

<b>TITLE OF REPORT:</b> Public Relations/Communications Activity	<b>DATE:</b> 16 <sup>th</sup> August 2016
Corporate Policy and Resources Committee For information	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Innovation and Transformation
<b>Outcome</b>	Raise the profile of the Council through proactive and timely communication with residents and visitors and enhance Council's reputation
<b>Lead Officer</b>	Liz Johnston
<b>Cost: (If applicable)</b>	n/a

The purpose of this report is to update members on PR and communications and promotional activity to residents and visitors on service delivery in the borough

**TABLE: 1**  
**Update on PR/Communications Activity**  
**12 month period 1 April 2015 – 9 April 2016**

	<b>April– June</b>	<b>July– Sept</b>	<b>Oct– Dec</b>	<b>Jan - March</b>
Number of media stories relating to Council	<b>971</b>	<b>1460</b>	<b>1262</b>	<b>1111</b>
Number of positive stories relating to Council	<b>720</b>	<b>1130</b>	<b>1220</b>	<b>1053</b>
Number of negative stories relating to Council	<b>177</b>	<b>77</b>	<b>49</b>	<b>58</b>
Number of media queries received	<b>40</b>	<b>84</b>	<b>63</b>	<b>101</b>
Number of public notices for design and publication	<b>29</b>	<b>22</b>	<b>32</b>	<b>29</b>
Number of Social Media queries and responses	<b>24</b>	<b>19</b>	<b>10</b>	<b>25</b>
Number of requests for filming in the Borough	<b>6</b>	<b>3</b>	<b>3</b>	<b>2</b>

**TABLE 2:  
Social Media Activity – 3 months period 9 January – 9 April 2016**

Corporate Facebook	Posts relating to press releases, campaigns, events and public notices	81 posts
	Responses to public queries	25
	Total reach	80,822
	People followed	282
	Followers	2688
Corporate Twitter account	Impressions (no. of times users viewed tweets on page)	34.6K
	Likes on posts	41
	Clicks on links shared directing user to Council website	210

**TABLE 3:  
Proactive Promotions on Service Delivery / Key Events  
12 month period 1 April 2015 – 9 April 2016 and focus on 2016**

✓ Design and implement social media campaigns to raise engagement
✓ Proactively sourcing opportunities for positive stories and media coverage
✓ Planned filming opportunities for future promotion
<p>✓ Key Events supported:</p> <ul style="list-style-type: none"> <li>• Sports Awards – design, organisation and promotion of event</li> <li>• Belfast Telegraph Sports Awards (Nominee from Coleraine shortlisted)</li> <li>• Cornfield project competition – promotion and raising awareness of Council support in community for project. Confirmation of winning £135K</li> <li>• NW200 2015 – promotional programme of Council’s investment and promotion of the borough – television coverage of 2016 launch</li> <li>• Armoy Road Races</li> <li>• Coleraine Goes Country Event – new BBC outside broadcast and open pic night – winner secured PR and record contract</li> <li>• Airwaves Portrush</li> <li>• The Somme Remembered 2016 and Decade of Centenaries Programme of events</li> <li>• Events to mark the Queen’s 90<sup>th</sup> Birthday</li> <li>• Stendhal Festival – achieved additional promotion and opportunities for event and Limavady town, raising awareness of Council’s support and investment.</li> </ul>
<p>✓ Key Events focus 2016</p> <ul style="list-style-type: none"> <li>• Circuit of Ireland</li> <li>• Sports Awards</li> <li>• Cornfield project – support for project delivery and promotion</li> <li>• Armoy Road Races</li> </ul>

<ul style="list-style-type: none"> <li>• The Somme Remembered 2016</li> <li>• Decade of Centenaries programme of events 2016</li> <li>• North West 200 marketing support</li> <li>• Stendhal Festival 2016 – support promotional strategy</li> <li>• Coleraine Goes Country Music Event – Town Centre</li> <li>• Riverfest</li> <li>• Air Waves Portrush</li> </ul>
<ul style="list-style-type: none"> <li>✓ Design and delivery of Marketing/Communication Campaigns 2016 on <ul style="list-style-type: none"> <li>• Dog Order and Anti Dog Fouling Campaign (Jan/Feb)</li> <li>• Anti-Litter and Waste Recycling Campaign (Feb/Mar)</li> <li>• Food Hygiene Campaign (Jan/Feb)</li> <li>• Local Action Group - Strategic and operational promotional support to deliver £9M of funding to borough over five years.</li> <li>• Magilligan Ferry Campaign (May-September)</li> <li>• Organ Donation Initiative (September)</li> <li>• Diversity Park (August – October)</li> </ul> </li> </ul>

**TABLE 4:**  
**Other Communications Support/Activity**  
**3 month period 9 January 2016 – 9 April 2016**

<ul style="list-style-type: none"> <li>✓ Consider business cases/ closure of legacy Council’s social media sites and websites.</li> <li>✓ A social media policy and staff guidelines developed to set out the Council’s approach to social media and the role and responsibilities of officers.</li> </ul>
<ul style="list-style-type: none"> <li>✓ Roll out of new brand.</li> <li>✓ Brand guidelines reviewed and guidance for groups receiving grant aid to ensure consistent application of the brand and positive publicity and promotional opportunities for Council</li> </ul>
<ul style="list-style-type: none"> <li>✓ Working group to support development of communications/engagement strategy</li> </ul>
<ul style="list-style-type: none"> <li>✓ Progress on review of protocols for film requests, photography and sponsorship</li> </ul>
<ul style="list-style-type: none"> <li>✓ Progress on development of outline concepts for Armorial Bearings for Council and Borough Charter.</li> </ul>