

Date: 10 January 2024

Social Media Management STRATEGY

Strategy for: Hatfield Peverel Parish Council



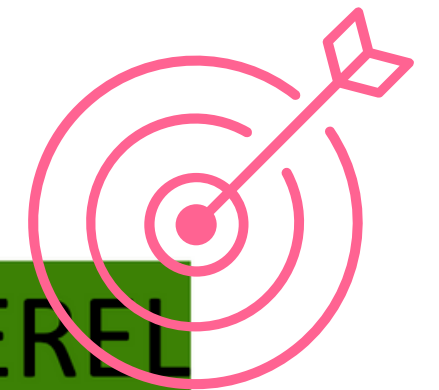
OVERVIEW

This social media strategy sets out the recommendations for Hatfield Peverel Parish Council in order to optimise social media marketing for the local council.

THE STRATEGY WILL OUTLINE:

- Hatfield Peverel PC's goals for social media marketing
- Hatfield Peverel PC's identified audience personas
- Hatfield Peverel PC's suggested content strategy
- Hatfield Peverel PC's tone of voice

HATFIELD PEVEREL
PARISH COUNCIL



BUSINESS OVERVIEW

Hatfield Peverel Parish Council is the local authority for Hatfield Peverel, Essex that makes decisions on behalf of the people in the parish and has an overall responsibility for the well-being of its local community. It is the tier of government closest to the community, with Braintree District Council and Essex County Council operating as the tiers above.

Hatfield Peverel Parish Council acts as the first place residents turn to with concerns or ideas. Its work falls into three main categories:

- representing the local community
- delivering services to meet local needs
- striving to improve quality of life in the parish.

Various amenities and events are administered and run by Hatfield Peverel Parish Council including:

Open spaces - Strutt Memorial Recreation Ground, Nounsley Playing Field, Stone Path Meadows, Community Park, The Green, the grassed area next to Hadfelda Square shops, some verges (under an agreement with ECC) Burial Ground Village Hall Car Park, Hadfelda Square Car Park

Play equipment at Strutt Memorial Rec Gound and Nounsley Playing Field

Lease of allotment sites to the Allotment Association

Keith Bigden Memorial Ground - home to the football club, bowls and croquet club

Two Defibrillators

Christmas In The Park & Party In The Park events

The Review community magazine to become an E-Magazine yet to be named.

Hatfield Peverel PC is also the Sole Trustee of the Hatfield Peverel Community Association (Village Hall Charity). There are 13 seats on the Parish Council which is currently held by 11 councillors

The Parish Council has a website, a Facebook group and page, a Twitter account, a bi-monthly magazine called The Review which is to become an E-Magazine, uses email to communicate and intends to develop a mobile phone app,

SOCIAL MEDIA GOALS

The Parish Council's social media accounts exist to interact in a way that improves the communications both within the Parish Council and between the Parish Council and the people, businesses and agencies it works with and serves.

- The goal is to grow brand awareness of the existence of the social media pages within the local area and all that the council provides as well as the new E-Magazine and Website.
- We will do this by posting organically on Facebook and X up to 2 times a week and testing & refining the content.
- We will use Facebook and X to inspire, educate and share advice and notices and encourage two-way communication.
- We will consider creating an Instagram account in order to reach a younger audience.



AUDIENCE PERSONA 1

Caroline is a young working parent who lives in the area. She works from home as well as having to commute into London for her job.

She cares about her health and wellbeing. She is overwhelmed by the busyness of life because she sets high expectations of herself & wants to feel like she's winning at motherhood, career, relationship and her body! She's keen to keep up with local events that would help her get to know the community she lives in better and occupy her growing family.

Caroline uses Facebook to connect with friends and family and is also active on Instagram and X. She tends to use Instagram more for her social media but uses Facebook for Reels and Stories and to keep up with groups she belongs to.



AUDIENCE PERSONA 2

Donna is a middle aged small business owner who lives in the area and has a small business in Witham.

