

A25 Improving the visibility of party branches

Proposer: Boyan Karabaliev (bka237542)

Motion text

- 1 The Branch Committee is asked to prepare and submit a proposal to the Party
2 Council within the next six months, to include:
- 3 • The creation of a target, set by Council, for a certain proportion of
4 social media posts, website posts, and emails from the national Party to
5 focus on the work and achievements of branches, councillors and
6 representative groups. The target can be paused under specific
7 circumstances when topical communications are crucial, including Holyrood
8 elections, Westminster elections, and major party events such as our
9 status in government.
 - 10 • A request for the relevant communications team of the Party to create a
11 simple process by which these groups and branches can submit stories to be
12 promoted by the party's communications channels. These stories can be
13 simple, for example social media posts to be shared, or more detailed,
14 such as articles to be published on the party website.
 - 15 • A request for the Party Executive to report the progress on meeting this
16 target to Council six months after implementation.
- 17 The Branch Committee is asked to engage with branch members and councillors,
18 including members of representative groups, in the development of the proposal.

Reason

National communications in party emails, social media and the website usually focus on the successes of our MSP group. While their hard work is crucial in promoting our wider vision to the people of Scotland, this approach often leaves the achievements of our branches, councillors and representative groups unmentioned, and unfortunately, many party supporters and members have limited knowledge of these groups' activities. Giving more attention to the amazing work they do will show a wider audience that our actions go beyond our great work in the Scottish Parliament. This will strengthen us as a party, both at the national and at the local level.

Supporters

Susan Rae