

CABINET

Date of Meeting	Tuesday, 19 th December 2023
Report Subject	Introducing a Corporate Facebook Account
Cabinet Member	Cabinet Member for Governance and Corporate Services including Health and Safety and Human Resources
Report Author	Chief Officer (Governance)
Type of Report	Operational

EXECUTIVE SUMMARY

Having a social media presence via a corporate Facebook account will support Flintshire's ambitious Digital Strategy and the achievement of other key strategic plans by way of communicating and engaging with customers across Flintshire.

The Customer Service & Communications Team will launch and manage separate English and Welsh corporate Facebook accounts, posting simultaneously, to use for emergency communications, sharing key messages, good news stories, as well as consultation and engagement activities from across the organisation.

RECOMMENDATIONS

1	That Cabinet supports the introduction of a corporate Facebook account to help achieve priorities outlined in the Council Plan and Digital Strategy.
2	That Cabinet champion the introduction of a corporate Facebook account and use the platform to share messages with customers.

REPORT DETAILS

1.00	EXPLAINING THE INTRODUCTION OF A CORPORATE FACEBOOK PAGE
1.01	Communication is key to everything that we do. Facebook is a free of charge, well-established and reputable platform for communication that will support Flintshire County Council (FCC) to share news, engage with its customers and enhance its reputation. Although predominantly supporting the Digital Strategy, it will assist other priorities within the council too as a tool to communicate and engage effectively, efficiently and provide a better service all round.
1.02	Digital Workforce is one of the priorities for FCC, as an organisation we are committed to supporting our workforce to change and adapt to new, better ways of working by giving them the right knowledge, skills and digital tools. As part of the Facebook set up, Customer Service & Communications will share hints and tips to colleagues on how to make the most of social media campaigns, along with social media guidelines and etiquette to keep them safe and protect FCC's reputation.
1.03	Digital Partnership, Inclusion and Learning & Culture can be supported through a corporate Facebook account too. It will aid the sharing of information across organisations, and support business and professional relationships to enhance FCC's networks. It will promote and enable access to support training and other online services, as well as opening up new opportunities. It will help our customers to access digital services they need to improve their health and wellbeing, education, and employment opportunities too.
1.04	Facebook can provide data that is protected and secure on the back of campaigns that we use the platform for. This can then help to inform other initiatives to shape what future services should look like, supporting the Digital Information & Management priority.
1.05	Digital Delivery not only includes our internal systems, but the external systems we choose to use to enable us to improve and support the delivery of all our services too. Facebook is a tool that will make a significant difference to the way in which we promote digital upgrades and getting engagement from customers to uptake digital initiatives and make 'Digital Flintshire' happen.
1.06	Using a general calculation, we estimate that around 75% of Flintshire's population use social media. So, by using social media platforms such as Facebook, will give FCC the opportunity to reach a large proportion of its customers, 'instantly' and will support emergency planning, communications and engagement.
1.07	Following advice and best practice from other councils the following will be implemented to ensure a successful account: <ul style="list-style-type: none"> • Separate English and Welsh corporate Facebook accounts with contemporaneous posting to both.

	<ul style="list-style-type: none"> • Introduce 'community guidelines' so followers are aware of expectations (taking into consideration the Council's Managing Customer Contact policy). • Customer Service & Communications will own the corporate Facebook account for use to disseminate communication campaigns, engage with customers and share corporate information. • Customer Services and Digital Officers will provide support to administer the account. This includes monitoring analytics, comments, and direct messages.
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2.00	RESOURCE IMPLICATIONS
2.01	There are no perceived resource implications to launching a corporate Facebook account. The service is free of charge and will be managed by the Customer Service & Communications team.

3.00	IMPACT ASSESSMENT AND RISK MANAGEMENT
3.01	<p>Although an operational report, an integrated impact assessment (IIA) has been completed to consider equality and Welsh language issues:</p> <ul style="list-style-type: none"> • Social media is most popular with ages 18-55 years, those outside of this bracket could be at a disadvantage if not factored into campaign planning i.e. use of other channels to reach them. • Similarly, the need to use social media alongside other communication channels is required to meet accessibility requirements and people who may be facing socio-economic disadvantages. • Mental health could be impacted both positively and negatively through social media. Planned campaigns around health will support it positively and things such as community guidelines will help to reduce the potential negative impact. • Treating Welsh language no less favourably by having a separate Welsh only account and posting simultaneously with the English account. • Encouraging Welsh language use by having a dedicated Welsh account. • Using current processes such as our translation service and pre translated responses / templates to support the management of the Welsh account. <p>The overall outcome of the IIA was positive.</p>

4.00	CONSULTATIONS REQUIRED/CARRIED OUT
4.01	The idea to introduce a corporate account has been widely welcomed by colleagues across services with positive feedback received.

5.00	APPENDICES
5.01	N/A.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	N/A.

7.00	CONTACT OFFICER DETAILS
7.01	<p>Contact Officer: Hayley Mallon, Customer Service & Communications Manager Telephone: 01352 702122 / 07939249313 E-mail: Hayley.mallon@flintshire.gov.uk</p>

8.00	GLOSSARY OF TERMS
8.01	N/A.