She has grown up children so is not interested in any parent-centric events but enjoys time with her family and loves the local area, particularly for long walks. She's interested in the environment which is reflected in her business which deals with sustainability.

She enjoys music events and art and belongs to a local running club. She is interested in local planning and it's impact on the area. Her son is a member of the local football team and she is involved with social events that they run.

Donna is an Instagram, X and Facebook user. She belongs to a number of groups on Facebook. She gets her local information from Facebook and follows environmental topics, as well as art and music on Instagram and X.



AUDIENCE PERSONA 3

Marcus is in his early thirties. Brought up in Chelmsford, he has just bought a house here in Hatfield Peverel with his wife. They both work in London but enjoy living outside of the City in a rural community. They are planning on starting a family in the near future.

Marcus enjoys his weekends at home, going for walks with his dog, enjoying what the local community has to offer by way of pubs and restaurants. He doesn't have a lot of time for getting involved in community events and projects but is hoping to use facilities a lot more in the future when he and his wife start their family. He will then try to work from home a bit more and would welcome the chance to meet some other local parents.

Marcus is more of an X than a Facebook user. His wife belongs to a few groups on Facebook and keeps in touch with friends on there. He likes to keep up with work topics on X. He dabbles on Facebook but only really to check in with friends.



AUDIENCE PERSONA 4

Alan is 72 and lives with his wife in Hatfield Peverel. He was an architect before he retired and is interested in history and travel. In his retirement he took up bowls and is a member of the local club.

He was a keen footballer in his day and is an avid fan of Colchester United. His grandson now plays for the local team here in Hatfield Peverel. Alan is interested in local as well as national politics. He likes to know what's going on in his local area.

He's a keen gardener and enjoys local walks with his dog.

Alan is a Facebook user where he likes to keep up with his family, particularly his grandchildren. They have taught him how to use social media and he enjoys scrolling through each day. He has joined a few Facebook groups that are relevant to his interests.



TONE OF VOICE

When creating and posting content on the social media platforms we will use the following tone of voice and style:

- To connect with local residents we will use an upbeat, positive and friendly tone of voice. We can introduce humour when appropriate.
- We will be aiming to encourage people to think more about their local area, what it has to offer and how they can get involved.
- We will ask questions to encourage residents to engage with us.
- We will always aim to create a warm, community feel across the generations.
- We will share relevant posts from groups and clubs that relate to The Village Hall or Hatfield Peverel Parish Council
- We will respond politely and encouragingly with any comments, particularly negative ones and offer further dialogue where appropriate.
- We will inform and educate residents regarding any formal announcements. With formal announcements regarding council notices, we can make it clear that these are not up for debate by closing comments.



TONE OF VOICE (contd)

HOW WE WANT THE PARISH COUNCIL TO BE PERCEIVED?

- | | | |
|---|--|---|
| <input type="checkbox"/> Chatty | <input type="checkbox"/> Relaxed | <input checked="" type="checkbox"/> Expert |
| <input type="checkbox"/> Opinionated | <input type="checkbox"/> Influential | <input type="checkbox"/> Funny |
| <input checked="" type="checkbox"/> Inspirational | <input checked="" type="checkbox"/> Approachable | <input checked="" type="checkbox"/> Knowledgeable |
| <input checked="" type="checkbox"/> Witty | <input type="checkbox"/> Successful | <input checked="" type="checkbox"/> Experienced |
| <input checked="" type="checkbox"/> Friendly | <input checked="" type="checkbox"/> Relatable | |
| <input checked="" type="checkbox"/> Professional | <input type="checkbox"/> Good value | |
| <input type="checkbox"/> Serious | <input checked="" type="checkbox"/> High quality | |



