



Henllys Community Council

Communications Strategy 2025–2026

Prepared October 2025

Purpose

To improve engagement and transparency with residents of Henllys by using simple, low-cost communication tools that build trust, encourage participation, and address councillors' concerns about social media use.

Objectives

- Keep residents informed about council activities, events, and decisions.
- Build positive relationships with the community.
- Increase councillor confidence in social media use.
- Ensure consistent, accessible communication across platforms.

Key Audiences

Primary: Residents of Henllys.

Secondary: Local media, Torfaen County Borough Council, Police, and community partners.

Communication Channels

Website: Monthly updates, easy-to-read summaries.

Facebook: Simple posting guide, shared responsibility.

Noticeboards: Continue with QR codes linking online.

Newsletter: Two short digital newsletters per year.

Content Priorities

- Plain-language updates
- Community event highlights
- Recognition of volunteers
- Environmental and safety updates

Overcoming Fear of Social Media

- Short internal training on safe use.
- Posting and moderation guidelines.
- Pre-approved monthly posts.
- Clear moderation policy to maintain civility.

Roles and Responsibilities

Chair/Clerk: Approve key messages.

Communications Champions: Councillors to manage Facebook updates.

All Councillors: Promote use of website and Facebook for updates.

Evaluation

- Track engagement quarterly.
- Gather resident feedback informally.
- Annual review to refine approach.