

**DYFED-POWYS POLICE AND CRIME PANEL
21 FEBRUARY 2017**

MEDIA UPDATE

Recommendations / key decisions required:

To note the report and approve the revised website

Reasons:

Police and Crime Panels are encouraged to develop their media profile as a way of boosting their effectiveness.

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EXECUTIVE SUMMARY
DYFED – POWYS POLICE AND CRIME PANEL
21st FEBRUARY 2017

MEDIA UPDATE

Since May 2016 the Panel has requested regular updates as to media activity relating to the Panel.

Since the last Panel meeting the following activity has taken place;

- **Press releases:** To date, three further press releases have been produced and distributed.
- **Website:** The new website is almost ready to be launched. New more user-friendly content has been written, and a new look designed using the new branding. More functions are being added, including a news section so that Panel press releases can be available on the website. An e-form for people to contact the Panel is also being designed. The new site will be available for final approval from the Panel at the meeting.
- **V-logs and digital media:** Once the new website has been launched, there will be the facility for it to host v-logs and web clips. Panel members can be interviewed on decisions taken/matters discussed at the meetings. These would be hosted on the website, along with being promoted and sent to the media for their web and social media platforms.
- **Social media:** Although the Panel does not currently have its own dedicated social media channels promotion of its activities and press releases has continued via the county councils' and Dyfed Powys Police social media platforms. It is planned to set up social media channels for the Panel on Facebook and Twitter once the new website has been launched, as all traffic will be directed to it.
- **Translation:** All material has been produced bilingually, including press release, web content, posters and all promotional material.
- **Photography:** Photography is being arranged to take pictures of the Panel at work, and for the website. This will be done once the new Panel is in place following the May elections.
- **Attendance at meetings:** A marketing and media officer has attended all Panel meetings which have been held since April. There is a commitment to attend each one in order to gather promotional material, interview members etc.

DETAILED REPORT ATTACHED?

NO

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW

Title of Document	File Ref No.	Locations that the papers are available for public inspection
LS-0511/11	Host Authority File	County Hall, Carmarthen