

O&S ACTION PLAN MONITORING: Communications strategy action plan 2017/18

Recommendation / Action	Responsible Officer	Target Date	Status	Progress to Date
Support the Digital Strategy to promote digital ways of communicating.	Corporate services manager	June 2017		<p>Standard required: Clear, consistent communications is needed throughout this council priority to ensure all audiences feel engaged and understand what is happening and why.</p> <p><i>Result: The success in this area has been building in that the digital team has been engaged with a number of high profile projects where the worth of a digital approach could be demonstrated and tangible value easy to see. Word has spread and we are now seeing colleagues actively seeking digital input into the ways in which they engage their audiences and communicate with customers (Garden waste email/digital driven marketing campaign, the growth in use of the citizens panel, Online forms, SM advertising etc) This will be an action that will carry over into our 2018/19 plan as there is an ongoing need to support the digital strategy.</i></p>

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Provide training in media and social media (SM) for councillors and managers	Corporate Services Manager	February 2018	☺	<p>Standard: It will give confidence to those media-facing roles, and will help to protect the council's reputation.</p> <p><i>Result: A short course covering our approach to social media, what we use, how we structure campaigns, and the basic do's and don'ts has been created and we will roll it out in June 2018. We have provided 121 support and guidance for individual; members and staff.</i></p>
Review the council's written style and branding guide to ensure it is fit for purpose.	Corporate services manager	July 2017	☺	<p>Standard: Ensuring our communications style is consistent is paramount in building our brand. Reviewing the guide will ensure we are, as brand, in line with best practise.</p> <p>Result: The guide has been reviewed and is fit for purpose.</p>

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Review the council's media protocol to ensure it is fit for purpose	Corporate Services Manager	August 2017	☺	<p>Standard: Our media protocol ensure we have an agreed understanding of how we deal with media enquiries, statements and interviews. It was originally introduced in 2010 and so is due a review.</p> <p><i>Result: A review has been carried out, no major changes made although it is felt that the SM aspects warrant a further more in depth review and should be incorporated into our 2018/19 plans.</i></p>
Issue a minimum of two press releases every week	Communications Officer	June 2017	☺	<p>Standard: The number of press releases we issue has a direct impact on the amount of local publicity we receive. To ensure our profile remains high in the local community, it is important we commit to producing regular press releases.</p> <p><i>Result: On aggregate this has been achieved. However, due to the rise in popularity of SM the value of the traditional press release is diminished. Equal value therefore should be given to our own efforts to use SM and digital communication via our own platforms to promote our brand.</i></p>

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Carry out a review of internal communications.	Corporate Services Manager	July 2017	☺	<p>Standard: Gaining a better understanding of staff views of internal communications will help us improve it.</p> <p><i>Result: A review of the internal vehicles has been carried out. Subject to the opportunity that Office 365 presents us with we want to re-review the intranet in order to make the most of the technology available to us.</i></p>
Increase video output where appropriate – e.g. to encourage recruitment.	Corporate services manager	January 2018	☺	<p>Standard: Video can be a very effective way of reaching out to different audiences, and it's not something we have seriously considered. If an opportunity arises, we should look into the pros and cons of it. Lots of councils use video work in tourism and recruitment.</p> <p><i>Result: We have used video media on recruitment campaigns and on promoting business and funding events. The up and coming open day for prospective councillors also presents us with the opportunity to use this going forward. It is time consuming to produce but the results from using it to promote the brand on SM have proved effective with a larger number of views, click throughs and likes than we would have received with a simpler post.</i></p>

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Promote council achievements in the local government arena, such as the Municipal Journal	Corporate services manager	June 2017	☹	<p>Standard: Help to improve our reputation within the local government arena.</p> <p><i>Result: We gained a double page spread in the Apse magazine early on in the year – based upon the council's approach to transformation and previously an article on the council's website appeared within the MJ but overall we'd like to aim for more in the forthcoming year. The introduction of the growth hub should provide an excellent story.</i></p>
Produce an annual forward action plan for communication opportunities	Corporate services manager	January 2018	☺	<p>Standard: A forward plan will ensure we are appropriately prepared for regular communications activities, freeing us up to give more time to ad-hoc communications requirements.</p> <p><i>Result: With the introduction of Free Plug Friday on our SM we have created a diary into which we program upcoming events and corporate services projects. We are currently looking into how we can share a document of this type with the wider council team and therefore gain greater (up front) awareness of upcoming communication opportunities.</i></p>

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Review Parish Matters	Corporate services manager	June 2017	☹️	<p>Standard: This will ensure we are communicating effectively with our town and parish councils</p> <p><i>Result: Regular Parish Matter docs were produced up until the end of 2017, an update has not been produced so far this year. An email survey was sent to all parish representatives as to what could be done to improve the format and content of the communication. We had 12 responses, three of which were kind enough to admit they didn't read it. The links are sent out with read receipts and over half aren't opened. The plan going forward is to speak to the representatives at the next parish meeting and propose a course of action. We will continue to produce a document but its success, we believe, will be reliant on the parishes pro-actively providing content and sharing their news.</i></p>
Lead on communications for the Joint Core Strategy team	Communications Officer	Ongoing throughout strategy	😊	<p>Standard: Help to ensure consistent and accurate information in simple language is provided for complex issues, such as the Joint Core Strategy.</p> <p><i>Result: This is ongoing. During this time period significant milestones have been achieved and communicated within the project.</i></p>

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Investigate the use of info-graphics to help visually communicate complicated messages (such as the budget)	Corporate services manager	November 2017	☺	<p>Standard: Info-graphics are being used by organisations to communicate messages using graphics. This will work well for areas such as the budget and enviro-crimes.</p> <p><i>Result: The digital team led the way on this one producing a fantastic info-graphic with an overview of the digital story so far. Communicating a large number of stats in an easily absorbed manner this provides a excellent example of where this tool can be utilised effectively. Further examples have been used in to great effect in the Tewkesbury Borough Magazine.</i></p>
Promote the Council Plan annual refreshes – both internally and externally.	Corporate services manager	April 2018	☺	<p>Standard: As the council's key corporate document setting out our vision, aims and priorities, it is important that our staff and members of the public know what it is and what it means.</p> <p><i>Result: The 2018 refresh is with the graphic designer currently the plan is to push its launch through a press release, on our website and on SM.</i></p>

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Continue to develop our communications through social media	Corporate services manager	June 2017	☺	<p>Standard: Help to increase followers on social media, protect the council's reputation, and keep the council up-to-date with new social media communications channels.</p> <p><i>Result: Followers on Facebook have increased by 48% over the year, moving from 992 to 1,463. Likewise Twitter has seen us gain 2,964 followers during the last year that's a 1240% increase. Total of 3,018 (185 unfollows since launch). Still more work to do in this area as despite this being good progress, this obviously doesn't represent a huge number of our residents.</i></p>
Promote the joint work carried out through the Public Service Centre	Corporate services manager	June 2017	☺	<p>Standard: It will help to promote our public services centre and our joined up aims.</p> <p><i>Result: We work closely with partners to support their campaigns and messages. This is an ongoing goal.</i></p>

STATUS KEY

😊	Action is progressing well and on target to achieve completion date/within agreed budget (if applicable) etc.
😐	Action has some issues or delays but is likely to achieve completion date/within agreed budget (if applicable) etc.
😞	Significant risk to not achieving the action or there has been significant slippage in the timetable.
✓	Action is complete.
	Action not yet commenced. (may not yet be programmed for action)