

**Downley Parish Council**  
**Online Communications Working Party Terms of Reference**

**Aims & objectives**

To provide a decision-making forum with regard to social media & communication projects relating to & to report to the full Parish Council. The Working Party will suggest facilitate & approve articles & generate communication on agreed social media sites to engage & exchange views with the residents of Downley, to engage a wider variety of people in DPC's affairs, to attempt to inform all residents of Downley & to reflect openness of the Council body. In effect the Working Party will be a communication conduit for the Council.

For the purposes of this Working Party, social media is defined as being any online service which facilitates real-time public conversations & engagement, such as but not limited to, Facebook.

**The role of the Online Communications Working Party**

- To update the existing website
- To manage online communications including Facebook
- To examine Information Technology in detail, read reports & related materials, examine options, & obtain advice for the council.
- To act professionally & to liaise with external professionals.
- To examine options & make recommendations to council.
- To explain the recommendations, reasons, options to Full Council by way of a written report.
- To answer questions from the Council.
- No funding or monies to be spent or committed without delegated authority or prior Full Council endorsement.

**Operations of the Online Communications Working Party**

- The Working Party does not meet in public therefore Standing Orders are not applicable, although the code of conduct still applies.
- The Clerk will take notes.

- The Working Party may meet whenever they see fit.
- The Working Party will provide up-to-date information for the Downley Parish Council website, which remains under the control of the Clerk. All statutory information such as agendas, minutes etc will continue to be managed by the Clerk.
- Parish Councillors who post information on their own social media accounts will be representing their own personal views & not that of Downley Parish Council.