

Windlesham Parish Council

Communications Committee – Terms of Reference 2025-26

The role of the Communications Committee is to consider all external Council communications.

Membership of the committee will consist of a maximum of 6 members, consisting of a maximum of 2 representatives from each village. To ensure that each village remains adequately represented in the event of a member's absence, any nominated substitute must be a member of the same village committee as the original appointed representative. Non-members of the Council may be non-voting members of the committee.

Membership of the committee will be determined at the Annual Meeting of the Council and casual vacancies shall be filled from the membership of Full Council.

FUNCTIONS:

The Communications Committee will have the following duties and shall be empowered, within the current structure, to:

- Develop and implement a communications strategy, based on the current media policy.
- Create and update a consistent corporate identity to be used in Parish Council communications.
- To prepare a draft budget for consideration at the Budget meetings in Sept/Oct each year.
- Liaise with local organisations with regard to communications.
- To make use of a full range of media opportunities to promote Windlesham Parish Council, including social media.
- Any other communications issues as requested by Full Council.

Delegated Spending Authority

In order to undertake its functions, the Communications Committee is authorised to spend to the following limits:

- With effect from 1st April 25 this committee will have a budget of £8,500 as agreed in the Full Council budget.
- All expenditure requirements in excess of the authorised limit to be agreed in advance of expenditure commitment by resolution of the Council.

The Chairman shall:

- Agree the minutes of the Communications Committee at Full Council meetings subject to approval.

Item 7 - To review Social Media statistics

Social Media Performance Summary (January–July 2025)

Facebook Highlights

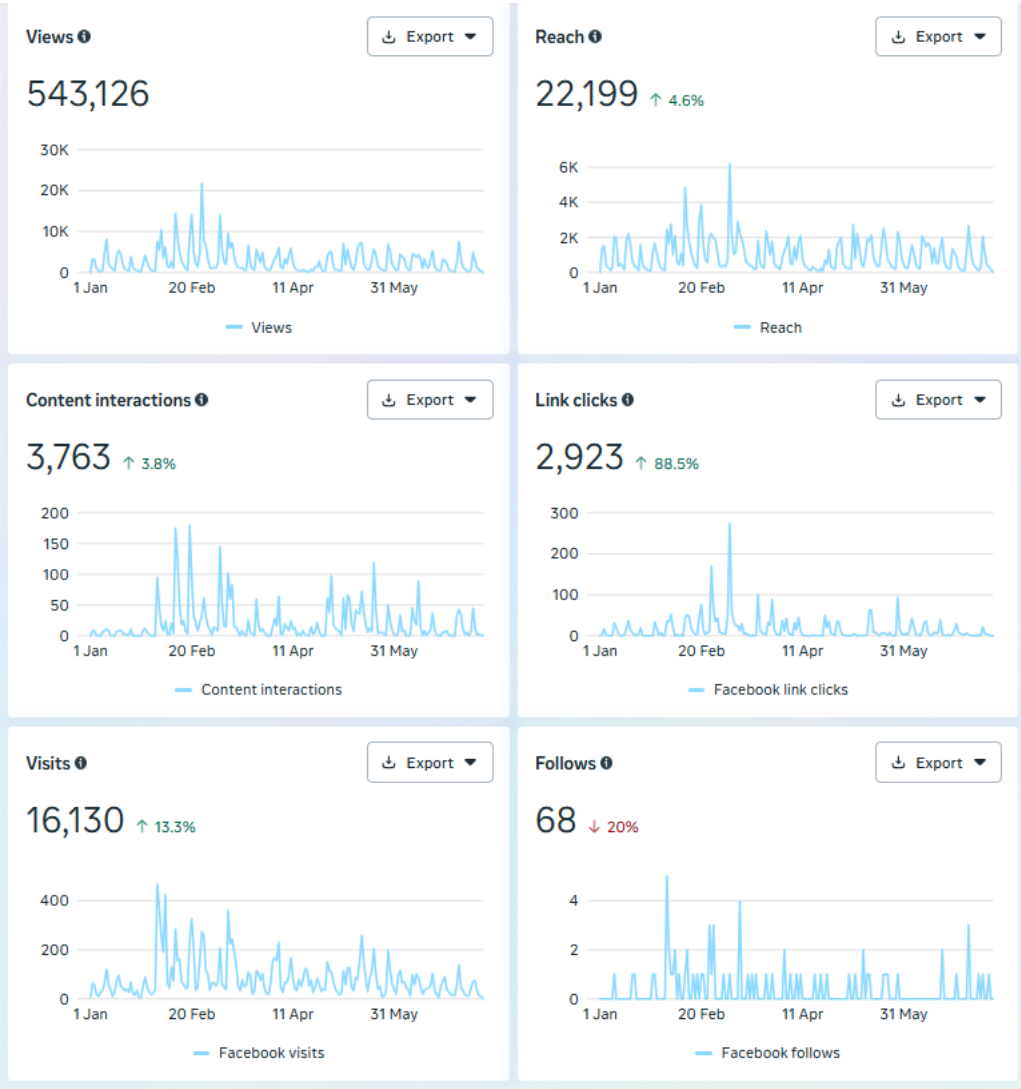
- **Top-Performing Content:**
 - Playground Updates consistently achieved strong engagement.
 - Posts about Traffic and Infrastructure drew high levels of interest and discussion.
 - Consultation Announcements effectively encouraged community participation.
 - Positive Stories, such as VE Day flags and planting efforts, received particularly warm responses and shares.
 - **Engagement Trends:**
 - The mix of practical updates (infrastructure) with community-oriented content (celebrations and local projects) is driving strong and balanced engagement.
 - Visual content and concise updates continue to outperform longer or text heavy posts.
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Instagram Overview

