

**CABINET PANEL ON COMMUNITY ENGAGEMENT AND CO-OPERATIVE
DEVELOPMENT
19 JULY 2021**

***PART 1 – PUBLIC DOCUMENT**

**TITLE OF INFORMATION NOTE: UTILISING SOCIAL MEDIA PLATFORMS FOR
EFFECTIVE COMMUNITY ENGAGEMENT**

INFORMATION NOTE OF THE SERVICE DIRECTOR COMMERCIAL

EXECUTIVE MEMBER: COMMUNITY ENGAGEMENT

PRIORITY: BE A MORE WELCOMING AND INCLUSIVE COUNCIL AND ENABLE AN
ENTERPRISING AND CO-OPERATIVE ECONOMY

1. SUMMARY

1.1 This note highlights proposed items scheduled in the work programme for the Cabinet Panel on Community Engagement and Co-operative Development for 2021/22 following the initial meeting.

2. STEPS TO DATE

2.1 The Cabinet Panel for Community Engagement and Co-operative Development held on Monday 9th November 2020, discussed Community Engagement in the age of Social Media. The following three questions were raised to facilitate discussion on this topic:

- Where and how do you get information from the Council?
- What is effective about the way the Council communicates?
- What is missing or could be improved about communication from the Council?

The minutes and outcomes of this meeting are available to view on line:

<https://democracy.north-herts.gov.uk/ieListDocuments.aspx?CId=296&MId=2470&Ver=4>

3. INFORMATION TO NOTE

3.1 This Cabinet Panel will provide the opportunity for community partners and admin from local community social media groups to use the meeting as a sounding board and feedback on how the authority can best utilise all aspects of social media and online platforms to connect with the public.

3.1.1 The Service Director Commercial and Communications Manager will also provide a verbal update to the Panel where appropriate. The discussion will focus on:

- Brief update on plans for new NHDC website;
- Social media update including; the new Waste Warriors Facebook group and Artificial Intelligence tools to scan social media, to understand the key issues of importance to the community;
- Proposals to introduce a new online consultation / community engagement tools, as part of a forthcoming review of our consultation strategy.

- 3.2 The Panel will seek to ensure that consideration of agenda items minimises additional burdens on staff resources. Wherever possible, requests are made for the presentation of documents already in existence rather than the production of new documents specifically for the Panel.
- 3.3 Attendance from external bodies and members of the public is actively encouraged.
- 3.4 This is a non-decision-making advisory body and therefore this or any notes/reports to the Panel do not include a recommendation on a key Executive decision and have not been referred to in the Forward Plan. However, recommendations for action from the Panel for consideration by Cabinet may do so. This will therefore need to be borne in mind for any recommendations of the Panel.

4. NEXT STEPS

- 4.1 Other topics for consideration and inclusion in the Panel's work programme will be considered at each meeting. When considering additional topics, their risk assessment and prioritisation will ensure that the most appropriate items are taken forward to the work programme

5. APPENDICES

None

6. CONTACT OFFICERS

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7. BACKGROUND PAPERS

7.1 None