



## Policy for advertising on the Castle Cary Town Website and on the Castle Cary Community Facebook page

**Purpose:** To define the Policy for advertising on the Castle Cary Town Website and on the Castle Cary Community Facebook page for Castle Cary Town Council, its Committees and Working Groups

### Document Properties

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### Revision History

Version Number	Author	Issue date
V1.0 Original	S Snook	2016

## **Castle Cary Town website**

### **Directory on the website:**

Businesses in Castle Cary and within a 5 or 10 mile radius of the town can be listed on the Town Website

Business owners asking to be listed on the website should be directed to:

<http://www.castle-cary.co.uk/business-directory/> where they can complete the form with their business details. This link is also on the first page of the Directory.

The listing will then be 'pending' until it is approved by the Webmaster

### **Events list in the 'What's On' page of the website:**

The following events will be listed

Events organised by the Town Council

Events in Town Council properties

Events in Caryford Hall

Events organised by local voluntary or charitable groups in the Castle Cary and Ansford parishes.

Events in other local towns that are supported by local voluntary or charitable groups or businesses in the Castle Cary area. eg: Castle Cary choir singing in Wells Cathedral or Sherborne Abbey or other venue.

Most events advertised in the Newsletter

Events at Carymoor Environmental Centre.

The first of any recurring courses run by LAMP, local groups, Local authority departments and/or educational establishments.

### **Castle Cary Community Facebook**

Promotion of events listed above.

If such events are posted a long time in advance of the event, another posting will be made, or scheduled to be made, about 10 days before the event.

Administrators will 'pin' a post to the top of the page when it's the next event or a very important one.

This is a Community page, not a page for local businesses.

Business can apply to join the Facebook Group for Community Events & Business listings,

which is not run by the Town Council.

As the Castle Cary Facebook page gets notification of events of the group above which it 'follows', administrators can share a particular event on our page if it doesn't unduly clash with any other priority events.