

Information Working Group report for Parish Council Meeting 27 October 2016

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- [Website](#) improvement began on 5th Nov 2015
 - Initial aim to ensure timely availability of meeting minutes etc and any other Council information affecting Sway Residents
 - [InfoWG ToRs](#) approved 17th December 2015
 - No cost to Parish (major savings)
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- Website has expanded from handful of pages to over 60
 - Aim to keep it fresh, current and interesting. Become preferred source of Parish Council News and link to other items of interest to the Parish.
 - Website Banner and home page used to highlight events/items of interest
 - Regular features on [NEWS](#) page such as "*A few seconds of the minutes*"
 - Two-way communications via info@sway-pc.gov.uk

Facebook [SwayParishCouncil](#) and Twitter [@Sway_PC](#) set up in December 2015

- Reinforce items of interest on the website
- Highlight other items of interest happening in and around Sway
- Reinforce messages of local importance such as road safety
- Share other relevant info from NFDC/NFNPA/HCC etc
- Provide additional two-way communication route for local people
- Tweets automatically make facebook posts

Website Metrics collection began 22nd September 2016

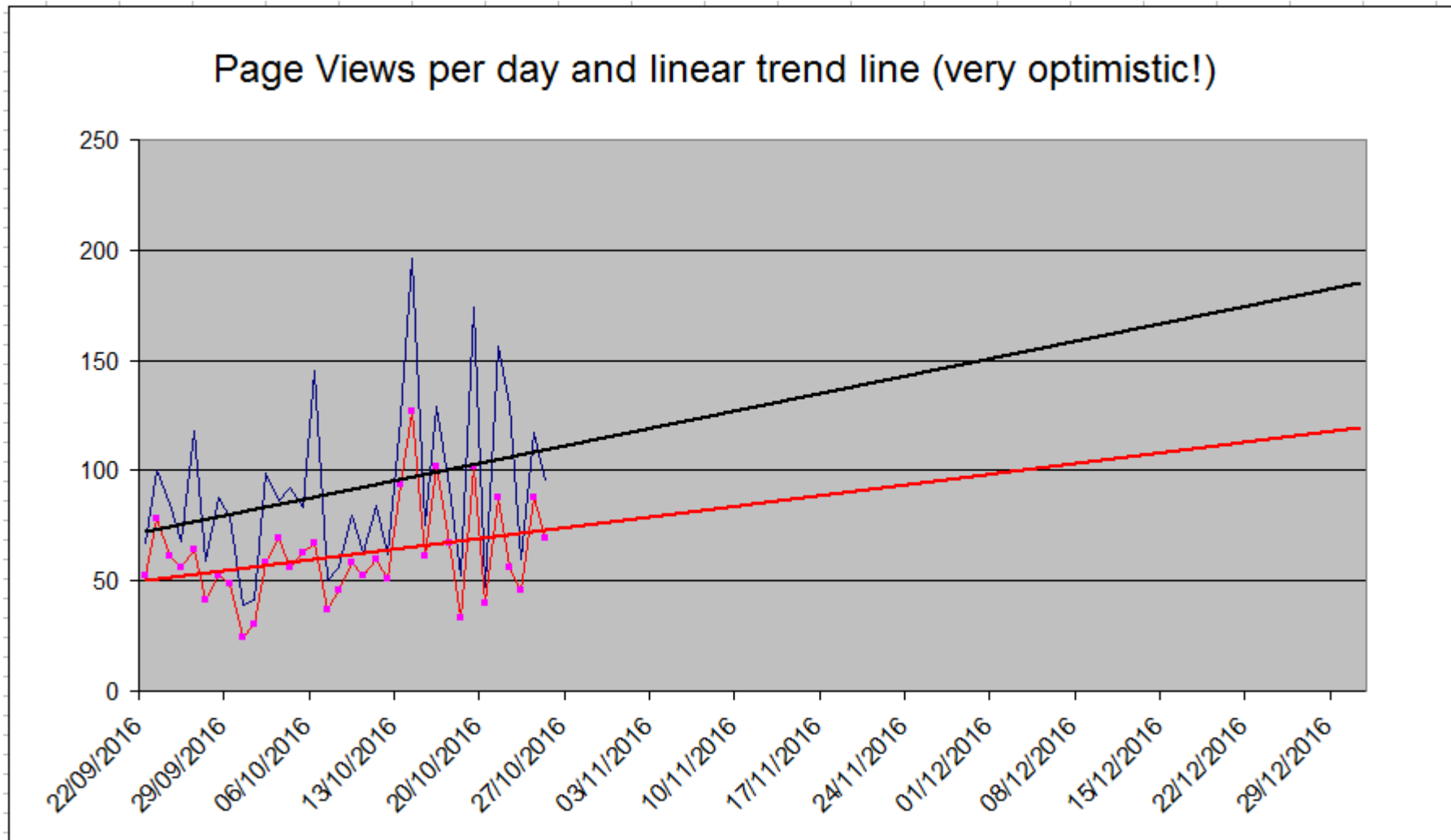


Chart shows total page views and unique page views (in red).

The top 20 most Viewed Web pages in the 31 days up to 25/10/16

| Page Name | Views | Unique Views |
|--|-------------|--------------|
| Sway Parish Council - Sway | 878(30.93%) | 551(28.91%) |
| News - Sway | 355(12.50%) | 174(9.13%) |
| Parish Council Meetings - Sway | 267(9.40%) | 155(8.13%) |
| Planning and Transport - Sway | 101(3.56%) | 84(4.41%) |
