

Causeway Coast & Glens Borough Council

To: Corporate Policy and Resources Committee

CORPORATE COMMUNICATIONS - PR ACTIVITY

4th July 2015

For Information

Linkage to Corporate Plan	
Strategic Theme	Innovation and Transformation
Lead Officer	Moira Quinn
Cost: (if applicable)	n/a

TABLE: 1
Update on PR/Communications Activity
3 month period 1st April – 8th July

Number of media stories relation to area	1067
Number of media stories relating to Council	971
Number of positive stories relating to Council	720
Number of negative stories relating to Council	177
Number of media queries received	40
Number of public notices for design and publication	29
Number of Social Media queries and responses	24
Number of requests for filming in the Borough	6

TABLE 2:
Proactive Promotions on Service Delivery / Key Events
3 month period 9 July – 10 October 2015

✓ Design and delivery of campaign on Dog Orders, communicating overall impact on changes and support available for those living and visiting the Borough
✓ Design and implement social media campaigns to raise engagement
✓ Proactively sourcing opportunities for positive stories and media coverage
✓ Key Events <ul style="list-style-type: none"> • Merchant Navy Day 2015 • The Somme 100th Anniversary 2016 • Armed Forces Day 2016 • North West 200 marketing support • Stendhal Festival

TABLE 3:
Other Communications Support/Activity
3 month period 9 July – 10th October 2015

✓ Review of all legacy council's social media sites and obtaining "insight reports. Monitor and evaluate for report to SMT
✓ Collating branding proposals from staff and local businesses and development criteria to facilitate assessment of proposals by SMT / Council
✓ Media training for Mayor/Deputy Mayor, Committee Chairs and Directors
✓ Development of Communications Strategy and Action Plan
✓ Development of Digital Media Strategy and Action Plan