CONTENT STRATEGY

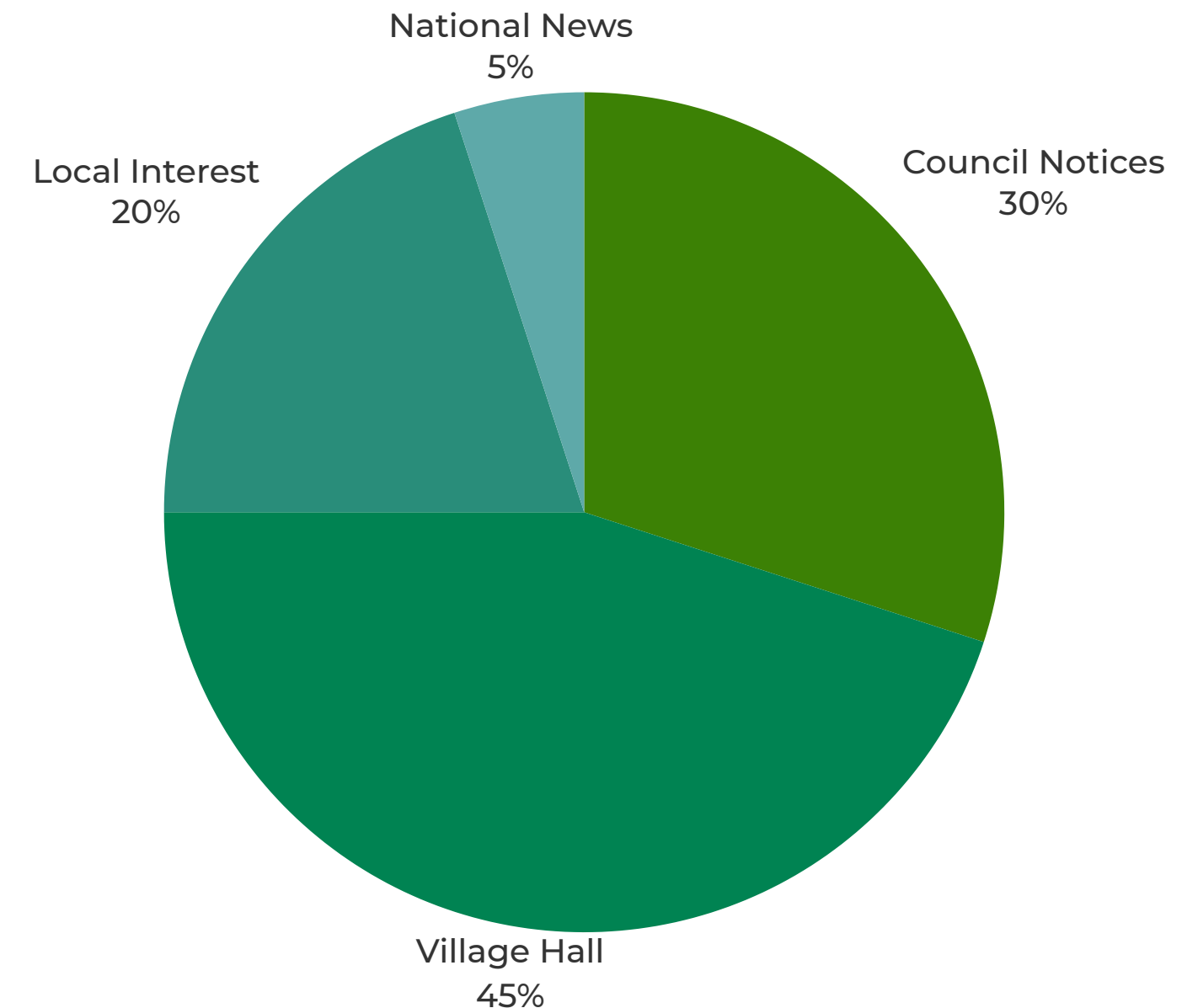
The content will be comprised of four main areas which will encompass topics (content pillars) relevant to the residents (audience).

COUNCIL NOTICES: will include any official Hatfield Peverel PC news, notices, announcements etc.

