One Council, One Vision, One Voice

Recovering from the Covid-19 pandemic

Marketing & Media Strategy
May 2020

carmarthenshire.gov.wales

Cyngor **Sir Gâr**
Carmarthenshire
County Council

Introduction

As we recover and re-set services following a lengthy period of disruption caused by the Covid-19 pandemic, ensuring timely, consistent and co-ordinated messaging - led by the Marketing and Media team - is essential in order to ensure all services are recognised as being part of one council, and to ensure the public is well informed and understands the corporate approach.

Consistent information sharing also ensures that we remain on-message and on-time, therefore giving our audiences clear and concise information from a single trusted source. Our audiences include our customers and residents, our staff, and our council members, as well as any specific target groups (for example domestic and commercial tenants, parents, young people, etc).

Communications and engagement is a sub-group in the recovery phase of the command structure for the Covid-19 pandemic. The corporate Marketing and Media plan recognises that a 'category A' major incident takes priority over all other Marketing and Media activity and sets out a corporate approach for Marketing and Media across all departments. It also identifies staff and resources across the authority that should be brought in to support the Marketing and Media team in ensuring a unified corporate approach for communicating and engaging with the public. The command structure and the process by which Marketing and Media should be considered and involved across all areas of work is demonstrated in the appendix attached.

The Marketing and Media team brings together a number of specialist services and provides expertise in areas including internal and external communications (media, social media, direct telephone contact, e-marketing and websites), graphic design and print commissioning, translation, consultation and more.

Marketing and Media work will be prioritised in line with decisions made at the higher-level Gold and Silver command groups. With effective planning and shared commitment from departments, we can ensure that we engage with the right people, in the right way, at the right time, during our recovery.

Objectives

Helping you identify
- Where your services fit in line with corporate priorities during recovery
- What we can do for you, what we need from you, and how we can support you

Being prepared
- It is essential that the authority is well resourced and well prepared to deliver effective communications and engagement to ensure the public is informed about how services will be reintroduced as part of the recovery phase.

Engaging with the right people, in the right way, at the right time
- It is important that communications are clear, consistent and co-ordinated, as well as accurate, timely, safe and legal.

- Identifying target audiences is key to ensuring that communications reach the right people in a way that they want to, and are more likely to, engage.
- We need to identify and use appropriate methods of delivery for a variety of target audiences and use these methods sensibly.

Being consistent: One Council, One Vision, One Voice
- Consistent information sharing ensures that all service areas remain on-message, therefore giving audiences clear and concise information from a single trusted source. It is important therefore that all members of staff who need, or wish, to communicate or engage with the public should follow the 'one council' approach.
- Where there are officers in specific service areas that have a dedicated officer/resource for communications, it is essential that they align to the Marketing and Media team to ensure this consistent and co-ordinated approach, and effective prioritisation and management of resources across the authority.

How we will engage with people

The Marketing and Media team will lead on all internal and external communications, but will need support from other teams for information gathering, approvals, publication of information and sharing of content.

In line with usual protocols, the Marketing and Media team will prioritise certain areas of work. This will be decided by the command structure, but usually this involves high-profile messages and issues that are receiving heightened public and media attention, and services that impact on the majority of residents.

Where this is the case, a communications plan (see appendix) will be developed so that full consideration is given to:
- key messages and opportunities to maximise positive PR
- target audience
- timeline and key milestones
- toolkit of resources and channels of communication
- recognising and planning for challenges and risks
- monitoring and evaluation.

For some areas of work, the Marketing and Media team will help and guide staff in other services areas to deliver some elements of communication activity. This is usually where there is a specific message for a specific audience, and the matter is not expected to generate heightened attention.

This will be arranged and agreed through the Communication and Engagement Sub-Group, and delivered by staff that have experience, access and resources for creating web, social media, or e-marketing content for their audience.

There are readily available and adaptable resources that can be used across the authority to communicate with a target audience in a professional way.

Policies and protocols

There are policies and protocols that guide and inform Marketing and Media activity. These are set out below and should be adhered to and embraced throughout all

areas of work. Staff working alongside the Marketing and Media team should be familiar with the following to ensure that we engage with the right people, in the right way, at the right time.

- Communicating with our Customers Branding and Guidance Toolkit
- Press and Media Protocol
- Social Media Policy
- Communicating in an Emergency Toolkit
- Moving Carmarthenshire Forward Strategy
- Tourism Destination Plan

We also need to consider the impact of Marketing and Media activity on other policies, legislation and guidance relating to communications, and the management of data and information. Including:

- The Wellbeing of Future Generations Act (Wales) 2015
- The General Data Protection Regulation (GDPR) (EU) 2016/679
- Welsh Language Standards (No.1) Regulations 2015
- Code of Recommended Practice on Local Authority Publicity in Wales
- Part 5.4 – Officers Code of Conduct (Revised 14.06.2012)
- Information Security Policy v4.1
- Data Protection article 7 and 8.
- Behavioural Standards in the Workplace Guidance
- Equality and Diversity
- Customer Complaints and Complaints Procedure
- Breaches of Security Policy

Impact on other resources

Finance
Some elements of Marketing and Media activity will have a cost implication for departments.
ICT
Marketing and Media activity will require support from the ICT department.