

Current and future

Communications Strategies

Presented by: **Chris Adams**
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Owned media

Medium	Current usage	Pros	Cons	Recommendation
Websites	As required updates	Point of truth, depth	Static, need traffic strategy	Maintain as point of truth
Facebook (Our page)	Multiple daily	Immediate, conversational, big audience	High maintenance	Enhance – more focus on video content (360 vids, live vids)
Newsletters	Bi-annual	Blanket coverage	Thrown out, unread	Phase out in medium term
Press Release	Daily (approx.)	Depth, base content for other media	Old media	Maintain as base content
Emails	Service based	Targeted	Spam, privacy	Maintain as targeted marketing

Owned media

Medium	Current usage	Pros	Cons	Recommendation
Advertorial	Ad hoc	Control of message	Low engagement	Phase out
Posters	Weekly	Base content	Not visible	Maintain as base content
Outdoor display signs	Ad hoc	Visibility, adaptable	Logistics, informal	Maintain where regulation allows
Instagram	Youth only	Visual, large reach	Slow growth	Enhance for youth, investigate for all demos
Vimeo	As required	Storytelling	Needs traffic	Consider shift to Youtube
Snapchat	Nil	Next big thing	Need audience	Commence scope for corporate snapchat
Twitter	Nil	High user nos, immediate	Short, falling popularity	Continue to watch local user numbers

Paid media

Medium	Current usage	Pros	Cons	Recommendation
Paper ads	Reducing	Meets funding requirements	\$\$\$, Low readership	Continue to reduce
TV Ads	Project based	Good value	↓ Viewers	Reduce over time
Radio ads	Project based	Effective	High buy in	Continue for projects
Facebook Sponsored	Regular	Very cheap, targeted	Not everyone on FB	Increase sponsored content
Familiarisation	Ad hoc	Great coverage	\$\$\$, can't control msg	Continue for targeted events/projects
Instagram ad	Nil	Wide audience	New product	Trial on events
Snapchat paid	Nil	Engaging	New product	Trial on events
Youtube	Nil	Huge audience	Not corporate friendly	Stay with Vimeo despite lower audience

Earned media

Medium	Current usage	Pros	Cons	Recommendation
Paper stories	Multiple per wk	Frequent, trusted	Readership ↓	Continue to pursue
Broadcast stories	Multiple per wk	Frequent, more depth	Low listenership	Continue to pursue
Facebook shares (of our content)	Multiple per day	Enhances credibility, audience	Loss of control, rogue comments	Increase, enhance moderation procedures
Insta hashtags	Nil	Builds audience	Easy to hijack	Develop a plan with Youth Services
Word of mouth	Always	Best form of advertising	No control of message	Put out strong messaging
FB Mentions other pages	Multiple per day	3 rd party	Often negative	Respond with great content on our page