



## **Publicity and Communications Committee: Terms of Reference**

1. To ensure that the community served by Radyr and Morganstown Community Council is kept informed about the Council's work - and other issues that may affect the community.
2. To maintain editorial control over the Council's website's content and structure. To maintain editorial control of the Council's Twitter feed and any other social media outlets used by the Council (such as Facebook and Instagram).
3. To draft news stories, reports, feature articles and similar material drawing attention to the Council's work - and other issues that may affect the community.
4. To commission and edit, as necessary, publicity material from other Council Members (which can include news stories, reports, feature articles and similar material).
5. Apart from items which simply inform the public about things that are happening in Radyr and Morganstown (such as roadworks, festivals, MS or MP surgeries, or opening and closing of businesses) - the Committee must ensure that items which can normally be considered to represent the Council's views about specific issues (such as planning applications or road safety) represent those views accurately.
6. To ensure that the Council is able to respond quickly and appropriately to developing stories or issues, if need be. To do so in liaison with other Council members and/or the Council's Clerk as appropriate.
7. To use our website and social media outlets - along with other outlets (such as the Radyr Chain and other websites) to facilitate the Council's communication with the public.
8. To keep the Council's website and social media outlets fresh, with new stories published as often as possible to generate and maintain interest and understanding of the Council's work. All passwords to be held by the Clerk, Chairman of the Council and Chair of the Committee.
9. The Chairman of the Council, Chair of the Committee and the Clerk may publish news items directly to the Council's website and social media outlets but should consult the other Members of the Committee (48 hours' notice) before publishing any significant items which contain opinions or policy implications to seek their views with regard to style, accuracy, and content.

10. The Committee will seek to ensure that material published by the Council is clear, concise, accurate, interesting, and professionally written.
11. Any material published can be edited or removed, if the other members of the Committee agree that it should be (whether or not that decision is prompted by other Councillors).
12. The Committee will consist of those Members appointed at Annual Council.

The Clerk will also attend meetings of the Committee.

*(note: reference to the Clerk includes the Assistant Clerk)*