



Comhairle Chontae Liatroma Leitrim County Council


**Communications Strategy
Presentation to NOAC
9th November, 2017**

Approach to Communications

- ▶ Leitrim County Council structured a Communications Strategy based on the national guidelines for Local Authorities to develop a Communications Strategy.
- ▶ Our aim was to ensure that our strategy provided a clear understanding and a positive perception of our vision, values, services and achievements, leading to higher levels of satisfaction and engagement.
- ▶ The main objective was to create understanding so that all staff, citizens, customers and everyone who deals with Leitrim County Council recognises the value of the work that we do.



Communication Strategy Objectives

- ▶ Secure and strengthen the reputation of Leitrim County Council as an economic and community leader and an effective and efficient provider of high quality services
 - ▶ Ensure that our communications activities reflect the full diversity of the community and help ensure equality of access to all our services
 - ▶ Build and maintain a professional corporate identity for use throughout the organisation
 - ▶ Provide timely and accurate information using the most appropriate channels / routes to audiences
 - ▶ Ensure that key messages are consistent and co-ordinated across all channels to give maximum support to the council's strategic priorities
 - ▶ Ensure all staff understand the priorities of the council and feel valued and able to contribute to major changes affecting services they provide
 - ▶ Promote the image of Leitrim County Council as an effective, efficient and listening organisation focused on the public and their needs
 - ▶ Key messages should be in line with the Corporate Plan, Annual Service Delivery Plan , national policy and local objectives.
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Communications Channels



| Audience | What they need to know | Key communications messages | Channels |
|-------------------------|---|---|---|
| Service users | <ul style="list-style-type: none"> • What we offer them • How to access our services • Where to go for advice • Changes in services | <ul style="list-style-type: none"> • We provide useful, practical information and support • We are trustworthy and reliable • We put service users first and value their opinions | <ul style="list-style-type: none"> • Web • Email • Social media • Electronic policy documents • Advertisements e.g. Statutory Notices, Recruitment, advertising of various schemes and funding opportunities. • Media – Responding to Media Enquiries and issuing Press Releases. |
| Elected Representatives | <ul style="list-style-type: none"> • Policy developments • Topical issues • Levels of service • Reserved functions | <ul style="list-style-type: none"> • We believe in sustainable development within our local authority area • We are committed to developing high quality services in line with national and local policy • We are a well-respected organisation with a high quality service delivery ethos | <ul style="list-style-type: none"> • Extranet • Web • Email • Social Media • Workshops • Statutory Meetings • Advertisements e.g. Statutory Notices, Recruitment, advertising of various schemes and funding opportunities. • Media – Responding to Media Enquiries and issuing Press Releases. |
| Staff | <ul style="list-style-type: none"> • Ensure that staff are informed, involved, and engaged in the Council’s provision of local authority services. • Provide staff with a sufficient level of information about issues that affect the Council as a whole. • Increase staff awareness and knowledge in relation to the wider work of the Council particularly with regard to new projects and initiatives. | <ul style="list-style-type: none"> • We understand and strive to achieve the objectives and priorities of our corporate plan • We understand the change role of local authorities | <ul style="list-style-type: none"> • Team Meetings • Intranet • Staff Bulletin • Web • Email • Social Media |

Social Media – Nowadays Pivotal

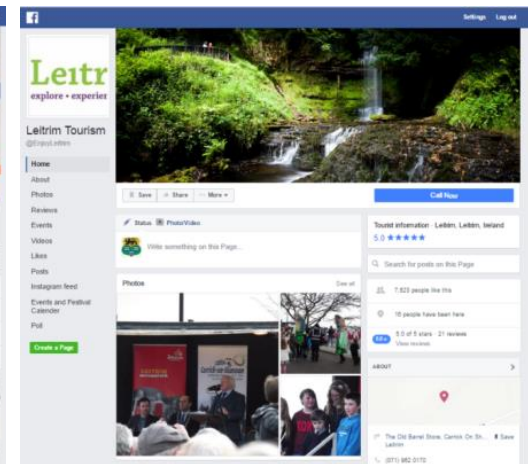
- ▶ Leitrim County Council has embraced social media tools to communicate with stakeholders on the following social media channels:

- Facebook
- Twitter
 - You-tube
 - Linkein



Social media has strengthened communications between the audience and the Council !