VILLAGE HALL: will cover any events, clubs, facilities, news and notices that are taking place in the village hall or the surrounding parks.

LOCAL INTEREST: will include any information relating to the local area of Hatfield Peverel and its immediate surroundings. Outside sports and social clubs, environmental information, local points of interest, etc.

NATIONAL NEWS: will cover any relevant information or news stories that may affect residents.



CONTENT AIMS AND CALL TO ACTIONS

The aim of the content is to create a connection between the council and the residents, to create awareness that there are social media channels, a website and an e-magazine that residents can follow to learn more about the work of the council and how they can be part of the community.

Many people are unaware of what the parish council is able to do, what it is responsible for and who they would need to contact for help or information. The residents are also the reason for the council to exist and our aim is to create greater communication and grow the community feel.





FACEBOOK

Facebook is the primary account for Hatfield Peverel PC. It is where the majority of residents are likely to be and it allows us to use the existing groups. These groups already have a community feel to them. The aim would be to encourage those within the groups to follow the Hatfield Peverel Parish Council page so that they can get all the relevant information in one place. The main features that will be tested as part of this strategy will be...

Page



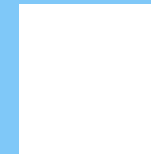
Groups



Ads



Boosts



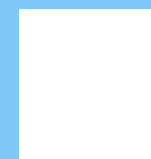
Stories



Reels



Lives





FACEBOOK

PAGE STRATEGY

We aim to inform residents but also to build engagement and two-way communication. We are looking to show more personality to the council's Facebook page and move it away from being just a notice board.

We will cross post to other groups and pages initially, while encouraging residents to follow the Hatfield Peverel Parish Council Page so that it becomes more of a go-to for the information that is often found on groups.



FACEBOOK

POSTING STRATEGY

Based on Hatfield Peverel's audience and analytics we will test the following posting schedule:

A minimum of 2 posts per week

At least 1 story per week to build engagement increasing to more when the follower count builds.

As well as posting on the Hatfield Peverel Parish Council Page, all content will be shared to the following pages/groups on Facebook:

- Hatfield Peverel Parish Council (Group)
- Hatfield Community Hub (group)

Where relevant, content will be shared to the following pages/groups on Facebook:

- Hatfield Peverel Village Hall (page)
- Hatfield Peverel, Essex ❤️ Heart of the Village Community Page ❤️





X (formerly Twitter)

X remains a useful social media tool for imparting information. It will act as our secondary social platform. Many relevant users like to gain their news from X. It's a useful platform to act as a customer service tool. The main features that will be tested as part of this strategy are...

Tweets



Retweets



Spaces



Ads



Moments





X (formerly Twitter)

PAGE STRATEGY

We will use X as a means to crosspost content that we schedule on Facebook.

X can also be used as a means of two-way conversation by way of messages and can also be used to retweet any useful relevant information from other accounts.

We can also use the list function to direct residents to other useful accounts and services.

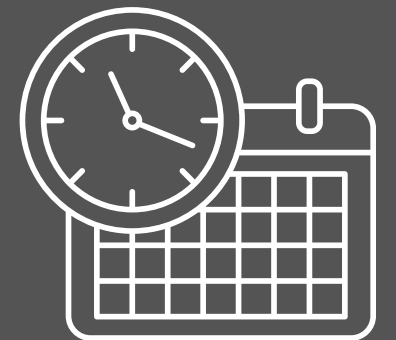


X (formerly Twitter)

POSTING STRATEGY

Based on Hatfield Peverel's audience and analytics we will test the following posting schedule:

Reposting any content that is scheduled on Facebook. X requires a lot more content to gain any substantial reach but we will be using this platform as a cross promotion tool and not seeking to worry about growing on there.





