

**RUGBY BOROUGH COUNCIL**

**QUESTION PURSUANT TO STANDING ORDER 10**

**COUNCIL – 26 NOVEMBER 2020**

**QUESTION A**

**Councillor Sandison to ask the Corporate Resources Portfolio Holder, Councillor Ms Robbins:**

“Covid has highlighted the importance of websites and using social media and the need for extra communication in these times. Could the Portfolio Holder confirm that all reports that require consultation are placed on the RBC web site and linked to social media?”

**Councillor Ms Robbins, Corporate Resources Portfolio Holder, to reply as follows:**

“Cllr Sandison is correct to identify social media and digital communications as being vital for our communications and community engagement, as specified in our communications strategy.

“Our communications team was quick to act at the start of the pandemic and thanks to their commitment and dedication Rugby Borough Council has the largest social media reach and level of engagement of any authority in the county.

“All reports that require consultation are posted to the council’s website. Public notices, where required, are published online as well as via the local newspapers. Other consultations are promoted on social media, where we can target residents by postcode or ward using for example Facebook or Nextdoor. Such targeted communications have been particularly effective in reaching residents with very local public health messaging in response to Covid-19.”