
Report To:	The Inverclyde Council	Date:	4 December 2014
Report By:	Corporate Director Environment, Regeneration & Resources	Report No:	RMcG/LP/089/14
Contact Officer:	Rona McGhee	Contact No:	01475 712113
Subject:	Media and Social Media Protocol – Motion by Councillor Brooks		

1.0 PURPOSE

- 1.1 The purpose of this report is to ask the Council to consider a motion by Councillor Brooks countersigned by Councillor McEleny, which has been submitted in accordance with Standing Order 22. A copy of the motion is attached as **appendix 1**.

2.0 SUMMARY

- 2.1 The motion proposes amendments to the Council's media and social media protocol.

3.0 RECOMMENDATION

- 3.1 The Council is asked to consider the motion by Councillor Brooks.

4.0 BACKGROUND

4.1 The background is as set out in the attached motion by Councillor Brooks (**appendix 1**).

5.0 IMPLICATIONS

Finance

5.1 There are no financial implications arising from this report.

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report	Virement From	Other Comments

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (If Applicable)	Other Comments

Legal

5.2 There are no legal implications arising from this report.

Human Resources

5.3 There are no HR implications arising from this report.

Equalities

5.4 There are no equalities implications arising from this report.

Repopulation

5.5 There are no repopulation implications arising from this report.

6.0 CONSULTATIONS

6.1 None required.

7.0 LIST OF BACKGROUND PAPERS

7.1 None.

INVERCLYDE COUNCIL
NOTICE OF MOTION
MEDIA AND SOCIAL MEDIA PROTOCOL

We, the undersigned, write to intimate the following Notice of Motion to Inverclyde Council's meeting on 4 December 2014.

In order to ensure that –

1. all information and advice properly given by Officers is available to all Members of the Council
2. and to prevent any democratic deficit by use of this information for political advantage through its prior awareness by reason of the pre-agenda purpose

we move that the Council's media and social media protocol be amended to require –

1. any non-urgent press release in respect of the Council's business be distributed to all Members at least 24 hours prior to distribution to the press and media; and
2. any press contact by Conveners of committees following upon the publishing of any committee agenda be withheld for a period of at least 24 hours from the time of issue of the agenda.

The Council's media and social media protocol was approved in December 2013 and it states that press releases distributed to the press and media will also be distributed to Councillors and the Corporate Management Team. This distribution will take place at the same time as press releases are distributed to the press and media and usually when the press release is published on the Council website. The Administration is aware of Council business in advance through the pre-agenda process and this promotes a democratic deficit for the other Members of the Council and this motion assists all Members by giving them a more reasonable chance and timescale to consider reports from the date of publication of the committee agenda. This motion also assists all Members by giving them an opportunity to consider any non-urgent Council press release a reasonable time in advance.

The Councillors' Code says that all political groups need to recognise that information and advice given by Officers should be used "to enhance discussion and debate at Council and committee meetings. If such information is used for political advantage, for example media briefings beforehand, then the process could become devalued.

Proposed by: Councillor Keith Brooks

Seconded By: Councillor Chris McEleny