

Item to be discussed in KPC Meeting July 14th

Proposed by Alex Leith

Discussion about new social media outlet for communication from KPC to village residents.

CURRENT COMMS OUTLETS

Currently the Council has four different ways of communicating to the community, beyond word of mouth.

- The parish notice boards, particularly pertinent for older residents who are used to this form of communication, and in some cases have no access to the internet or a smartphone.
- The KPC website. I am informed that this gets a fair bit of traffic, but it is unclear how many people use it, and what for.
- The KPC has a voice on the Kingston Massive WhatsApp group. This goes out to 164 accounts. It is impossible to say with any clarity, but I estimate (taking into account that there are 821 residents in the village, and some WA group members are not residents; also that many couples/families will only have one account) that messages will reach around a third to half of Kingston residents.
- And there's Kingston News, in which we post a bulletin every month, which goes through every door in the parish. It is virtually impossible to estimate how many people read it!

We should, in my opinion, continue with these four information streams.

OTHER COMMS POSSIBILITIES

But how do we get our message out more widely? And make our message more detailed, so villagers feel they are more in contact with the council?

I think that we should consider having either a Twitter account, or an Instagram account, or a Facebook page, or all three. I think we can disregard other social media accounts such as TikTok, much loved by younger users, but primarily for sharing videos.

- Pros and cons of Twitter account. Twitter has a limit on the character count (240 characters - NOT words) so the message has to be brief. The message can be accompanied with a photo, and, importantly, you can add a live link to any URL. It is free to set up.

- Pros and cons of Instagram account. Instagram MUST be accompanied by a photograph. There is no character count, so messages can be longer (though it is customary for messages to be fairly snappy). There is no facility for posting live links. It is free to set up.

- Pros and cons of a Facebook page. Messages can be of any length, photos can be added, as can live links. It is free to set up.

(There is also the possibility of setting up a Facebook Group, which would allow users to communicate with one another, but I would advise against this option as there would be the need for frequent monitoring of content).

SUMMARY

On reflection I would suggest that the Facebook page option is the most suitable for the KPC, as it is the most versatile medium, and probably has the most 'reach'. I would be happy to set it up, input information and monitor it.