

## **Community Engagement Forums - Communications approach**

*For discussion at CEF Chairs' meeting on 8 January*

The aim of this paper is to agree a communications framework to ensure consistent communications support for Community Engagement Forums. In developing this framework we'll ensure that we can support equally all five Forums and make best use of limited communications resources to maximise the reach of messages. Effective communication should be targeted, planned and creative to maximise its reach.

The communication framework sets out how we can work together with each Partnership Board and others in the community. The Council will maximise the reach of this material online; Partnership Board members can support this by creating local leaflets, posters, updates, etc. and distribute this material within their own communities as required.

### **Getting the basics right**

Selby District Council will:

- Review and update, as required, the existing CEF web pages in line with national gov.uk guidance on writing for websites.
- Proactively publicise these pages periodically by linking them to the Council's website homepage 'carousel' (the changing image on the website homepage) – given various Council priorities we cannot have the CEF material as a constant presence on the homepage.
- Share on relevant social media channels information about forthcoming meetings. Please be aware, however, that the reach of these messages is often very limited: Partnership Board members may wish to help increase the reach by sharing material via their own accounts and contacts.

### **Creating engaging content**

Selby District Council communications will:

- Identify one issue per month to tell the story of the CEFs: this will most likely be a narrative about a successful funding decision or the achievement of ambitions set out in a community development plan. The issues chosen to represent the work of the CEFs overall will be based on their potential news value and – as far as possible - represent decisions of as many different CEFs as possible during a twelve month period. Depending on the story we're trying to tell, this material can then be presented through:
  - standard media copy;
  - social media material; supported by
  - photography and/or
  - film.
- Proactively share this material via all Council channels.

To help make this happen as efficiently as possible, CEF Partnership Board members should:

- give the Council's communications team sufficient background information about funding decisions or work relating to their community development plan;
- identify how each decision links back to a local priority, as set out in the community development plan;
- identify potential spokespeople to be included within communications material, including relevant contact details (these spokespeople to be willing to 'front' media, photography and potentially film);

- share the material produced within their own networks and contacts.

*Whilst every effort will be made to represent all CEFs during the year, decisions on stories are promoted should be based on the potential audience reach of the story (how 'news worthy' it is); stories from one CEF can be used to tell the wider narrative of the work of all the Forums. The decision on which stories to use as examples sits with the communications team, based on experience and evaluation of how different types of material influences the reach of messages.*