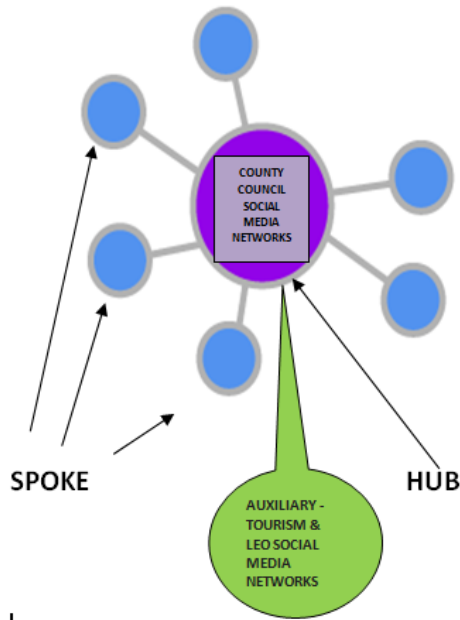
Leitrim County Council – Three Network Brands



Social Media Management

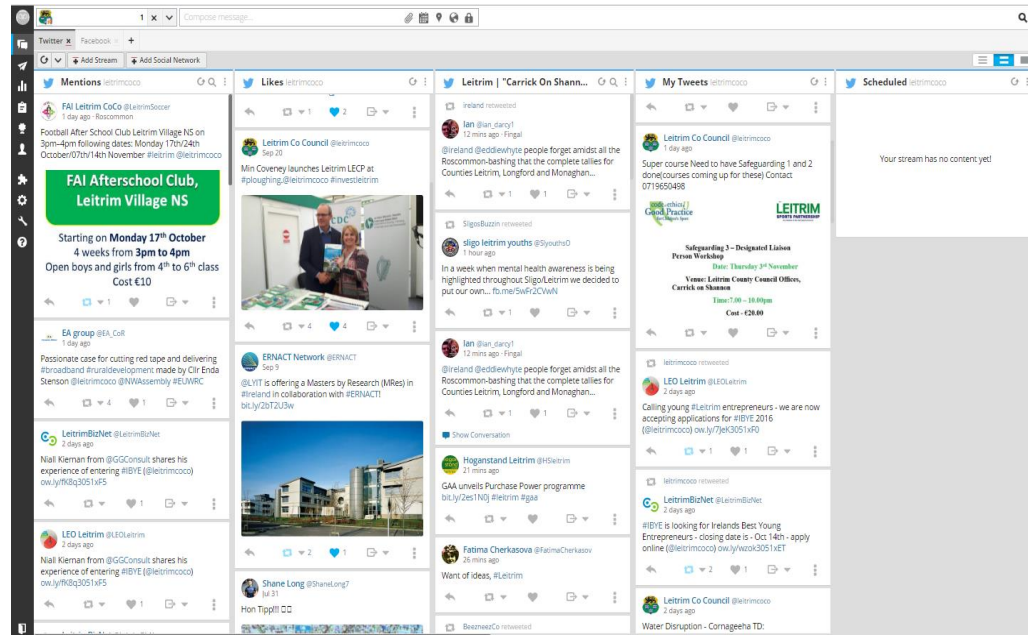


Leitrim County Council Networks Social Media Output



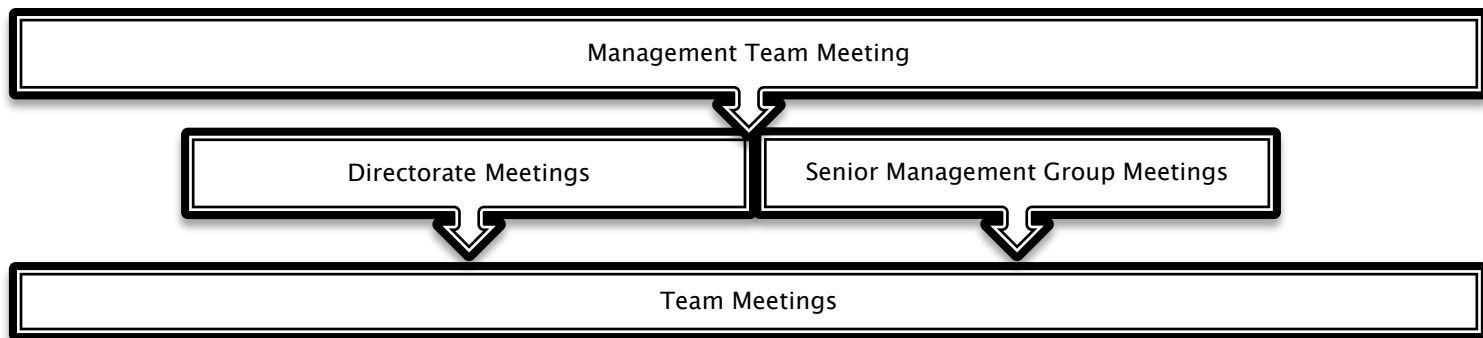
- ▶ Hootsuite is one of many tools referred to as a “Social Media Management System” or tool. It helps keep track and manage many social network channels. It can enable monitoring of what people are saying about the organisation and allows instant response
- ▶ Hootsuite used by the Co-ordinators for media scheduling and content management
- ▶ Facilitates multiple Co-ordinator access to official social media channels
- ▶ Advantages include content scheduling ease of access permission management without release of original social media logins.

- ▶ Hub and Spoke Social Media Management
- ▶ Co-ordinators from key customer facing areas produce proactive content and interact
- ▶ Spreads social media tasks across multiple skill sets as required
- ▶ Facilitates prompt answering of customer service type queries



Internal Communication Enhancement

- ▶ Internal Communications is a critical element of any organisational communication's strategy
 - ▶ Sound internal communication processes were implemented and evaluation of these processes on a regular basis is essential
 - ▶ Good internal communications gives colleagues a clear idea of their role and the part they play within their team. Well-informed staff are less resistant to change because they understand the objectives and the strategy
