



Scottish Community
Safety Network

**Marketing and Communications
Action Plan
2018-2019**

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Introduction

This document sets out the Marketing and Communications Action Plan for the company from 2018-2019.

This Marketing and Communications Action Plan will seek to contribute to the realisation of the wider company outcomes and objectives whilst incorporating the values of the organisation.

Our Values and Vision

The Scottish Community Safety Network values are:

- People before process
- Innovation and creativity
- Equality
- Integrity

We will strive to meet these values in everything we do, and these values in their turn will provide the basis of achieving our vision.



We will do this by:

Informing – Monthly newsletters, regular updates on the latest news and information in the sector; free and discounted access to resources; training and events

Engaging – networking opportunities; invites to be involved in groups and forums; expert advice and guidance; specialist practical help and support to use our toolkits

Championing and Influencing – representing community safety at a local, national and strategic level and advocating for our members.

SCSN outcomes

Our outcomes will support the outcomes of the National Performance Framework. They are:

1. Leadership is improved across the community safety sector
2. Community Safety is valued and integrated across all relevant policy areas
3. Our members feel they are able to deliver their community safety outcomes and have the support from us that they need.



SCSN Marketing and Communications Outcomes

Through the implementation of this Marketing and Communications Action plan the following outcomes will be achieved for the SCSN:

1. *SCSN Communications have supported our partners to achieve their community safety outcomes*
2. *SCSN is a recognisable brand/organisation beyond our members and partner organisations - people know what we're about!*
3. *Stakeholders working toward building safer communities are better informed and engaged with both our work and relevant sector work*

Aims

From a marketing and communications perspective, SCSN will aim to:

- *Inform*
- *Engage*
- *Champion*
- *Influence*

Marketing and Communications Key Areas

For the purposes of this action plan the following key areas have been identified:

- Website
- Published Information and Resources
- Newsletter
- Social Media
- Networking

This document will deal with each of these key areas in turn and provide detail on the actions that will be taken across the year to ensure that the Marketing and Communications Action Plan Outcomes are met and that they are evidenced.

Monitoring, Evaluation and Reporting

This document will also outline the monitoring, evaluation and reporting practices which should be observed to ensure that we are meeting the stated outcomes of the Marketing and Communications Action Plan.

This will comprise recording of communication channel analytics, six monthly reports to management and board and an Annual Communications Report.

Who? What? Where? When? Why?

Fundamental to any Marketing and Communications Action Plan is to consider the following:

Who? (Audience)

In order to create relevant and engaging content/resources we need to identify who makes up our audience, e.g. professionals, public, service users etc. SCSN's audience can be split into three groups:

Primary

SCSN primarily works with community safety practitioners, community safety/planning/justice partnerships within local authorities and some other related local authority partnerships; and government, to contribute toward the BSCP.

Secondary

SCSN also works with partner organisations (listed on our website) with an interest or relevance to community safety issues; third sector organisations and professionals whose work has a community safety relevance (e.g. Police Scotland, SFRS, SCDC, Network Rail)

Tertiary

The final audience for SCSN are interested members of the public and service users of voluntary organisations.

What?

We need to understand what means our audience are using or what means our audience would most like to use to engage with our content. Our audience is largely professional, and recognising this we have recently moved to digital only newsletters and dispensed with printed newsletters - except when requested – with benefits in terms of cost savings to the organisation and more environmentally friendly communications.

Where and When?

We need to understand where and when our audience are accessing our content. As our audience is largely composed of professionals it is highly likely that they access our content and information whilst at work or on the way to or from work. As such, where applicable to the medium, content should be published and interactions made during these times. This is particularly applicable to social media – where though research may indicate the best times for posting are outwith working hours, we will post during the times people are on their way to and from work and during lunch periods (8am-9.30am, 12pm-2pm and 4pm-6pm).

Why?

At SCSN, we believe that communications work is fundamentally important to telling an organisations' story, sharing best practice, highlighting good work, informing people of news and events and getting conversations going. In other words, we

believe it's one of the main tools we have to be able to inform, engage, champion and influence.

