

Torphins Community Council

Digital Media Strategy, September 2016

Objective:

The aim of the digital media strategy is to harness the power of digital communications, to support the council in achieving its aims. A particular objective is to use the internet to support regular and routine dialogue between the council and local residents, as well as projecting a positive image of the village externally.

More specifically the Community Council digital framework has the following features:

Website: Torphins Community Council: www.torphins.net

- **Information Archive**
 - Constitution
 - Minutes
 - Current Members
 - Contact details

- **Channel of Communication with Residents**

Provide a “digital community noticeboard” collecting relevant current information for residents

 - TCC meeting current agenda and minutes and related press releases
 - Relevant Aberdeenshire Council publications
 - Planning application comments by TCC
 - Local roads information
 - Information from local clubs and organisations, including news and forthcoming events
 - Seek feedback to TCC from residents on current topics
 - Link to TCC Facebook page

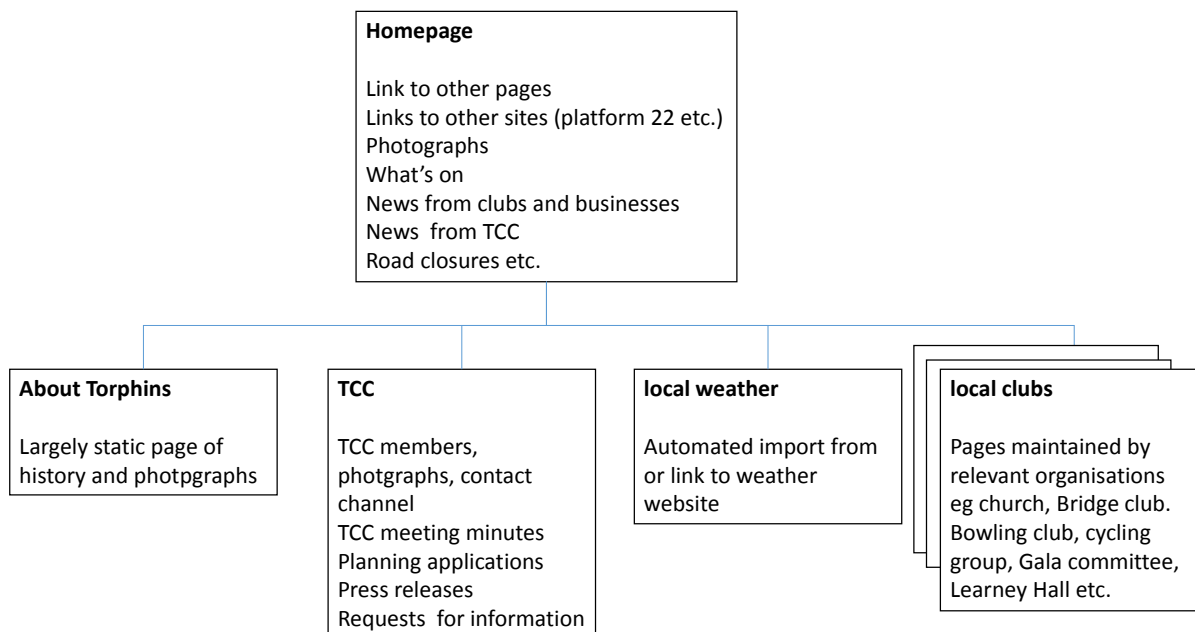
- **Raise the Profile of the Village**
 - Project a positive image of the village to the external world
 - History and photographs
 - Noticeboard with links to support local clubs and organisations as policy allows
 - The website will not promote commercial businesses

Facebook: Torphins Community Council: www.facebook.com/TorphinsCommunity

- **Channel of Communication with Residents**
 - Current event announcements
 - Agenda for upcoming TCC meetings
 - Current information on local road and other local infrastructure matters
 - Link to TCC Website
 - Likes, Postings, Questions from residents
 - The Facebook page will not allow promotion of commercial businesses

Outline Structure

An outline of the Torphins Community Council website www.torphins.net is as below:



In parallel the Torphins Community Council Facebook page www.facebook.com/TorphinsCommunity allows more interactive communication with local residents. In particular it will be possible to “push” information or notifications of website updates to residents who register as “friends”. This also provides an open forum for ideas to be crowd-sourced within the community.

Within this framework community council members can have an email address xxx @TCC.com (or similar) to manage community business. In addition (or as an alternative)an anonymous web address info@TCC.com can be provided.

Maintenance of Website and Facebook

The Chairman and a Web Administrator (currently the Secretary) will have administrative rights to maintain and update the website and the Facebook page.

Regular administrative material such as meeting notices, agenda and minutes can be posted by the Web Administrator as required.

Other irregular matters to be posted must be agreed with the Chairman and any directly impacted office bearers e.g. Planning Officer, before posting.

The Facebook page is open for public posts and comments to encourage and promote communication with the Community Council.

Appropriate links and promotions by local clubs and organisations may be permitted at the discretion of the Council

Commercial businesses will not be permitted to post links or promotional material to the Facebook page, and the Council will act to prevent such material being published.