

NHDC COMMUNICATIONS STRATEGY: OUTLINE ACTION PLAN 2018/2019, 2019/20			
Corporate Objective	Communications Objective	Key Actions	Key dates
Attractive and Thriving	Promote North Hertfordshire as a great place to live, work and visit	<ul style="list-style-type: none"> • Plan and manage key themed campaigns as well as maintaining regular PR calendar • Seek out awards opportunities • Develop location library for filming opportunities • Arrange media training for Cabinet members 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Winter / Spring 2019 • Spring 2019
Responsive and Efficient	Consider ways of generating income through communications activity	<ul style="list-style-type: none"> • Consider cost / benefits of introducing advertising on digital channels e.g. website, NH Now magazine and e-bulletins • Develop filming policy and indicative schedule of charges 	<ul style="list-style-type: none"> • Decision on web advertising in Jan/Feb 2019
Attractive and Thriving	Reach new audiences through digital engagement activity	<ul style="list-style-type: none"> • Recruit Digital Engagement officer • Devise programme of social media campaigns including development of interactive content. • Develop NH Now and promote through social media • Develop Find My Nearest Facility for Council website 	<ul style="list-style-type: none"> • January / February 2019 • Ongoing • As per agreed content schedule • Spring 2019

APPENDIX B

<p>Responsive and efficient</p>	<p>Ensure the Council's brand is effectively portrayed in external and internal communications</p>	<ul style="list-style-type: none"> • Audit use of NHDC Brand across channels / teams • Refresh corporate identity guidelines and style guide on use of appropriate language / tone etc as well as design. 	<ul style="list-style-type: none"> • Autumn / Winter 2019 • Spring 2020
<p>Responsive and efficient</p>	<p>Ensure staff feel motivated and engaged with the organisation and its priorities.</p>	<ul style="list-style-type: none"> • Analyse staff survey results (Autumn 2018) and produce corporate action plan • Review Internal communications mechanisms and consider new ways of engaging with staff 	<ul style="list-style-type: none"> • Dec 2018 / January 2019 • Regular review of analytics of Insight magazine and feedback from staff briefings