Our monthly newsletter is very highly rated within the sector and performs very well against industry averages for readership. It also creates traffic to our website and allows us to be able to provide evidence of engagement with the work we do. Social media does the same – with the added benefit of being able to generate conversations around hashtags (particularly on Twitter) and bring together a wide range of professionals. These conversation hashtags can be pulled and also reported on and used to generate evidence of interaction.

Furthermore, social media acts as another means by which people can get in contact with your organisation and your staff. Interactions should be professional and informal and staff should be trusted to interact with people on social media the same way that they would be trusted to interact with stakeholders in person.

Indeed, we believe that our partners should also recognise these benefits of social media! Whilst there can be issues around certain types of interactions or posting – these can be overcome with good social media policies – but with the emphasis being to free and to trust your staff to promote your organisation and its' work, and that of others, without the need for constant supervision and approval. Social media posting and sharing should be quick, instant even, not sent up through layers of management except in exceptional circumstances.

Communications is everyone's responsibility!

Updated Review of SCSN Communications Work

Following the Marketing and Communications Action Plan of 2016-2018, many of the recommendations made in that review have now been implemented. With changes to the SCSN staff team and capacity, these changes have become even more important. These include:

- Moving to digital only newsletters
- SCSN staff trained in social media and given free reign to use the organisation account to help tell our story
- SCSN Youtube account created and videos added – with plans afoot to seriously consider the purchase of video editing software to take advantage of this medium
- All SCSN resources have now received updated and consistent branding
- We make use of Twitter lists through our social media content management suite – including to provide newsletter articles, share partners events and info and target social media posts
- There is now standardised reporting across all social media
- A Marketing and Communications Annual Report is now published

Communications Action Plan: Actions and timescales

Communications Strand	Actions	Objective (s)	Responsible	Timeframe	Relevant Outcomes
General	Annual Marketing and Communications Report to be published	<ul style="list-style-type: none"> • Ensure that we are meeting our Marketing and Communications Objectives 	Communications Officer	Annually at End of Financial Year	ALL
Safety NET-works					
	All staff to promote newsletter sign up (eNews) at external events or during delivery of training	<ul style="list-style-type: none"> • Increase in NL Distribution List • Increase in NL engagement 	All staff	Ongoing	1,3
	Annual User satisfaction survey of newsletter	<ul style="list-style-type: none"> • Ensure we are producing informative, relevant content 	All Staff	Member Survey	1,3
	Monthly Newsletter to be published	<ul style="list-style-type: none"> • Publish 12 newsletters per year • Maintain average open rate of 20% • Maintain average click rate of 9% for year 	Communications Officer	Ongoing	ALL

Communications Strand	Actions	Objective (s)	Responsible	Timeframe	Relevant Outcomes
SCSN Website	Schedule and conduct six monthly website reviews	<ul style="list-style-type: none"> • Ensure website is fit for purpose • Ensure that website is up to date, accurately formatted, links are all correct and work 	Communications Officer/All staff	Ongoing	1, 3,
	Six monthly reporting on website stats to Manager	<ul style="list-style-type: none"> • Track trends on website use • Inform content • Inform website reviews • Website sessions and bounce rate to remain within 5% of industry benchmark 	Communications Officer	Ongoing	ALL
Question of the Month	Monthly posting of a Question of the Month	<ul style="list-style-type: none"> • To identify public and/or professional opinion on a range of community safety issues and feed this back to appropriate agencies/staff 	Communications Officer/all staff	Ongoing	ALL

Communications Strand	Actions	Objective (s)	Responsible	Timeframe	Relevant Outcomes
Social Media General	Communications Handover to be rewritten and updated	<ul style="list-style-type: none"> • Provide clearer and updated understanding of social media channels and new social media work 	Communications Officer	End of December 2018	Internal
	Social media basics training to be further developed	<ul style="list-style-type: none"> • Informs development of eLearning/training in social media 	Communications Officer	End of October 2018	ALL
	All staff/board to be trained in social media basics (social media champions)	<ul style="list-style-type: none"> • Increased capacity and skills • Improves responsiveness and interaction 	All staff	Completed	ALL
	All staff to be given access to social media channels (social media champions)	<ul style="list-style-type: none"> • Improved responsiveness and interaction • Creates and maintains external relationships • Increase in engaging content 	All staff	Completed	ALL

