

LINK Communications / Publicity Strategy

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Purpose:

1. To involve LINK in all matters relating to health and social care in Medway.
2. To raise awareness of the LINK amongst all Medway residents including NHS and Social Care Commissioners, providers and those scrutinising such services and the community and voluntary sector.
3. To recruit LINK participants using all appropriate means of communication and publicity.
4. To provide a mechanism for publicising the LINK's work programme and the results of this programme.

Principles:

1. All LINK activities shall be open and transparent.
2. LINK publicity material will be accessible to all and produced in a simple and easy to read format.
3. The Host will endeavour to use all possible outlets for disseminating LINK information.
4. The LINK will demonstrate fairness in all its dealings with various forms of media, not favouring one over the other.
5. When commenting on issues, the LINK will retain an unbiased attitude and will liaise with all parties involved before responding to media requests for comment.

6. The LINK will encourage a good working relationship with the media, being helpful and constructive in response to requests for information / contributions.
7. All media communication shall be primarily through the Host who shall act as the press office for the LINK. The Host will communicate the collective views of the LINK and, where practicable, will identify participants who may be willing to talk to the media.
8. The effectiveness of communication / marketing techniques used by the LINK shall be constantly assessed and where appropriate, modifications made.

Practice:

1. Participants in the LINK will be recruited by all available means of communication:
 - a. By all types of mass media – internet, newspapers, radio and television.
 - b. Through the Medway LINK website and the use of interactive options, eg blogs, online surveys and opinion polls.
 - c. By podcasts.
 - d. Through emailing.
 - e. By text.
 - f. Via other partner organisations.
2. LINK leaflets and posters will be produced to explain the purpose of the LINK and to encourage participation.
3. Material shall be produced to allow the LINK to exhibit at its public events as well as those of its statutory, community and voluntary sector partners.
4. The Host will produce a presentation pack in order to recruit more participants and to promote the LINK objectives. This pack will be available for LINK participants to use when talking to local groups.
5. First contact with media enquires shall be via the Host. Enquiries will be passed to the Host's Operational Director who will respond in accordance with guidelines set out in this policy, as follows:
 - a. Respond accordingly on matters where LINK policy is known.
 - b. Enable LINK groups / networks views to be heard.

- c. Subject to the agreement of LINK participants, put the media in touch with those who have an interest in the topic.
 - d. The Operational Director shall notify the Governing Group of all relevant communications with the media.
6. When required, make known to local media and partner organisations the name and contact details of the LINK media person.
 7. Press Releases shall be produced as an adjunct to all LINK work and shall be prepared by the Host and approved by the Coordinating Team media member or the leader of the Coordinating Team.
 8. The Host shall organise briefings with local media if and when appropriate.
 9. The Host will produce, in first instance, bi-monthly newsletters covering the initial set up and launch. Following this they will be produced quarterly or as necessary, but no less than bi-monthly.
 10. The LINK Development Workers shall establish:
 - a. A diary of local events at which the LINK may exhibit / present.
 - b. The list of publications (free) which shall include:
 - i. Name of publication.
 - ii. Circulation.
 - iii. Publication frequency / date.
 - iv. Arrangements for placing adverts.
 - v. Last date for submission of copy.
 11. The use of innovative forms of advertising where appropriate, eg use of advertising boards, ad shells, bus advertising.

Medway LINK Activities to 31 March 2009

The following activities shall be undertaken by the LINK for the period to 31 March 2009:

Activity		Expenditure	Date
Timetabled			
Newsletters	<ul style="list-style-type: none"> • LINK quarterly • Local Authority publications 		
Exhibiting at Partner / other Events / Premises	<ul style="list-style-type: none"> • Local shows (some expenditure in current financial year) • Libraries • Local Authority sites • NHS sites • Shopping Centres 		
LINKs Bulletins	<ul style="list-style-type: none"> • Bi-monthly 		
Consistently Ongoing			
Internet	<ul style="list-style-type: none"> • Discussion blogs • Podcasts • Videos on LINK website • Online surveys • Opinion polls 		
Mobile Phone	<ul style="list-style-type: none"> • Text box 		
Poster / Leaflet Advertisement	<ul style="list-style-type: none"> • Local bus companies • Libraries • Supermarkets • Practitioner surgeries • Hospitals 		
Media Coverage	<ul style="list-style-type: none"> • Press releases on forthcoming events and after the event 		