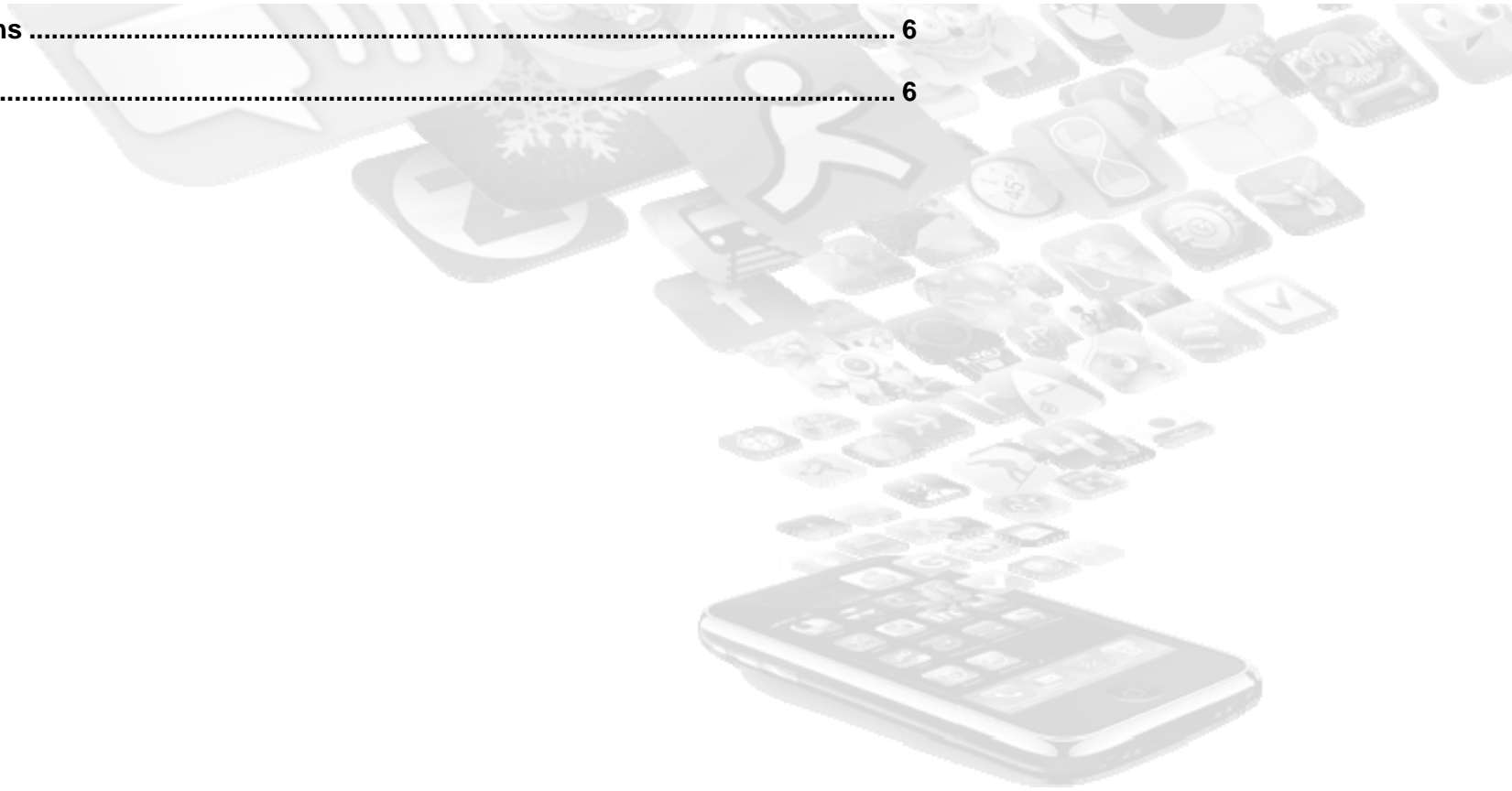


Social Media Strategy



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Introduction

This strategy sets out how Tendring District Council will use its social media channels to maximum effect in its aims of engaging with a wider audience.

It should be read in conjunction with the Council's Social Media Policy (which sets out the rules for social media use) and the Social Media Guidelines (which provide best practice on producing strong, engaging content).

It focuses on Facebook and Twitter, as the Council's two primary social media channels. YouTube is used as a supporting tool for video content.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle.The Digg logo, which is the word "digg" in a blue, stylized, outlined font.The Twitter logo, the word "twitter" in a light blue, rounded, lowercase font with a white outline.The Flickr logo, with "flickr" in blue and "r" in pink.The WordPress logo, featuring a circular 'W' icon above the word "WORDPRESS" in blue capital letters.The Foursquare logo, the word "foursquare" in a blue, lowercase, rounded font.The LinkedIn logo, with "Linked" in black and "in" in white on a blue square background.

Proactive posts

Social media offers an opportunity to promote the work of the Council to a wider audience than is reached by traditional methods, such as press releases.

Frequency – On both Facebook and Twitter, several posts should be done each day (with a few less at weekends). Scheduling tools should be used to do these throughout the day, with a focus on key times (6-7am, 12-1pm, 6-9pm) for the strongest messages.

Key messages – To begin with, this will be co-ordinated by the Communications Team. Using the Communications Group calendar and with input from team reps, messages around key themes can be posted weekly. Going forward, individual services will be asked to ‘buy’ into the process and schedule their own messages directly, which can then be approved by the Communications Team. The Communications Team will rule over any scheduling conflicts.

Additional posts – Top up posts can be delivered during the working week, such as posts around press releases, issues that arise, or emergency planning incidents.

‘Roving’ posts/community engagement – Some staff roles may lend themselves to posting directly from ‘on the ground’, particularly to show them around the District or tackling a particular issue. These may include, but are not limited to, Dog Wardens, Beach Patrol or Enforcement Officers. Those who indicate a willingness to do so must first obtain approval from the Communications Manager, who will check that this is appropriate, and to assess any training needs before posting commences.

Sharing – Under the Social Media Policy, staff are encouraged to share Council posts on their own timelines or into community groups they are part of. However, the Communications Team will undertake to share posts with relevant community groups, where appropriate to do so.