| Friends of Sway Village Hall - Sway | 88(3.10%) | 62(3.25%) |
| Parish Councillors - Sway | 82(2.89%) | 60(3.15%) |
| Sway Community SpeedWatch - Sway | 79(2.78%) | 65(3.41%) |
| Jubilee Field Pavilion Proposal for Extension - Sway | 63(2.22%) | 40(2.10%) |
| Search - Sway | 63(2.22%) | 53(2.78%) |
| Be a responsible Dog Walker - Sway | 55(1.94%) | 46(2.41%) |
| Parish Council Documents - Sway | 53(1.87%) | 33(1.73%) |
| About Sway - Sway | 45(1.59%) | 36(1.89%) |
| Contact Us - Sway | 44(1.55%) | 38(1.99%) |
| Links to Other Council Websites - Sway | 40(1.41%) | 14(0.73%) |
| Wootton Riverine Restoration project - Sway | 40(1.41%) | 36(1.89%) |
| Other Useful Contacts - Sway | 39(1.37%) | 32(1.68%) |
| Parish Council Meeting Minutes - Sway | 39(1.37%) | 20(1.05%) |
| School Run Parking Issues - Sway | 36(1.27%) | 30(1.57%) |
| Map of Sway Defined Village - Sway | 35(1.23%) | 24(1.26%) |
| Amenities - Sway | 33(1.16%) | 25(1.31%) |

Twitter - 563 tweets and retweets. 116 followers.
facebook - 5 ***. 190 posts. 85 likes.**
post about closing climbing frame reached 219 people
that about Wiggle change of route reached 101.

Other work of the group

- Preparing/Projecting information at Parish Council meetings
- Recording Parish Council meetings
- Assisting others build up web expertise

Where to from here?

- Offer web space to small local groups? (JFUG, JFP extension, FoSVH)
- Reduce reliance on such a tiny group of volunteers? (expand/share expertise)
- Increase page views
 - publicise - Sway News, Lymington Times?
 - involve local residents (invite articles/photos...)?
 - Competitions?
 - Showcase exceptional local people?
- Resurrect Newsletter?



WE MUST NOT ALLOW COMMUNICATIONS TO REGRESS!

Can only be achieved with Parish Council support and goodwill of volunteers.

Any more volunteers?