

Communications strategy action plan 2018/19

Action	Responsible Officer	Target Date	Aim
Support the Digital Strategy to promote digital ways of communicating.	Corporate services manager	March 2019	Clear, consistent communications is needed throughout this council priority to ensure all audiences feel engaged and understand what is happening and why.
Provide training in media and social media (SM) for councillors and managers.	Corporate services manager	September 2018	It will give confidence to those media-facing roles, and will help to protect the council's reputation.
Review the social media element of the council's media protocol to ensure it is fit for purpose.	Corporate services manager	September 2018	Our media protocol ensures we have an agreed understanding of how we deal with media enquiries, statements and interviews, it is required that we review the aspects of this protocol that are affected by social media.
Continue to develop our communications through social media	Corporate services manager	March 2019	Help to increase followers on social media by 30% on both of our two key platforms (Twitter and Facebook), protect the council's reputation, and keep the council up-to-date with new social media communications channels and trends.

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Review the ways in which we can make our intranet a one stop shop for staff	Corporate services manager	January 2019	Following on from the internal communication review, the intranet is used, albeit somewhat sporadically by staff. As this is our primary communication tool we need to look at ways in which we can drive traffic; attracting and engaging users and getting them to visit more often.
Increase video output	Corporate services manager	January 2019	Use of video to promote the brand, events etc has proved successful. We should actively seek out opportunities where this medium can be used.
Promote council achievements in the local government arena, such as the Municipal Journal	Corporate services manager	March 2019	Aim for a minimum of two pieces of national media coverage throughout the year. .
Interactive comms calendar	Corporate services manager	March 2019	Detailing national events, in-house activities, project milestones. Open to op's managers with the view of capturing more opportunities for the communications team to promote the brand and celebrate good news.
Formulate a new approach for Parish Matters	Corporate services manager	December 2018	Having reviewed the effectiveness of this doc, now look to formulate and launch an action plan that promotes great, engaged, two way conversation between the council and the parishes.

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Lead on communications for the Joint Core Strategy team	Communications Officer	Ongoing throughout strategy	Help to ensure consistent and accurate information in simple language is provided about the progress of the JCS. The aim being to highlight and bring JCS news to the attention of interested parties and members of the public
Promote the joint work carried out through the Public Service Centre	Corporate services manager	Ongoing	This should include the opening of the new PSC and the ongoing support of the new Growth Hub.
Complete a review of the new look Tewkesbury Borough Magazine	Communications officer	March 2019	To include content, format and delivery/despatch. Comms officer will also look into ways to gain a better content network in order to gain community engagement and promote entire borough representation.
Consolidate council photo library	Communications officer	Dec 2018	Photo storage for promotional use is held in a number of departments and does not make the best use of this resource.