

Item 4. Canvey Board Facebook strategy

Canvey Neighbourhood Board

Social media policy

1. Purpose of the Social Media Account

The Canvey Regeneration Plan social media channels exist to:

- Inform residents about regeneration projects and timelines
- Promote transparency around decision-making
- Encourage public engagement and feedback
- Share progress updates, visuals and community benefits
- Counter misinformation with clear, reliable facts
- Build trust between the Board members, residents and stakeholders

2. Tone of voice

All posts must be:

- Clear and jargon-free
- Friendly, warm and community-focused
- Positive but realistic (no over-promising)
- Neutral and factual when dealing with sensitive issues

3. Content pillars

These guide what you post:

A. Project updates

Progress photos, milestones, designs, timelines.

B. Community information

Events, surveys, consultations, ways residents can get involved.

C. Benefits to residents

How projects improve safety, accessibility, economy, green spaces, etc.

D. Behind the scenes

Team introductions, site tours, “day in the life”, contractor insights.

E. Clarifications

Correcting misinformation with simple facts (tone: calm and neutral).

4. Posting frequency

Simple and manageable:

- Aiming for at post a week
- Additional posts for major announcements or consultations

5. Roles & responsibilities

Comms Lead (Kate Wilde) Deputy (Jude Bennett)

- Draft posts
- Ensure accuracy and clarity
- Choose visuals
- Schedule posts
- Monitor engagement and sentiment

Board member

- Check technical accuracy etc.

Chairman

Approve sensitive or high-impact posts such as:

- funding announcements
- delays or issues

6. Workflow**STEP 1 — Create draft post**

Comms drafts:

- Text
- Image/video
- Link (if needed)

- Alt text for accessibility

STEP 2 — Accuracy check

Review for:

- factual correctness
- technical accuracy
- correct site references, dates, names

If changes needed → returned to Comms.

STEP 3 — Chair sign-off (only when needed)

Required for posts that include:

- new funding announcements
- changes to project timelines
- impacts on residents (closures, disruption)
- potentially sensitive issues
- anything requiring political awareness

Routine updates do **not** need senior sign-off.

STEP 4 — Scheduling

Posts should avoid:

- late-night posting and weekends

- posting the same day as major unrelated council announcements

STEP 5 — Monitoring and response

Comms checks comments for 48 hours after posting.

- General comments → like or respond or no action
- Questions → respond or escalate to the board for answer
- Complaints → respond or escalate to the board for answer
- Offensive comments → will be hidden. Persistent offenders will be blocked.

7. Risk Management

Clear rules for safety:

Do not post

- Anything unconfirmed
- Political statements or councillor viewpoints
- Legal or commercially sensitive information

Always check

- Dates and timelines
- Site names and images
- Image permissions

Item 6: Canvey Pride In Place To Do List

- Comms and engagement – branding, website, resources
- Governance – getting into the flow of meetings, publication of agendas etc
- Information governance, including DPIA, GDPR, data, privacy notices etc
- Risk registers
- Resources – using the 4%
- Programme
- Legals - including 3rd party grant agreements
- Sub-boards – finance, project grant board etc
- Procurement and contracts
- Relationship with MHCLG
- Assurance framework
- Move to charitable status and all that involves (keep high level at this stage)

Item 7: Draft PiP event

Draft event profile

Pride in Place: sharing best practice

Proposed date: mid September 2026

Location: The Paddocks or other, Canvey Island

Invitees: Pride in Place recipients from across the south-east (could be from Boards or ABs or other) - with an additional offer through MHCLG to award places in other parts of the UK that may be suffering challenges and whose attendance at this would be super helpful for them.

Duration: one full day with optional tour (suggest 'Desire Lines' route, potentially led by Third Nature?).

Structure: full day in plenary with host, keynote speaker (we'd try for the Minister here) and panels (which would comprise experts and those involved in the delivery of the programme from a range of locations).

Draft Agenda (timings approximate)

09.30: tea and coffee

10.00: host welcome – setting out the objectives of the day

10.15: keynote address (and hopefully with Q&A at end)

11.00: first panel – **'Building and maintaining great relations and effective governance, the Board and the Accountable Body'**

11.45: break

12.00: second panel – ‘**Embedding engagement**, how to do it brilliantly’

13.00: lunch

13.45: third panel – ‘**A gateway to other investment**, how to use Pride in Place to lever new and additional investment’

14.00: fourth panel – ‘**What next?** How to use Pride in Place to build capacity, growth and community cohesion’

14.45: break

15.00: closing remarks and next steps

15.15: tour of our fabulous Canvey...

16.15: close