 - ▶ A uniformity of approach was implemented to ensure that staff receive consistent information relating to the Council business in a timely manner.
- ▶ **Team Meeting Structure is key with a flow of information from the Management Team to the Senior Officers Group to the individual Department Team Meetings**



Initiatives To Improve Internal Communications

Staff Bulletin

- ▶ A Staff Bulletin for all staff (twice yearly publication)

Internal Communications Page on Intranet

- ▶ To provide a central platform for the hosting of information relevant to internal communications.

Meetings/Events Calendar

- ▶ Intranet based (Members meetings – Council, Municipal District, Strategic Policy Committee's, Launches, Awards Events etc.

Events Schedule

- ▶ Initiatives such as H&S Week, National Recycling Week, Fire Safety Week, Road Safety Week, Cycle to Work Day etc)

Press Releases

- ▶ Publication of Press Releases on the Internal Communications Page on the Intranet.

Message Board

- ▶ Posting of news items to the message board., Posting of staff notices, job opportunities etc.
- ▶ Posting of information received from other external organisations e.g. community events etc.

Staff Handbook

- ▶ Updated Staff Handbook.

Staff Induction Programme

- ▶ New Staff Welcome procedure is in place
- ▶ Expanded Induction Programme to be developed and implemented.

Optional Briefings and Engineering Forums for Staff

- ▶ Periodic Briefings for staff are arranged relating to specific topics/work areas

