

RECORD OF DECISION: EXECUTIVE FUNCTIONS

Decision No: 23/C/2020
Decision taken by: Cabinet
Date: 09 November 2020

Topic: Communications Strategy

It was agreed:

To adopt the Communications Strategy and its appendices, the Social Media Policy and Crisis Communications Strategy.

REASON/S FOR THE DECISION:

Gravesham Borough Council has not previously had a Communications Strategy. This document sets the strategy for all council communications and ties proactive communications to the council's Corporate Strategy. It introduces a new Social Media policy and a Crisis Communications Strategy.

Alternative options considered and rejected:

N/A.

CONFLICTS OF INTEREST (if any)

None.

DISPENSATIONS GRANTED (if any)

None.