

DRAFT PUBLICITY PLAN

PUBLICITY OFFICER

This role was created in May 2020 to promote the work of the Parish Council & to publicise events & activities to residents & the wider community.

Increased use of Social Media will play an important part of this role

Reference should also be made to the Parish Councils Community Engagement Policy

OBTAINING INFORMATION

Parish Council

- all Councillors & Committees
- be proactive in feeding items to Publicity Officer

Clubs

- Liaise with Clubs on how they would like to share their news as it happens. For example, do they wish to use the website with a link to the Parish Council Facebook page & the Hub or use their own methods
- Process to be put in place to follow through

Residents

- Consider asking residents to contribute to the website news (not business advertising)

Village organisations & Institutions

Borough Councillors

CBC

Dave Kingaby

AREAS TO PUBLICISE INFORMATION

West Bergholt Hub Facebook page (5,117 members)

- This is seen as the key area to publicise due to the number of followers
- The Publicity Officer posts under 'Norma Parish'. These are generally a photo or poster with a small number of words, so they have instant visual impact & to grab peoples attention
- Laura posts some items
- Dave posts some items. These tend to be links to larger articles on the website

West Bergholt Parish Council Facebook page (860 people follow)

- Query whether this is needed now
- It consists of news items that Dave adds to the website which also go on the Hub.
- Very few people follow it & it is not the go to place for information

Website

- This should be the 'Go To' place for people looking for information on West Bergholt
- An archive of news & documents for the Parish Council
- Current news items are shown on the first page & a link places the article on the 2 Facebook groups above
- There is no longer a need to focus on how many 'hits' the website gets or trying to increase this
- There is no longer a desire to encourage younger residents to view the website. They are more tech savvy now & will find information when needed. However if a member of BYG contributes articles to the website this may attract attention to it

Bulletin

- Some query if it's worthwhile now however some people are not PC savvy & so this is their only real communication. Councillors have received feedback that elderly people do value it
- Tends to report on past events rather than looking forward & is very Club dominated
- For the September 2020 issue residents were encouraged to contribute with their positive Covid-19 stories & photos of Spring
- Maybe residents can be included in future editions to bring variety
- Backdated issues have now been sent to Dave for archiving on the website & a more robust plan is in place to ensure future issues are sent to him

Posters

Leaflet drops

Parish Council Noticeboards by the Coop & Orpen Hall

Local paper

- The Village Correspondent contributes items such as the WI meeting notes to the Gazette for their village news roundup

ITEMS TO BE CONSIDERED

- 1) Information is not being sent directly to Dave for the website from Clubs as news happens. It may be wise to have a nominated correspondent from each Club, so Dave knows they are authorised to write on the clubs behalf. Dave can sense check for anything written that looks like it could cause an issue or offence & check with me & Laura as a safeguard.
- 2) Post COVID-19 the Publicity Officer is to be introduced to the Village Correspondent.
- 3) Post COVID-19 consider how to make contact with Clubs to discuss how they use the website for publicity