

S&FCT Marcomms Task List
Wednesday March 17th

The purpose of this document is to track the tasks required to put the strategy in place. Work began in July 2020

TRACKING DOC

Ref	Task	Who	When	Status	Notes
1.	Set up shared documents				
	Teach team how to use gdocs	Gareth		Closed	
	Set up shared folders	Gareth		Closed	
2.	Improve communications				
	Start writing press releases	Jillian & Gareth			
	Facebook -to post at least once a week	Jillian & Gareth		Closed	Jillian, Kirsty and Gareth able to post
	Encourage people to like and comment on posts	Jillian		Closed	
3.	Set up our own stand alone page on Facebook			Closed	Steps to produce Facebook page link https://docs.google.com/document/d/1w2vgoZNTbp6a3-n7iVINxyCgWSK5QJW07V8CQnyYpBw/edit#
	Set up page	Jillian		Closed	Live 20/07/2020
	Tell board about first contact and plan for two posts a week (Zoe's update next)	Gareth		Closed	
	Create a task list of facebook posts and dates they will be published	Jillian		Closed	
	Add blocking words to ensure prevent abusive and defamatory comments	Jillian		Closed	
	Check if blocked comments can be reviewed and unblocked	Jillian		Closed	Cannot be reviewed and blocked
	Seek agreement of Board to comments	Jillian		Closed	Chase Chris. Three options probably: remove page/use blockers/ leave

					on comments
4	Upgrade website				
	Make contact with website company and set up meeting - Plexus 11.00 Monday July 6th	Jillian		Closed	
	Agenda for meeting	Gareth		Closed	<ul style="list-style-type: none"> • Introductions • Plexus - who we are • Examples of work • Examples of costs • S&FCT requirement • Branding? • Next steps
	Put meeting in diary with Plexus - Garve	Gareth			
	What works - screenshots - sites that we like - mood board	Jillian & Gareth		Closed	
	Usage data for website	Jillian		Closed	
	Brief Plexus	Gareth		Closed	
5.	Define Jillian's role and Steven's role & for me				
	Agree roles	Gareth		Closed	
6.	Brand look and feel				
	Develop new logo and brand colours with Plexus	Gareth		Closed	
7.	Design Pulse Survey				
	Write survey questions	Gareth		Closed	
8.	Demographic profile of the area - number people number of households	Gareth			
	Data on number of people and households - ask Steven	Jillian		Closed	390 Households 819 Residents
	Develop detailed profile as part of the Community Plan				Emerging from the CAP
9.	Compile comprehensive email list				

	Work with Nick to develop email list as part of CAP	Gareth		Closed	
10.	Organise the Christmas Ceilidh			CloClosed sed	Board agreed to Ceilidh Date: Friday December 11th Change of venue 50/50 split between Wildside & Village Hall
	Book band Band for Ceilidh (something more upbeat) - get hold of demo tapes	Jillian		Closed	Tweed Ceilidh Band 11th December. Frank has confirmed payment
	Ask Frank for clearance to pay the band £100 deposit	Jillian		Closed	
	Ask Steven to arrange entertainments licence for Wildside	Jillian		Ongoing	
	Ask for Peter/Frank for agreement of the cost of the licence	Jillian		Closed	
	Select venue for the event	Jillian		Closed	Wildside
	Buy Christmas decorations	Kirsty			
	Arrange dance floor, staging and lighting in Wildside - drop email to Peter and Kirsty	Jillian			Look at dance floor
	Arrange to meet Calum Martin on March 6th 10.00 to plan lights	Jillian		Closed	He can meet us Thurs 6th 10am. Waiting for Calum's reply. £1k tops
	Chase Calum	Jillian			
	Purchase wall lights	Jillian		Closed	
	Arrange for additional electrical installation	Jillian		Closed	Get Chris to get quote from contractors
	Design Poster to advertise Dance - save the date. Facebook post				
	Design and print tickets for dance (Risk assessments- Check capacity)				
	Sort phone for ticketline	Laura			
	Take decision on go nogo - first week of November				
11	Organise team to publish Stratherrick News				

