



## **PUBLIC RELATIONS POLICY**

### **Purpose and Function**

To provide and to communicate Council business and strategy on a regular basis and in response to ad hoc requests.

Press releases to be provided to agreed press sources – all of whom will be contacted to inform of new process:

- Mersea Life
- Courier
- Newsquest (County Standard & Gazette)
- East Anglian Daily Times
- BBC websites
- Essex Association of Local Councils
- Colchester Association of Local Councils

Regular non-news content to be produced as and when:

### **A Day in the Life**

- Insight into the work and activity of the Council – to give community a better sense of the business and busyness of the Council
- Council Employees
- Councillors

### **Our Community**

- Content on community groups and individual activities that make West Mersea special

### **Our Environment**

- Content on places of interest and activities that protect our environment

News content:

Following West Mersea Town Council – Press release of non-controversial comment on business of meeting

### **Urgent Stories**

- Factual and always to be sanctioned by Town Clerk

### **Urgent Interview**

- Content based on information/briefing provided by the Public Relations Group in consultation with the Town Clerk
- Proposed spokespeople: Mayor, Deputy Mayor, members of Public Relations Group

### **Social Media:**

- West Mersea Town Council page to utilise above content
- Cemetery Clerk to share to West Mersea Town Council Facebook page

### **E-Newsletter**

- As and when there is business to share

Summary of non-news content with links to full story.

Policy agreed: 5 September 2019, Minute reference: 19/200

Review: 25 November 2021, Minute Ref: 21/277

Review: November 2022