

## IWALC COMMUNICATIONS GROUP

Meeting on 23<sup>rd</sup> February 2021 at 2pm via Zoom

### **Present:**

Diana Conyers (chair), Helena Hewston, John Grainey, Mick Lyons and Jill Webster.

### **Apologies:**

Gill Kennett

#### **1. Welcome**

Diana welcomed everyone to the meeting.

#### **2. Formalisation of the Group**

It was agreed to propose the formalisation of the group as a sub-group of the Executive.

#### **3. Terms of Reference**

The Terms of Reference were agreed (attached)

#### **4. Communications Officer**

It was proposed that an extra 2 hours a month will be given to the Communications Officer to provide extra support to this group and communications for IWALC. **Action:** To be proposed at the next Executive Meeting in March.

#### **5. Media Policy**

The following actions were agreed:

After IWALC meetings review decisions to determine if a press release is appropriate, and/or the bulletin/Facebook. The Communications Officer will confer with the chair and County Officer to decide on what needs to be published and which channel will be used.

To invite Louise Hill (local democracy officer for local media) to future IWALC Meetings Action: Communications Officer to follow up.

To formalise a list of who IWALC will send press releases to.

#### **6. The Bulletin**

The Chair congratulated the Communications Officer on the Bulletin and the positivity it is receiving locally and from NALC and SERCAF. It was agreed to do a profile of each of the local councils for the April Bulletin prior to the election.

#### **7. The Website**

General discussion about the website and how we can use it more effectively to share information and promote the work of IWALC.

#### **8. Social Media**

General discussion about how we can utilise Facebook better and enable it as an effective tool for not only IWALC but also member councils. It was also identified that we have a Twitter account which we could use more effectively.

#### **9. Date of Next Meeting**

To be arranged once the elections have been completed.

