AD HOC SCRUTINY PANEL
MEMBERS' COMMUNICATIONS - ACTION PLAN

7 SEPTEMBER 2021

SCRUTINY RECOMMENDATION	PROPOSED ACTION	POST TITLE	BUDGET COST	TIMESCALE
1. That a communications plan be implemented that aligns with the refreshed Strategic Plan 2021-2024 to ensure consistency and direction of council communications.	A marketing and communications delivery plan that is aligned with the Strategic Plan 2021-24 has previously been approved by LMT and informal Executive and was presented to the Ad Hoc Scrutiny Panel. The team is now working with directorates to implement it.	Head of Marketing and Communications	N/A	Complete
2. To ensure Members are well versed on social media etiquette; a training package be delivered to Members on the appropriate use of social media. Training should be carried out as a mandatory requirement on an annual basis (minimum).	Following the meeting of the Ad Hoc Scrutiny Panel an initial social media training session was arranged for members in May 2021 (poorly attended). The recommendation for such training to be mandatory will be put forward to the next Constitution and Members' Development Committee for consideration. Although social media training is a regular event on the Member Development programme.	Head of Marketing and Communications Head of Democratic Services	N/A	January 2022
3. That the principles of proper behaviour on social media be reflected in the revised Members' Code of Conduct.	The Code of Conduct has been updated to reflect this and was approved by Council on 28/7/2021.	Head of Democratic Services	N/A	Complete

4. As a corollary of recommendations one and two; a framework be developed to provide clarity to all Members on the appropriate use of social media.	Marketing and Communications will work with Democratic Services to develop a framework. This framework can then be used as the basis for the first annual session. The LGA guidance on social media has also been circulated to all Councillors	Head of Marketing and Communications and Head of Democratic Services	N/A	November 2021