

## Cultural Strategy Consultation comms plan

	Date	Activity	Audience	Complete
<b>Week One – Launch</b>	13/09/21	Press release	Local media contacts, all councillors	Y
	13/09/21	Web link live		Y
	14/09/21	Social media posts	Followers of SCC corporate social media pages – Facebook, Twitter, LinkedIn SCC Instagram page	Y
	15/09/21	Content shared on other social media channels	SeaCity followers Soton2025	Y
	17/09/21	Story featured in City News Culture Vulture	16,176 subscribers 10,553 subscribers	Y
	Ongoing	Email sent to professional contacts by Head of Culture & Tourism	Eg, . National Lottery Heritage Fund and Arts Council England	Y
<b>Week Two</b>	W/C 20/09/21	Social media posts	City Art Gallery Facebook & Twitter Tudor House Facebook & Twitter	Y
	22/09/21	Story featured in Community Partners e-alert	1,075 subscribers	Y
		Member's bulletin	Internal – all elected councillors and leadership team	Y
<b>Week Three</b>	w/c 27/09/21	Go! Southampton bulletin		Y
		Posters	Southampton City Libraries	Y
		Agenda item at Community Engagement leads meeting	Community Engagement reps from partner organisations in the city	Y
	01/10/21	SCC Facebook employee group	Internal – 616 members	Y
<b>Week Four</b>	W/C 04/10/21	Your City, Your Say	6,782 subscribers	Y
		SVS newsletter	Third party, voluntary sector and other stakeholders	Y
		City News – add outcome of long list as key message	16,176 subscribers	Y
		Culture Vulture – as above		Y
		Business News	2,349 subscribers	Y

		Social media – step up SO25 messaging	All SCC social media channels All venue channels City of Culture channels ?	
		Social media – Twitter	GO! Southampton	Y
<b>Week Five</b>	W/C 11/10/21	people’s panel	3,000	Y
<b>Week Six</b>	W/C 18/10/21	Social media and wider comms		Y
<b>Week Seven</b>	W/C 25/10/21	Social media and wider comms		Y