

SOCIAL MEDIA TRAINING FOR COUNCILLORS

EXECUTIVE MEMBER: Councillor Gillian Troughton
LEAD OFFICER: Lindsay Tomlinson, Democratic Services Manager
REPORT AUTHOR: Lindsay Tomlinson, Democratic Services Manager

Summary and Recommendation:

That the Democratic Services Manager be authorised to appoint Keith McMean to provide Social Media Training sessions for Councillors as set out in the report.

1. SOCIAL MEDIA TRAINING FOR COUNCILLORS

Many of our councillors already use social media, whether on a personal basis or in connection with their role. Whilst social media can be a really useful way of promoting the work of the council and individual councillors it can present some problems if not used correctly. It is proposed that a social media expert be engaged to provide a number of half day training sessions for elected members, focussing on

- the basics of social media – what it is and how to use it
- how best to use social media to promote the work of the council/councillors
- what the pitfalls are and how to use them

Officers had previously spoken to North West Employers to source some training providers. However a specialist based in Whitehaven has been recommended and the quoted cost is more advantageous than the quote obtained from NWE.

Keith McMean's draft proposals are attached at Appendix A. This can be amended as required to suit our needs and requirements. The date that has been suggested for the training is 13th January, with a morning session and an afternoon session on offer. If necessary a third session can be provided to capture those members who cannot attend on the 13th January.

Officers are currently drafting a social media policy for councillors and the training session will be used to help inform this.

List of Appendices:

- **Appendix A – draft Social Media training programme**

Member Development Panel 181214
Item 6 App A



Copeland Borough Council
Social Media Seminar Proposal

Social Media and what it means in your role as a councillor

This proposal is a for a program drawn up on behalf of Copeland Borough Council to give basic instruction to councillors on how to use social media effectively.

The Program Contents:

Basic guide to social media for councillors

- What it is social media and how does it affect you?
- Answering the 'Why' question – why do you want to be on social media?
- What does your 'social' profile say about you and how to create an effective profile
- How to use social media effectively
- How it can social media be used to enhance your role as a ward councillor
- Which platforms to use and why
- Social media management
- Social media management tools

Basic risk management

- How and why social media can go wrong
- Dos and don'ts of social media
- How to protect yourself and the council from negative comments

Q&A

- Your chance to ask questions

After attending this seminar you will be able to carry out the following:

- Know what social media is and how it can impact on you and your role as a councillor
- Create a profile that reflects your position as a councillor
- Be able to speak in a language and tone that reflects your position
- How to react and respond to negative and derogatory comments
- The social etiquette needed to be successful when using social platforms
- What it means to be visible on more than one social platform and how you can handle that effectively
- Time management – how to effectively manage your time when using social media
- The basics of what each social platform offers

The seminar is slide based and the attendees are encouraged to take notes and ask/prepare questions as the seminar progresses. Please advise attendees to bring a pen and notebook if they are not provided.

Please let us know if you require the seminar slides and handouts for the attendees after the seminar has ended? These are charged for at a one off cost.

The date for the seminar is to be agreed. Please forward suitable dates at your earliest convenience. Please be advised that we need at least 48 hours to create and prepare the seminar.

Investment

The investment includes the supply and creation of all seminar content.

To prepare and conduct the half day seminar

Create and supply seminar handouts – these are available to be downloaded from the company website once the seminar has ended

All prices are subject to VAT at the standard rate.

This proposal is valid for a period of 30 days from the date specified.