



# Saxilby with Ingleby Parish Council

## Non-confidential

**Report to:** Full Council 02/2023

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**Report by:** Clerk

**Power/duty which decision falls under:** LGA 1972, s142 - A local authority may arrange for the publication within their area of information as to the services available in the area provided by them or by other authorities

Code of recommended practice on local authority publicity (2011)

**Which council objective(s) it falls under:** Community engagement

**Consideration on carbon reduction:** -

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### **Consider adding a statement to the council's social media channels to provide timelines for a response and consider the council's responsiveness on social media**

At the December Full Council it was requested the above item was added to a council agenda for consideration.

Currently the council manages a number of social media channels including Facebook, Twitter and Instagram.

Over the last few months there has been on average a direct message every one to two days as well as comments daily. If the post has high engagement there can be numerous posts to respond to.

The comms team, administer this, being led by the comms lead who undertakes the role in a voluntary capacity acting within the policies and procedures of the council.

The real time nature of social media communications has resulted in customers expecting an immediate response. This is a challenge for a small organisation with an already large workload to meet, and can result in a response time which does not always meet customer's expectations.

Providing a statement online will provide a clearer idea of the response time and also can also be used as an operational performance indicator.

### **Examples**

#### **Automatic reply to direct messages**

"Thank you for your message. We aim to provide an initial response to customer queries within one working day. If your query is urgent, please contact the council on 01522 703912 or 07742 826611"



“We aim to provide an initial response to customer queries within one working day. If your query is urgent, please contact the council on 01522 703912 or 07742 826611.”

## **RECOMMENDATION(S):**

Full council note the report and add an operational performance indicator of one working day for an initial response which is displayed on the council’s social media platforms.