

# **Edenbridge Town Council**

## **Communications & PR review – September 2022**

In May 2022 the Council employed a Communications & Admin Assistant to help improve the Council's communications with its public and stakeholders.

In doing so, the Council has already recognised the importance of good communications; effective communications has the power to engage communities, challenge misconceptions and help the Council achieve its objectives.

This purpose of this report is to outline what has been achieved over the last four months and suggestions for how to further drive communications forward.

### **ACHIEVEMENTS**

#### **WEBSITE**

- Published regular news posts, which could also be shared on social platforms
- Added new pages to the website eg Edenbridge Memorial Health Centre
- Started to review all webpages to ensure content is up-to-date and follows accessibility guidelines
- Liaised with partners such as Sevenoaks District Council to ensure ETC information is accurate and up-to-date. Also ensured that Edenbridge is represented on Visit Sevenoaks website

#### **SOCIAL MEDIA**

- Changed the tone and style of social media posts so that they are more engaging and presents a 'friendly' and approachable face of the council
  - Social, friendly tone of voice
  - Better use of imagery and emojis
  - More use of videos
  - Established relationship with other members of the team to help promote their work ie Grounds team
- More interaction with partner social media pages – liking, sharing etc
- Promoted more stories/information about the Council and its services that people may not be aware of
- Trained staff on how to use facebook pages and posts (Town Council/Community Warden/Market pages)

#### **LOCAL PUBLICATIONS & FLYERS/POSTERS**

- Produced a community newsletter with Council news for inclusion in the Edenbridge Magazine (Sept/Oct edition)
- Sent news items to local groups for inclusion in their communications/newsletters
- Produced posters/flyers to be displayed/distributed locally – noticeboards, shops, leisure centre, community places etc.

#### **ANNUAL REPORT**

- Produced the Annual Report 2021-22

## **EVENTS**

- Helped promote events to encourage turn-out
- Produced write-ups on events
- Captured photographs/video
- Cross-promoted Council services ie displaying flyers

## **THURSDAY MARKET**

- Helped launch a new dedicated market and Facebook page for the town's weekly market
- Helped with a new dedicated Market website

## **TOURISM**

- Looking at updating the Instagram account focusing on images of Edenbridge and local tourism attractions to help with a visual overview of what there is in and around Edenbridge

## **AREAS FOR IMPROVEMENT**

In addition to continuing with the work already carried out, the following actions are considered achievable with similar amount of resource.

### **BRANDING**

- The Council would benefit from having a brand identity. At the moment, the Council uses the Town Crest on communications, but it would be preferable to have a logo that includes the name of the Council. This could well include the crest if that was preferred. Having a logo and a 'corporate' colour that can be used on communications would help achieve credibility and help the Council promote its work. A corporate font could also be adopted, as well as a template email signature for all staff and Councillor to use. Links to the website and social channels should also be linked on the signature.

### **SOCIAL**

- Continue to communicate in a similar style and tone of voice that has been adopted over recent months

### **WEBSITE**

- Continue to review all webpages
- Video content

### **GOOGLE**

- Set up Google Business profile and Google Analytics for all websites managed by the Council. With analytics, future decisions can then be data-driven.

## **EVENTS**

- Attend local events where possible or have literature/branding on display.
- Use Council events to talk about the Council in general and what we do. Raise the profile of Councillors.

## **EMAIL NEWSLETTER**

- Consider producing an email newsletter using a platform such as Mailchimp, which people can subscribe to via the website and social channels. Frequency could be decided depending on resource. A lot of information could be copied and pasted from our website news section. This would help the Council reach residents that aren't on social or don't use it that regularly.

#### **PARTNERSHIP WORKING**

- Continue to build relationships with partners and other stakeholders so that our communications can reach a wider audience.

#### **TOURISM**

- Regular images posted to Instagram
- New articles to appear in the 'articles' section