November 2017 and currently has 66 followers. The last "tweet" was on 3rd May 2022.

Proposals:

1. ORPC makes more use of social media in order to engage more actively with local residents
2. No changes to be made to the current website, though a review needs to be carried out to address outstanding issues such as broken links
3. If possible, gather usage statistics for the council website to help gauge how well it is being used
4. Since the current ORPC Facebook Group allows anyone to post updates regardless of whether posts abide by ORPC policies and guidelines, the Facebook Group should be taken out of service and archived
5. A new Facebook Page to be created which allows only administrators approved by the Parish Council to make posts.
6. Regular "tweets" to be made on the council Twitter (X) account
7. A new council Instagram account to be created which is linked to the council Facebook Page, and on which information about the work of the Parish Council is posted together with images from around Oswestry Rural Parish
8. As it would be unreasonable to ask the Parish Clerk to take on these tasks one or more Parish Councillors to be asked to take on the project (to begin with I'm happy to volunteer to take on the project!)

What is the difference between Facebook Pages and Facebook Groups?

Facebook Groups are designed for people to connect with each other around a common interest or topic. People who have joined a Facebook Group are able to post to that group. This means that content not approved by, and potentially in conflict with, ORPC policies can be posted to the group.

The main purpose of a Facebook Page is to build up a following of people who are interested in an organisation, and what that organisation does, so that news and messages can be shared with them. Importantly, only Facebook Page administrators can curate the content on that page.