

# Communications and marketing

Parish Liaison

Wednesday October 30 2019

# Corporate Communications team

- » Jane Williams – corporate communications manager
- » Terri Gough – communications officer
- » Jonathan Carter – communications (digital) officer
- » Katy Wilkins – communications officer design/print p/t

# Responsibilities

- » We help services communicate messages as effectively as possible in line with the council's priorities, both externally and internally, to help improve residents' lives.
- » We develop key messages about the council, handle the media professionally, in accordance with the law, and provide marketing and brand guidance.

**Addressing the climate emergency**

**Giving people a bigger say**

**Focusing on prevention**

**Delivering for residents**

# What we do

- » Build and maintain positive relationships with the media
- » Actively promote decisions of the council and campaigns
- » Proactive media/social media planning
- » Maintain accurate records relating to media contact (Vuelio)
- » Regular internal staff communications
- » Provide branding and design support
- » Emergency Planning communications ie severe weather
- » Provide media support during elections
- » Challenge inaccurate reporting in the media breaches of the code of conduct
- » Monitor our performance and take feedback to ensure continuous improvement


# Council communications: in numbers



People watched  
957 hours of our  
webcasts between  
Oct 2018-Oct 2019



**3,253** people subscribed  
to the E-Connect newsletter



**248 mentions in  
the press last  
month**

**55** media enquiries received  
on average each month



**NEWS**

40 proactive news  
releases published on  
average each month

**18,900**

Twitter followers



**1,858**

Facebook followers



# Our objectives

- » Improve people's understanding about the council and lives
- » Promote a clear, distinctive corporate voice
- » Support delivery of the council's strategic priorities
- » Build relationships of trust and promote dialogue with staff, residents, communities and partners
- » Ensure that the council is fairly and accurately represented
- » Ensure that internal and external communications systems are resilient and co-ordinated
- » Provide appropriate communications advice to staff and councillors, to enhancing capacity and confidence in many communications channels
- »

# Getting our messages out

- » Handling daily media enquiries - Vuelio
- » Producing news releases
- » Social media
- » Staff Matters
- » Intranet – web update
- » Photography – news and stock images
- » Print and design –
- » E-connect
- » New news website
- » TVs

# Media relations and the law

Council publicity is strictly controlled by a Code of Practice established under the Local Government Act 1986. Seven principles :

- » • be lawful
- » • be cost-effective
- » • be objective
- » • be even-handed
- » • be appropriate
- » • have regard to equality and diversity
- » • be issued with care during periods of heightened sensitivity



# Giving people a bigger say

**“For a community to be a healthy local democracy, local understanding of the operation of the democratic process is important, and effective communication is key to developing that understanding. Local authority publicity is important to transparency and to localism, as the public need to know what their local authority is doing if they are to hold it to account.”**

Code of Recommended Practice on Local Authority Publicity – Explanatory Memorandum

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