

## CAIRNGORMS NATIONAL PARK AUTHORITY AUDIT & RISK COMMITTEE

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### FOR DECISION

**Title: INTERNAL AUDIT REVIEW: DIGITAL COMMUNICATIONS AND SOCIAL MEDIA STRATEGY**

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### **Purpose**

This paper presents BDO's internal audit review of the Authority's Digital Communications and Social Media Strategy.

### **Recommendations**

**The Audit & Risk Committee is asked to:**

- a) Consider the internal auditor's findings on the Authority's Digital Communications and Social Media strategy;**
- b) Endorse the management responses to recommendations for action raised by the internal auditor.**

### **Executive Summary**

1. The Park Authority's internal auditors, BDO, have undertaken a review of the Authority's Digital Communications and Social Media strategy and associated arrangements for successful delivery of this strategy as part of the agreed 2017/18 internal audit plan. The full report of the review is attached at Annex I to this paper.
2. The report grades both design and implementation of arrangements for digital communications and social media as moderate. There are two medium (amber) graded recommendation and three low (green) graded recommendations for improvement actions raised by the auditors.
3. All recommendations have been accepted by management and management responses are set out in the report, including responsibilities and timetables for implementing improvement actions.

**David Cameron**  
**24 January 2018**  
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