	Create images for all events and training to be shared on Social Media and develop social media hashtags for SCSN training & events	<ul style="list-style-type: none"> • Increased awareness/attendance of SCSN training and events • Ability to measure social media discussions around training and events 	Communications Officer	Ongoing	2
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Communications Strand	Actions	Objective (s)	Responsible	Timeframe	Relevant Outcomes
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Twitter	Twitter Lists to continue to be developed for Newsletter, Press/Media, Key Themes	<ul style="list-style-type: none"> • Allows us to harness and share important content or information/news effectively • Boosts use of SCSN resources/training 	Communications Officer	Ongoing	ALL
	Minimum of 1 Tweets per day either scheduled or spontaneous (should include hashtags, tag others, multimedia content where possible)	<ul style="list-style-type: none"> • Increase in engagement • Helps tell our organisation's story • Achieve average of 1 new follower per day 	Communications Officer/All staff	Ongoing	ALL
	Event or other SCSN #hashtags to be included in social media monitoring and reporting	<ul style="list-style-type: none"> • Tracks Engagement and Reach around specific messaging, campaign work or events 	Communications Officer	Ongoing	Internal

Facebook	Minimum three Facebook posts per week either scheduled or spontaneous (Should include multimedia content where possible)	<ul style="list-style-type: none"> • Boosts engagement and reach • Helps to tell our organisation's story 	Communications Officer/All staff	Ongoing	ALL
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Youtube	Youtube account monitoring and reporting to continue with 6 monthly reporting to management	<ul style="list-style-type: none"> • Increased insight into engagement with content, quality of content 	Communications Officer	Ongoing	ALL
	Publish 3 video interviews with experts per calendar year under Conversations With...	<ul style="list-style-type: none"> • Increased video views • Increased social media engagement • Increased relationship building/networking and partnership working 	Communications Officer/All staff	Ongoing	ALL
	Purchase video editing software	<ul style="list-style-type: none"> • Allows creation of professional, branded video content 	Manager/Communications Officer	End of 2018	Internal

Communications Strand	Actions	Objective (s)	Responsible	Timeframe	Relevant Outcomes
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Networking	Attend 1 relevant external conference/event per quarter as market place stall (finance allowing)	<ul style="list-style-type: none"> • Increase awareness/use of SCSN brand and services • Build relationships and contacts • Greater awareness of sector work and developments 	All staff	Ongoing	ALL
	All SCSN staff to attend equivalent of 1 relevant external conference/event per quarter as a delegate	<ul style="list-style-type: none"> • Increase awareness of SCSN • Build relationships and contacts • Greater awareness of sector work and developments 	All staff	Ongoing	ALL

Monitoring, Evaluation and Evidencing Impact

Outcome/Impact Indicators

This section will take each of the 5 Marketing and Communications Outcomes and describe how we will monitor performance toward our outcomes. Progress towards the outcomes will be documented in each year's Marketing and Communications Annual Report.

Outcome 1: SCSN Communications have supported our partners to achieve their community safety outcomes

- High levels of satisfaction with both our newsletter, website and social media engagement are reported in our Annual Member Survey/Stakeholder Consultation

Outcome 2: SCSN is a recognisable brand/organisation beyond our members and listed partner organisations - people know what we're about!

- We can provide 2 case studies per year of new organisations we have worked with and who are now more actively engaged with us
- Our social media following and newsletter subscriptions have increased annually in line with targets

Outcome 3: Stakeholders working toward building safer communities are better informed and engaged with both our work and relevant sector work

- Our Annual Survey reports high levels of satisfaction amongst our members and partners regarding our website, newsletter, training, eLearning and toolkits
- Stakeholders report being aware of the existence of SCSN training, eLearning and resources
- Our annual social media engagement targets are met
- Our annual eNewsletter open/click rate targets are met
- We provide 2 case studies per year highlighting our communications work has informed or engaged a new organisation/impacted on the wider Community Safety Sector

Through this we will see: SCSN's social media and eNewsletter following and engagement increases year on year

- Annual increase in eNewsletter subscriptions (allowing for GDPR changes)
- We maintain an open/click rate on eNewsletter within 3% of the industry average
- Annual 10% increase in Twitter and Facebook Engagement
- Annual 10% increase in Twitter and Facebook Reach
- Facebook following to be increased to 200 by end of March 2019