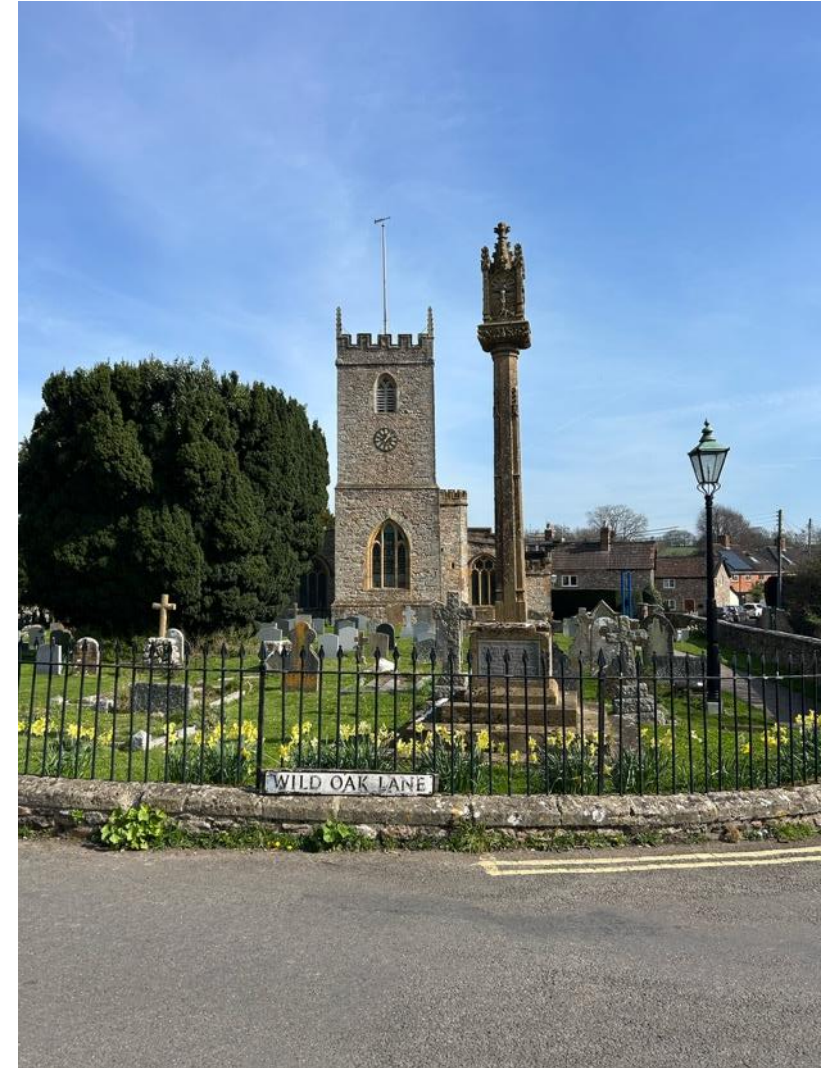




Trull Parish Council Social Media Strategy



Our goal isn't just to 'be on Facebook.' It is to recreate the traditional village noticeboard for the 21st century.

In combining communications with traditional methods i.e. the Parish Magazine, newsletters, notice board, we can ensure every resident, feels informed and heard.



Overview

The Core Mission

To transform Trull Parish Council from a "background authority" into a **visible, trusted, and interactive pillar** of the community.

Why Strategy Matters

- **Controlling the Narrative:** If the Council doesn't provide the facts, residents will rely on rumours and hear-say.
- **Increasing Accessibility:** Most residents cannot attend a 7:15 PM meeting on a Monday. Social media brings the Council chamber to their living rooms.
- **Boosting Engagement:** A strategy ensures we aren't just "broadcasting" at people, but actively listening and gathering local intelligence on issues like planning and road safety.
- **Professionalism & Duty:** In a digital age, an inactive page suggests an inactive Council. A consistent strategy demonstrates value for the precept (taxpayer money).



Content Types

- Daily news (The pulse of Trull)
- Calls for Action (Community Engagement)
- Official Council News (For the record)

Tone

Provide engaging content that nurtures our relationship with the public and encourages community volunteering, while strictly maintaining political impartiality.

Execution

While it is impractical for all councilors to review every social media post, for security, and frequency of posting, there will always be a min. of two admins on social media.



Daily News (The pulse of Trull)

Frequency: 2–3 times per week These posts build a positive "brand" for the council and show that you are active and approachable.

- **Local Spotlight:** Photo of the King George V Playing Field or activities in the community.
 - *Caption:* "What a morning in the village! A reminder that our green spaces are here for everyone to enjoy."
- **Weather/Traffic Alerts:** Share updates from Somerset Highways or flood warnings
- **Community Events:** Party in the park, Group activities, MH sales.
- **The "Human" Council:** Photos of councillors active in the community.



Calls for Action (Community Engagement)

Frequency: As needed (1–2 times per month) These require a specific response from residents.

Planning Consultations: " HAVE YOUR SAY: The Council is reviewing the new application for Comeytrowe Road. We want to hear your thoughts before our next meeting on...."

- **Volunteer Recruitment:** "We need a hand with the Apple Day preparations!"
- **Surveys/Polls:** "Should we prioritise more wildflower verges this spring? Vote below! "
- **Reporting Issues:** "See a pothole or a broken streetlight? Don't just post here—report it directly to Somerset Council using the Link below for the fastest fix."



Official Council News (The Formal Record)

Frequency: Statutory information. Written in plain English, sometimes with explanations.

- **Meeting Notices:** "The next Parish Council meeting is Monday at 7:15 PM in the Community Centre. All are welcome."
- **Elections, boundary consultation**
- **Financial Transparency:** Once a year, post a simple graphic showing how much and where the precept (your portion of the Council Tax) is being spent.



For further information

Clerk@trullpc.org.uk

