# Social Media

Nationally, the Labour party has a strong and increasingly dynamic social media operation. However, this could be strengthened even further with more extensive support for CLP-level social media strategies that engage party members and the public. In our opinion, this requires the following:

- The Labour party should create the means for every constituency in the United Kingdom to have a dedicated site from which MPs or candidates can be contacted, activities can be organised, news can be published and be open and accessible to be viewed by anyone. This should be centrally administered with each constituency, once trained, providing their own material, material only added by authorised individuals but accessible to be viewed by all.
- CLPs should be required to have clearly designated administrators of social media accounts, which may be either the Secretary or a social media officer, who would have responsibility for optimising social media use, integrating campaigns and utilising the internet to increase inclusivity. Guidelines, and potentially training, would be provided to relevant social media officers/group administrators so they can use social media to maximum effect, including to ensure that key events are always well publicised.
- It should be clearly set out in the default CLP rules that any social media, websites or other online presence, which purport to represent the local Labour Party should be under the ownership and control of the relevant branch/CLP/LCF officers, and that ultimately if a member fails to respect this rule it is a matter of party discipline.
- The Labour Party should also renovate Membersnet, and convert it into an interactive hub for members to get access to key training videos and resources, to gain access to the rulebook and relevant procedures and standing orders, and to a knowledge bank with access to key facts and statistics regarding Labour's policy which online activists can use to get Labour's message across on social media. In addition, membersnet should also be promoted more widely to members so they are made aware of it.