

Frome communication and engagement strategy

Document outline prepared by Common Sense Media UK Ltd

Objectives

The key objectives of this work conducted for Frome Town Council were defined before the pilot scheme as follows:

- To create engaging and interesting stories from news features proposed by Frome Town Council
- To positively represent the work of FTC to the diverse population in Frome
- To define and subsequently target key diverse groups of people within Frome with these stories, in various targeted formats ie radio/print/poster/media screens/Facebook
- To build effective lines of ongoing communication with these key media outlets in Frome
- To stimulate and engage in an ongoing dialogue between the people of Frome and FTC

Results

Within the pilot scheme it was essential that the demographics of people in Frome were investigated alongside a profiling and assessment of the various media outlets that exist within the town. It was determined very quickly that in order to reach key groups of people who do not regularly 'engage' with Frome news, we would have to reach these groups of people in a more creative non-traditional way.

Research and assessment has been successfully conducted into the key demographics of people within the town of Frome, the media they engage with and the types of stories/features they like to read and how this engagement looks in real terms.

This research has highlighted a number of traditional and alternative means to communicate with the people of Frome, which when coupled with placing the stories in the correct media outlets, and written with the correct tone/approach has secured the most effective engagement possible within the town.

During the pilot scheme we have forged a number of very positive key relationships with communication outlets and the main media groups consumed by the people of Frome. A breakdown of these media outlets can be found at the end of this report. This document also highlights the demographic of people who engage with each specific media, and also the type of stories/tones which are most suited to audience.

This document also includes at the end the number of stories, which have been successfully placed in Frome Media, where these stories have featured and the numbers of people these stories have reached.

Interpreting the results

There are a number of important things we have established whilst conducting this work, which will positively help shape the communication strategy we adopt moving forwards. A number of these factors are specific to the type of media/audience adopted and others are more key general observations, which can be deployed across the board in shaping our communication strategy:

It has been established the type of story and style of editorial most suited to each media outlet and audience in order to secure maximum engagement. This is defined by the fromemediaoutlets.xls report. This will help us shape all communication strategy in the future.

For maximum engagement potential for key messages, more creative paths of communication are considerably more effective but require additional support and time to ensure success, these include things like disseminating questionnaires, distributing flyers/posters, facilitating group discussions and presenting to small groups.

There are channels of communication that should be trialled to communicate key messages, things like flyers, beer mats, posters, newsletters and postcode specific door drops. All of these means of communicating to audience have been proven to be very successful, it would be a valuable exercise to assess each of them on up coming news stories and features.

Building positive ongoing relationships with the media is undoubtedly the key to securing the best results, i.e. front page news or major feature stories/ these relationships need to be nurtured on a regular basis. The stories/angles need to be varied slightly to send to each media outlet to ensure each paper is given a fresh angle to use.

- Relationships with radio and newspapers can be nurtured through regular meetings, forward feature planning and regular and effective communication.
- Relationships with some non traditional media outlets needs closer monitoring on a story by story basis, more support should be given to them in achieving our objectives. For example the college were keen to help us complete surveys on Saxonvale, this was not achieved in the short term as promised as one of the secretaries forgot to hand out the questionnaires. In future a presence from FTC on the day to present questionnaires/talk to students would have ensured this was a successful campaign.

Facebook has become an invaluable tool in reaching key demographics in Frome, our FB posts regarding Jenson Button were shared over 3000 times. Video and images of

the event were viewed by over 15 groups and in turn seen by an audience in excess of 20,000 people. From such extraordinary results we have learnt a great deal which will shape FB strategy moving forwards. It has been defined which types of stories work best in Facebook, the style of editorial and also the tone of posts defined which help build an ongoing dialogue with our 'fans'.