- Activity on the platform is increasing.
 - Reach is up by 89%
 - Content appears to align well with what's shared on Facebook, helping maintain a consistent message.
 - Local community Instagram pages have also been sharing our posts and stories, which significantly boosts our visibility.
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Statistics

Facebook Results – 2025 – January – July

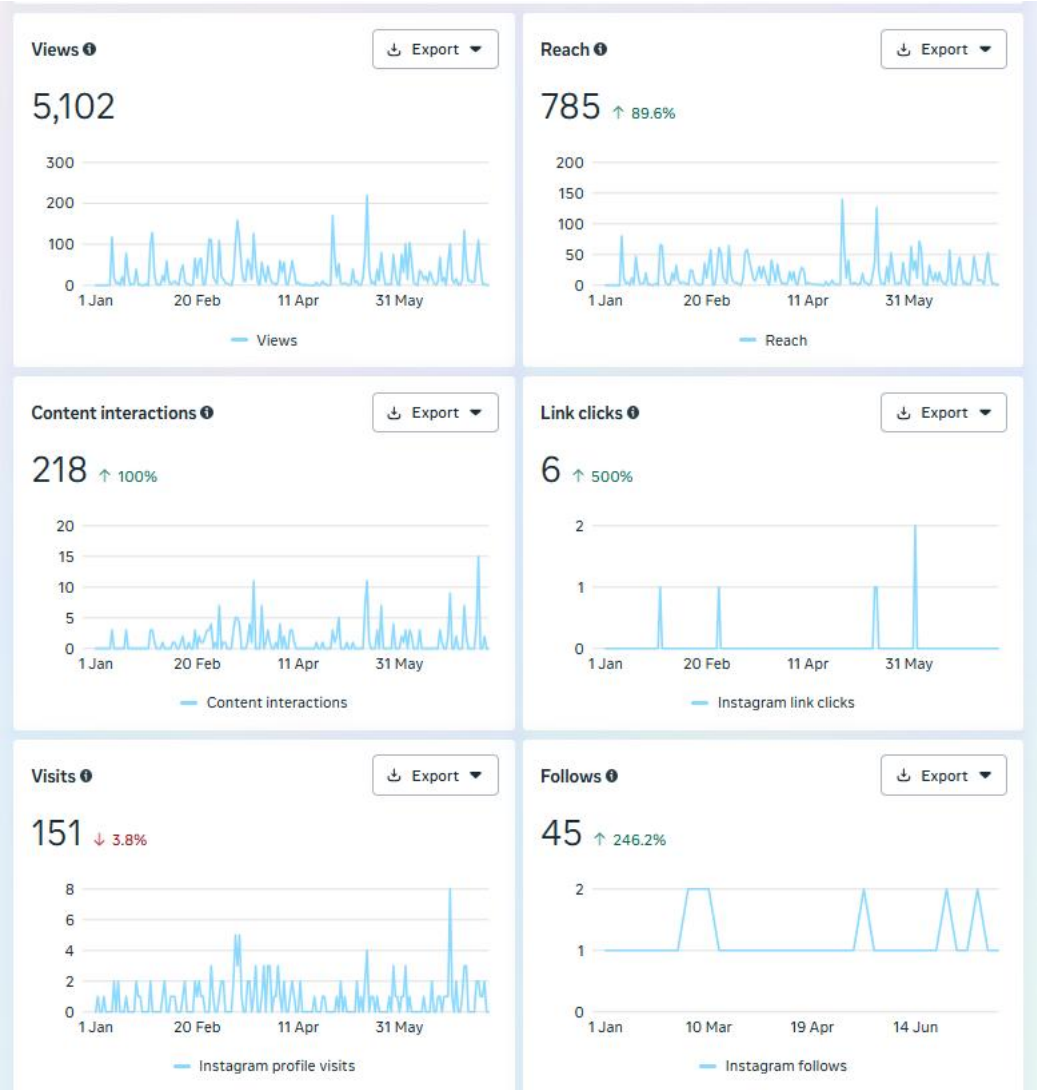


Content Overview – Facebook – January-July

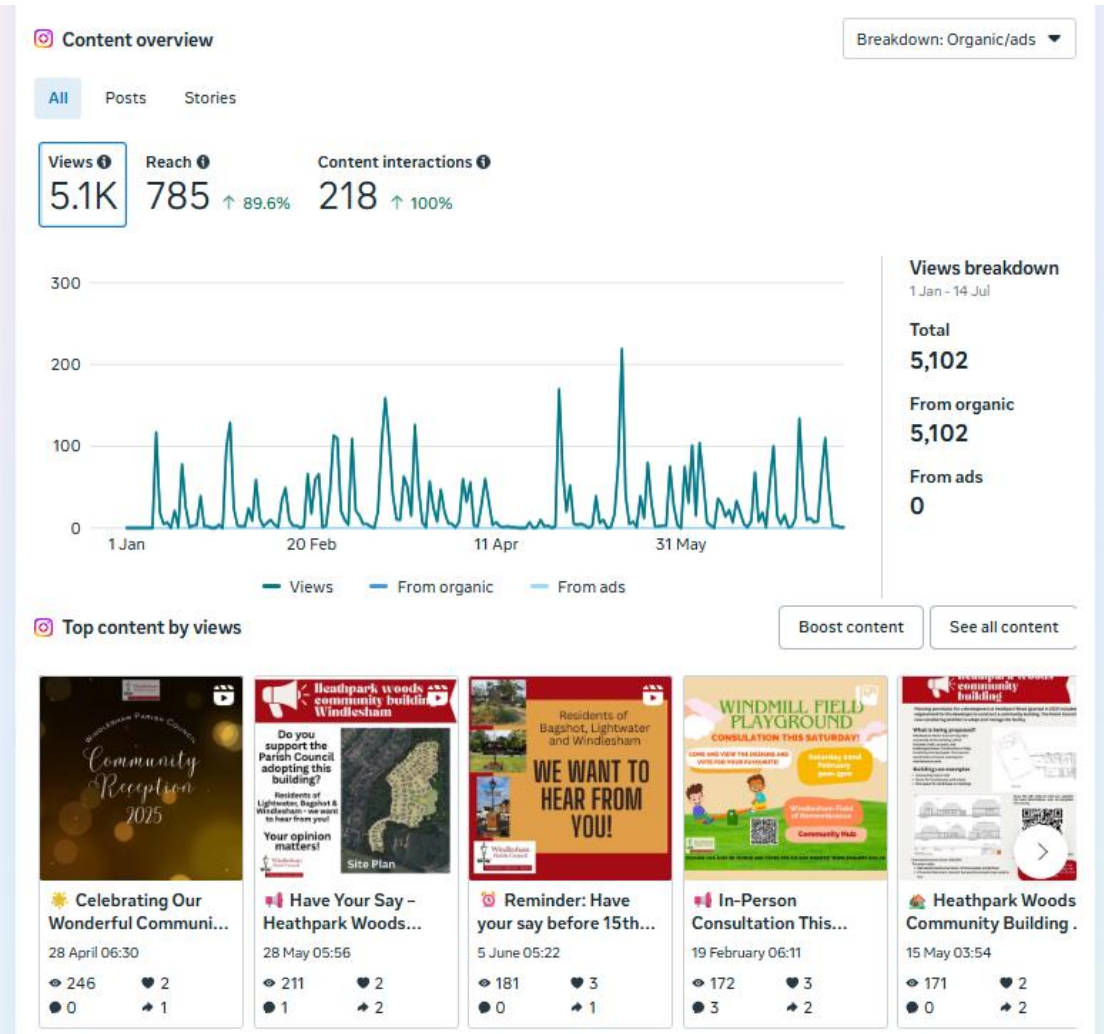


Instagram

Results - January – July 2025



Instagram - Content Overview - January – July 2025



Item 8 - To consider future communications for the municipal year 2025-26 – opportunity for Members to bring forward suggestions for future communications.

In addition to the ongoing day to day communications activities, members may wish to consider developing supplementary content, particularly short form visual media. This could include brief videos of councillors out and about in the parish, highlighting key issues, providing updates on local projects, and engaging directly with residents.

Creating short videos featuring councillors in the community offers several benefits:

- **Increased Engagement:** Visual content is more likely to capture attention on social media and digital platforms, helping extend our reach.
- **Transparency & Trust:** Seeing councillors speak directly from locations around the parish fosters a stronger sense of transparency, accountability, and local connection.
- **Accessibility:** Video content can make complex projects or council processes easier to understand for residents who may not regularly read newsletters or formal reports.
- **Community Presence:** Showcasing councillors on location reinforces their visible, active presence in the community.

Action:

Members are asked to consider the creation of such visual media as a potential future communication initiative and to share any additional ideas they would like to explore.
