

Pre-event activity

Key message	Audience	Communications method	Deadline date	Publication date	Officer
Promote awareness of the community covenant and launch	City residents and partner organisations	<p><b>External:</b></p> <ul style="list-style-type: none"> <li>• Press release</li> <li>• Email distribution lists (community groups and organisations)</li> <li>• Twitter (partners re-tweeting)</li> <li>• Partner intranets</li> <li>• Neighbourhood committees presentation</li> </ul> <p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>• Insite home page / image of the day / all staff news items / scrolling bar</li> <li>• Team briefing sheets</li> <li>• Members' bulletin and email to all Councillors</li> <li>• Flyer / poster with focus on £30m available for communities</li> </ul>	Dates to be confirmed after agreement from Cabinet	Dates to be confirmed after agreement from Cabinet	<p>Pep Cipriano (lead officer)</p> <p>Julie Rivett / Laura Almond</p> <p>Stephen Barker</p> <p>Pep Cipriano</p> <p>Relevant neighbourhood manager</p> <p>Megan Harvey</p> <p>Pep Cipriano</p>

**ARMED FORCES COMMUNITY COVENANT Communications plan – 2012**

*On the day activity*

Key message	Audience	Communications method	Deadline date	Publication date	Lead officer
Central government £30m pot of funding available to communities via the covenant	Residents attending the war memorial unveiling	<b>External:</b> <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Flyer</li> </ul> <b>Internal:</b> <ul style="list-style-type: none"> <li>• One of: Insite home page/image of the day / all staff news items / scrolling bar</li> </ul>	Dates to be confirmed after agreement from Cabinet	Dates to be confirmed after agreement from Cabinet	Stephen Barker Pep Cipriano  Megan Harvey

**ARMED FORCES COMMUNITY COVENANT Communications plan – 2012**

*Post event activity*

Key message	Audience	Communications method	Deadline date	Publication date	Lead officer
<p><b>Immediate post event media evaluation measured by column inches, online coverage, social media awareness and the number of people expressing interest to bid for securing community project funding.</b></p> <p>Continue to encourage mutual support between the armed forces community and the civilian community - and bids to secure funding</p> <p>Messaging (opportunities and timing) to be agreed with lead officer.</p>	City residents and partner organisations	<b>External:</b> <ul style="list-style-type: none"> <li>• Press release</li> <li>• Email distribution lists (community groups and organisations)</li> <li>• Twitter (partners re-tweeting)</li> <li>• Partner intranets</li> <li>• Neighbourhood committees presentation</li> </ul> <b>Internal:</b> <ul style="list-style-type: none"> <li>• Insite home page / image of the day / all staff news items / scrolling bar</li> </ul>	Dates to be confirmed after agreement from Cabinet	Dates to be confirmed after agreement from Cabinet	Pep Cipriano to co-ordinate all communications