	Policy Paper for next Board meeting. Especially roles and responsibilities	Gareth/Jillian			
	<p>Frequency</p> <p>Editorial content</p> <p>Style of magazine</p> <p>How gathering content</p> <p>How editing content</p> <p>How producing content</p> <p>How distribute newsletter</p> <p>Charging policy to create revenue e.g. advertising</p>				
	Frequency - How and When				<p>Four times a year</p> <p>End November - Christmas events</p> <p>End February - Spring events</p> <p>End May - Summer events</p> <p>End August - Autumn events</p>
	Editorial content				<p>Reports on past events</p> <p>News of upcoming events</p> <p>Directory of local services</p> <p>Trust updates</p> <p>Intro from Trust chair</p> <p>Display ads for local services</p> <p>Profiles of local people</p> <p>Calendar for 2021</p> <p>People leaving and joining the community</p> <p>Updates from statutory bodies - Community Council</p> <p>Funder updates</p> <p>Foyers medical centre</p> <p>BCC</p> <p>ETAPE</p> <p>Reports from local voluntary groups</p> <p>Church services</p> <p>Births, deaths and marriages</p> <p>History of the strath</p> <p>Fire service</p> <p>New commercial ventures</p> <p>Pets corner</p> <p>Points of contact</p> <p>Planning applications</p> <p>Updates on significant developments in the area e.g. wind farms, hydro schemes, forestry plans etc.</p> <p>Funders - render unto Caesar that is Caesars</p>

	Establish profile of readership Ask them what they would like to see in the newsletter				
	Establish key editorial partners e.g. community council - do we have an editorial board to make it more inclusive				Community Council (Gareth) Boleskine CC (Gareth) Funders (Gareth) Lochness Rural Communities (Jillian) Highland Council-Margaret Davidson (Jillian) Lochness Tourist Group (Jillian)
	Style of magazine Agree style of magazine Get design ideas from A4 print Get quote for design and print for a year	Gareth			
	How gathering content Agree with Steven how to: 1. Put in place the band of volunteers - people generating the information. 2. Put in place newshounds - people who can provide stories Agree when to start Agree how to collate 3. Contact all voluntary groups	Steven			Share drive where we can all see and edit the content Steven - People nervous about what is going on
	How generate revenue Adverts for local companies				Steven: Sign people up for a year. Example is Strathnairn News Karla has volunteered to chase up the advertising revenue
	How editing content Agree who will edit the content Pay for editor Support from University	Gareth			Pay for a journalist?
	How distribute newsletter Ask Steven to provide options	Steven			
12	Write the marketing and comms strategy	Gareth			
	Talk to Sophie	Gareth			
13	Fireworks display				

	Investigate Riverside Field, Gun Club or Wildside				
	Ask Jenny about Gun Club	Gareth			
	Ask Sandy Macpherson	Jillian			
	Ask Neil Kirkland Fire Brigade to check suitability of Riverside field. Check if we can social distance	Gareth			
	Car parking				
	Check if fire service can organise the display	Gareth			
	Organise licence	Steven			
14	Marquee				
	Release £2k				
	Establish best buy				Gareth and Jillian put into shared doc the options. Establish best size - compromise between size and portability
	Purchase marquee				
15	Create Safe Space Leaflet for community				
	Write minutes	Gareth			

	Write copy	Gareth and Jillian			
	Design leaflet	Jillian			
	Circulate draft leaflet	Jillian			
	Compile list of people who will hand deliver	Steven			Steven's plan would be to use postcodes to make sure we have good coverage from volunteers
	Gareth complete minutes and send note asking for volunteers	Gareth			
16	Drum up applicants as directors				Plan campaign
		Gareth and Jillian			Plan campaign
17	Monthly newsletter				
	Asked Peter to write newsletter	Gareth			

Editorial content of the newsletter.

Great article here on digital publishing - news:

<http://www.digitalnewsreport.org/publications/2019/news-readers-really-want-read-relevance-works-news-audiences/>

Key points is that interest fall into four categories:

- People with political and civic interest in news;
- People with a social-humanitarian interest in news;
- People with a cultural interest in news;
- People who seek (political) depth stories.