

Councillor social media essentials

Connecting with communities online



Westco: your local government communication experts

- ✓ A communications consultancy with deep roots in local government and public service communication
 - ✓ We bring a strong understanding of the local government media environment, political context, member-officer dynamics and the pressures facing senior public sector spokespeople
 - ✓ Experienced in helping leaders explain difficult decisions clearly and credibly across media, scrutiny, stakeholder and community settings
 - ✓ Trusted by councils and public bodies to combine strategic communications insight with training that feels relevant, grounded and immediately usable
- ✓ A track record of working with senior officers and elected members on communications that serves both the organisation and the public interest
 - ✓ Acute understanding of the political landscape that shapes what local leaders need to communicate, and how they need to communicate it



Why social media training for councillors matters

Social media is often the front door for residents.

Councillors are expected to be visible and responsible online but the boundaries aren't always clear leading to organisational risk.

With the right support, councillors can:

- ✓ Communicate clearly and confidently
- ✓ Stay within codes of conduct, reducing complaints and escalations
- ✓ Build trust with residents and support council comms
- ✓ Reduce avoidable issues and deal with trolling and online issues effectively

The programme

A practical, non-partisan, 2-hour session for councillors that's grounded in the Nolan Principles and designed for all experience levels.

Covering:

- Roles, boundaries and electioneering
- Staying safe and protecting wellbeing
- How social media works (simply)
- Sharing local stories effectively
- Tone of voice and content basics
- Handling negativity and incidents
- Compliance and guidance





About the trainer

- Hannah has spent over a decade helping public sector and non-profit organisations use social media in a way that is clear, responsible and genuinely useful to the communities they serve.
- She has a deep understanding of local government, including the balance councillors need to strike between being visible and staying within codes of conduct.
- Her training is deployed in a way that is practical and down to earth, giving councillors straightforward guidance they can apply immediately.
- Alongside strategy, she brings hands-on digital skills into the session, including tone of voice, simple content creation, and the basics of short-form video; helping councillors feel more comfortable and capable using social media day to day.

Investment

Contact:

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£795* delivered online or in person

*excluding VAT and travel costs

If you're preparing for newly elected councillors, this is a good time to build confidence from day one.