

# Website, Social Media & Newsletter Panel

21 September, 2021

3:00pm

DRAFT Notes

Present:

Cllr Victoria Alcock (VA)

Cllr Gill Cleeve (GC)

Lisa Cowley (LC)

Cllr David Curtis (DC)

All members attended the meeting via Zoom.

## 1. Apologies

Apologies were received from Cllrs Roy Dyer (RD), Philip How (PH), Kevin Taylor (KT) and Cohl Warren-Howles (CW-H).

## 2. To approve the notes from the Website, Social Media & Newsletter Panel meetings held on 11 May, 8 June and 3 August, 2021

The notes from these meetings were approved.

## 3. Bridging the Gap

### • **Ideas/Content for the next issue**

Content ideas were:

- Christmas Lights Switch-On – to highlight that there will be no grotto at the Town Hall, but others are available in the town;
- Victorian Christmas Market Festival;
- Spotlight on Our Community – Stratford Christmas Lights Company;
- Space for local charities to promote their fundraising events;
- Restoration to the Town Hall – fundraising for the Shakespeare statue;
- History of the Father Christmas letters;
- A Christmas Letter template for children to fill in as well as a festive colouring-in image;

- Promotion of our social media channels;
- What we do – which Council does what?
- Green Advent Calendar.

It was thought that this could be a 'bumper' Christmas edition with 12-pages. As we have done previously, it was suggested that we purchase a page in the Herald newspaper to feature some of the articles and link to BtG on the STC website.

It is yet to be confirmed how many copies of this edition will be printed.

LC has requested that all copy be received by the end of October.

#### 4. Website and Social Media

It was agreed to promote BtG articles on social media in order to drive more traffic to STC's social media channels and the STC website.

LC noted that she would do a website 'MOT' to ensure that all pages are up to date.

#### 5. AOB

None.

#### 6. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 19 October, 2021.

*The meeting closed at 3:30pm.*