Appendix 2 – Action plan for external communications strategy

Communication objective	Audience	Activity	Who	When	Evaluation
To adopt a digital first approach to communications	Public Businesses Partners	Issue new guidance on digital first approach to be discussed at team meetings	Comms/ Chief executive	By end of January 2015	Guidance issued
		Comms team to support teams to introduce digital approach to communications	Comms	As requested from January 2015	Increase in number of teams using digital methods of communication
		Trial the use of video to promote council services	Comms/ services	At least one a month from May 2015	Number of website and social media views
To build and maintain our brand	Public Business Partners	Produce all elements of a revised corporate brand with clear visual identity	Comms	To be completed by 23 January 2015 Implementation to begin end of January 2015	Corporate brand produced and implemented

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Communication objective	Audience	Activity	Who	When	Evaluation
To ensure our brand is consistently applied	Staff on behalf of Public Business Partners	Issue guidance on use of the new brand including the requirement to adhere to the brand guidelines	Comms	January 2015 following implementation of new branding	Guidance issued to all staff and managers
		Do annual audits of communications and marketing materials and other touch points of the brand (eg buildings, uniform etc) to check the brand is being used correctly and remove them where they are not	Comms	Conduct every January	Establish baseline and then monitor decrease in incorrect branding
		Introduce a checking system to ensure all new digital or paper based marketing materials are checked to ensure they are using the correct branding and have a clear communication objective behind them with the power to reject materials that do not	Comms/ All project managers/ Team and service managers	Establish by February 2015 and then on going	At least 95 per cent of marketing materials follow the correct branding
To improve the user experience of the council's website	Residents Visitors Business Partners (eg voluntary sector) Media National government	Seek approval and funding for - and then implement - a new content management system to operate the website ensuring it has responsive design so it can be viewed on mobile and tablet devices. This will entail a redesign and restructuring of the website content.	Digital content editor/ arvato	August 2015	New content management system with responsive design installed and live

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Communication objective	Audience	Activity	Who	When	Evaluation
To improve the user experience of the council's website	Residents Visitors Business Partners (eg voluntary sector) Media	Produce a website strategy to manage the development of the website prioritising customer service needs, commercial opportunities and ensuring accurate and up-to-date information	Digital content editor	December 2015	Strategy approved
		Implement the style guide within this strategy to introduce a more consistent style of writing across the website	Digital content editor	February 2015	Style guide implemented
		Rewrite content to maximise search engine optimisation (ensuring our copy is highly picked up in search engine results)	Digital content editor	On going	Increase in number of website visitors
Increase the number of people using online channels to obtain information and make transactions	Residents Visitors Business Partners (eg voluntary sector) Media	Ensure online contact details are promoted ahead of phone or face-to-face methods to encourage channel shift	Comms/ Services	By May 2015	Increase in number of website visitors
		Improve search engine optimisation through better written copy (see section above)	Digital content editor	On going	As above
		Develop cross marketing across services of online communications and transaction options	Comms/ Marketing officers/ Services	January 2016	Cross marketing opportunities identified and taken
		Consider Facebook or Twitter advertising to increase follower numbers	Comms/ services	May 2015	Cost/benefit analysis completed and decision taken

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Communication objective	Audience	Activity	Who	When	Evaluation
Deliver proactive media relations and public relations	Media (including hyper local media) Residents Visitors Business Partners (eg voluntary sector)	Introduce measures to switch from a press release led approach to a digital led approach to proactive communications eg use of video	Comms	By April 2017	Strategy approved
		Respond to all media enquiries within deadline	Comms	On going	100 per cent of media deadlines met
		Implementing promotional campaigns to deliver on corporate or service level priorities	Comms/ Services	On going	At least two campaigns per year delivered and evaluated
		Produce three editions of Your Chesterfield, our resident newsletter, to inform the public about council work and priorities	Comms/ Services	March/April; June; November	All editions produced on time and budget
Develop alternative communication channels	Residents Visitors Business Partners (eg voluntary sector) Media National government	Trial use of video (see section above)	Comms/ Services	At least one a month from May 2015	Number of website and social media views
		Trial use of audio recordings	Comms/ Services	At least one every three months	As above
		Investigate use of e-newsletters	Comms/ services	Audit opportunities by January 2016	Recommendations produced and acted on
		Investigate use of text messaging	Comms/		

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Communication objective	Audience	Activity	Who	When	Evaluation
		communication channels	services	Audit opportunities by January 2016	Recommendations produced and acted on
Seek commercial opportunities from the council's brand and sub brands	Staff	Investigate corporate sponsorship/advertising opportunities across our portfolio of operations	Comms/ Marketing officers	January 2016	Business case prepared for member decision
		Investigate income opportunities from use of information screens	Comms/ Marketing officers	As above	As above
		Work with teams to build greater awareness of income generating services and identify new opportunities to increase take-up	Comms/ marketing officers	On going	Income increased