

# Marketing & Media

Helping to increase engagement with Scrutiny Committees

April 2018 / Laura Morris



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[www.sirgar.llyw.cymru](http://www.sirgar.llyw.cymru)  
**YOUR COUNCIL doitonline**  
[www.carmarthenshire.gov.wales](http://www.carmarthenshire.gov.wales)

## Marketing & Media will:

- Read through agenda reports when they are published to pick out and highlight items that could/should generate media interest – speak with media contacts to point out items of potential interest and invite them to attend meeting
- Post information about Scrutiny meetings, with links to agendas/minutes, on the council's social media accounts (Twitter and Facebook)
- When handling incoming enquiries on social media that relate to a Scrutiny topic, encourage the enquirer to raise their concern as a public question, with an explanation of how they go about that
- Support the development of the Scrutiny section on the corporate website
- Use the Council & Democracy 'landing page' on the corporate website to highlight key issues in forthcoming Scrutiny meetings with direct links to the relevant agenda
- Create a video animation, using the process map, to explain the role of Scrutiny, and how people can get involved
- Encourage Scrutiny chairs to contribute to videos that discuss key topics which could then be used on corporate website, social media, or sent out to media contacts
- Link in with democratic services to work alongside the Scrutiny forward work programme
- Remember the role of Scrutiny when working on campaigns identified by council departments on the Marketing & Media forward work programme