

Appendix 2 Communication Strategy Action Plan

Actions	Owner	Delivery date	Update
Corporate			
CMT lead the way – offering visible leadership and consistent message to residents and staff	CMT	June 2013	
Include Communication Actions in Service Area Plans and ensure delivery	SMT / CMT	On-going	
Hotfrog results disseminated	HR / SMT	On-going	
Staff Focus panel	L&D Manager Media Team	On-going	
Review of complaints and how communication could be improved	Civic & Committee Services Manager / CMT / SMT	On-going	
Support and promote the principles of the Channel Strategy which directs how customers access WDC services & facilities	Customer Contact Manager	On-going	
Measure overall impact of combined communication on the council's reputation by using the LG Communication's Reputation index	Media Team; Customer Contact Manager	May each year	May 2014
Measure and evaluate publicity achieved by all communications – investigate using Cision	Media Manager	Waiting on a decision re Cision	
Utilise mystery shopping to monitor consistency of communications across the council – by email, phone, face to face	Customer Contact Manager; Warwickshire Direct	TBC	
External Comms			
Training for staff in dealing with customers	SMT / L&D Manager	On-going	
Ensure customer communication actions are in SAPs and TOPs and are delivered	CMT / SMT	On-going	
Ensure service areas use	SMT / Customer	On-going	

customer insight to target communications	Contact Manager; Media Team		
Create action plan templates so that service areas can be clear about purpose, messages and measures	Media Team	June 2013	
Create a calendar of planned events/projects to help identify opportunities for joint communications and saving money	SMT; Media Team	July 2013 On-going	
Provide guidelines on the intranet for E&D, branding, Govt policies, so that staff can achieve consistency	Media Team	July 2013	
Provide Plain English training to help staff to deliver clear, effective communications	Media Team	On-going	
Proactively engage with media to improve our relationship and opportunity for good news stories	Media Team	On-going	
Offer media training for staff so that they can understand how we deal with the press, the timescales and the importance of being proactive in looking for news	SMT	On-going	
Identify key spokespeople for the council, who will deliver corporate messages in critical and emergency situations and organise appropriate media training for them.	CMT	On-going	
Understand our target audiences by using customer & marketing information – to help choose the right communication channel.	SMT / Media Team	July 2013	
Use the Media Network Group to consistently deal with poor communications and lessons learned as well as good practice.	CMT Media Team	On-going	
Establish a database of “Special needs” recognising customers that request large print/CD/Braille/other languages to ensure effective communications	Service Heads; Community Partnership Team	On-going	
Internal Comms			
Use Survey Monkey and Focus	SMT;	July 2013	

Group to consult with teams to find out what channels they are using to share corporate, FFF news.	Media Team		
Set up face to face meetings for staff to ask questions	SMT	July 201	
Use the Focus Group to test new ideas and get staff feedback	L&D Manager	On-going	
Use the Media Network Group to compare/share internal processes and ensure consistency.	Media Team	On-going	
Establish opportunities for staff to give feedback – Q&As, surveys, consultation; 1 to 1s, team meetings.	HR Manager; SAMs	On-going	
Review the intranet to make sure it is effective	Media &Comms Manager	July 2013	
Investigate instant messaging by text and email for general communication messages.	ICT; Media Team	Sept 2013	
Investigate "Ask CMT" sessions online.	Media &Comms Manager	May 2013	
Investigate an internal e-zine	OD / Media Team	Sept 2013	
Social Media			
Develop a protocol for social media to supplement the existing policy to include who has an account, how they use it, language, style and purpose.	Web Manager; Media Team	July 2013	
Develop a process for using social media out of hours and in emergency situations.	Web Manager; Media Team	July 2013	
Agree when to use the social media mark which promotes WDC presence on social media.	Media &Comms Manager	July 2013	
Identify who needs training and develop and deliver the social media training.	Media &Comms Manager	Ongoing	