INSTAGRAM

We will consider creating an Instagram account in the future. It would fit with the younger residents (Gen X, Millennials) that we would like to target. It also offers a way to provide more visual content. The main features that will be tested as part of this strategy

Posts



Lives



Stories



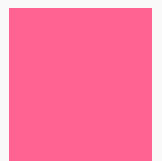
Ads



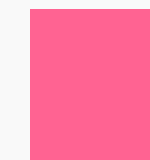
Reels



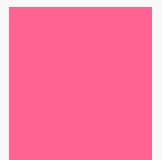
Shopping



Broadcast Channels



DMs





CONTENT SOURCES

In order to implement this strategy content will be sourced from:

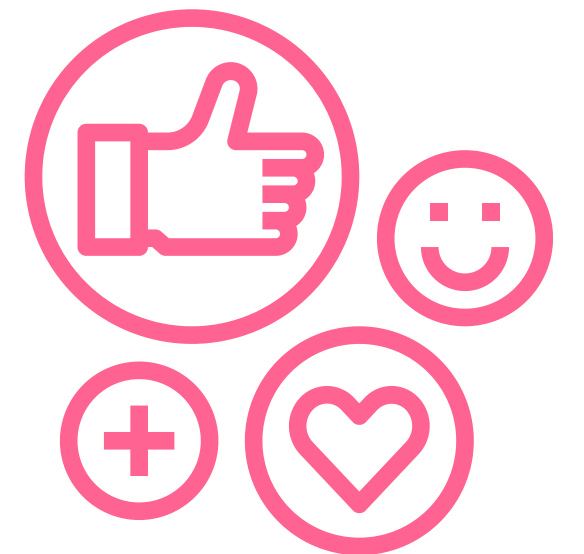
- Curated content via local sources and accounts followed
- Council notices and information
- Stock Images/Videos for content creation
- Created Graphics via Canva
- X (Twitter) Lists
- Website information
- E-Magazine articles or news from contributors

We will be sure to seek permission from anyone when posting about anything relating to outside the Council. For example, if a E-mag contributor has an interesting event.

PROACTIVE ENGAGEMENT

As part of this strategy I propose the following proactive engagement strategy:

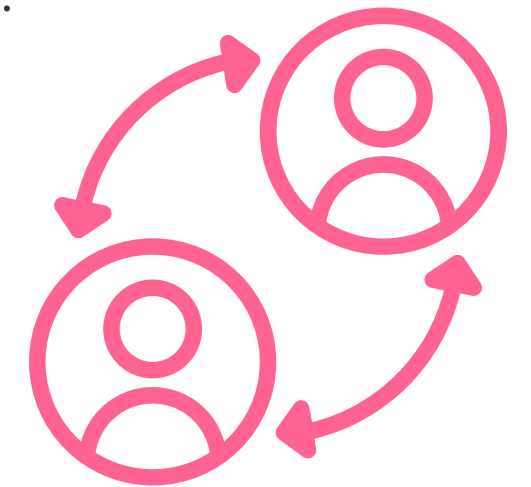
- Engaging with local Facebook and Twitter accounts, showing encouragement where relevant
- Reviewing Facebook and Twitter at least twice a day for 15 minutes of engagement and research.



REACTIVE ENGAGEMENT

As Communications Officer and part of this strategy I propose the following reactive engagement strategy:

- Being responsible for replying to DMs or passing on any questions to Sarah or Carly.
- Discussing any potential sensitive issues from commenters or followers with Sarah or Carly before engaging.
- Being responsible for replying and liking comments on Facebook and Twitter.





TRACKING PROGRESS

The success of this strategy rests upon 3 key metrics

- Reach: How many people is the content reaching on a weekly basis?
- Follower numbers: How many people are following your social media profiles on a weekly basis?
- Engagement metrics: How many people are engaging using likes, comments or shares on a weekly basis?

As followers and engagement grows we will encourage more visits to the website.

WE WILL BE MEASURING THIS DATA REGULARLY AND ADJUSTING OUR STRATEGY AS REQUIRED.

I will produce a monthly update and inform you of any significant adjustments to the strategy.