

Castle Cary Town Council

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

File Name	CCTC Policy for advertising on facebook and the website
Current version	V3.0
Last Changed Date	16 September 2025
Review date	11 August 2026
Review Body	Marketing & Communications
Council Approval Date	22 September 2025

Revision History

Version Number	Author	Issue date
V1.0 Original	S. Snook	2016
V2.0	S. Snook	2018
V3.0	C. Loxton	2025

Castle Cary Town Council

Castle Cary Town website www.castle-cary.co.uk

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 should click on BUSINESSES in the top menu of the Town website, select Business Directory and then select Add Business. Business owners will then need to Log in or create an account. Once logged in, they must complete the form with their business details. The listing will then be 'pending' until it is approved by the Webmaster.

Events list in the 'What's On' page of the website

Organisers can submit events via the website: click on RESIDENTS in the top menu, then scroll down and select WHATS ON select ADD EVENT. Before you list your event, register, or log in as a user. Once logged in, complete the form and upload an image/poster. The listing will be sent to the Webmaster who will approve and publish it if it is eligible.

Please also email eventslisting1@gmail.com to be added to the comprehensive listing of events for the year and beyond.

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.

Courses run by LAMP, local groups, Somerset Council departments and/or educational establishments.

Castle Cary Community Facebook page

Promotion of events listed above. If such events are posted a long time in advance of the event, another posting will usually 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 to advertise their events. The best places to do this on Facebook are on the Castle Cary Real News or Businesses can apply to join the Facebook Group for Community Events & Business listings, which is not run by the Town Council.