

## Appendix A - Investment Programme communications update (December 2014)

### Overview of all Investment Programme communications activity

This report covers activity for the period August to November 2014 (at 28/11/14)

#### Media relations

<b>Press releases issued</b>	Total number	137	
	Relating to Investment Programme	17	12% of total
<b>Take-up</b>	Total number	58% used	42% not used
	Relating to Investment Programme	82% used	18% not used
<b>Overall coverage in local, regional and national media</b>	Total number of articles placed	636	
	Relating to Investment Programme	97	15% of total
<b>Coverage tone</b>	Total number of articles	87% positive, factual or opinion	13% negative or inaccurate
	Relating to Investment Programme	97% positive or factual	3% negative or inaccurate
<b>Media enquiries</b>	Total number of enquiries received	449	
	Relating to Investment Programme	26	6% of total
	Percentage responded to within 24 hours	92%	

[www.belfastcity.gov.uk](http://www.belfastcity.gov.uk)

<b>Website traffic</b>	Average number of unique visitors	145,921	
	Average number of unique visitors to /investment (overall progress)	594	0.4% of total
	Average number of unique visitors to /regeneration (individual projects)	1391	0.95% of total

Ongoing actions to increase traffic:

- Continued use of homepage to highlight overall progress
- Increased use of 'calls to actions' for projects - e.g. sign up for updates, invitation to attend an event, etc - to drive traffic towards specific pages
- Two-way conversations encouraged on social media – e.g. 'tell us what you think about...' - to gain feedback about projects and promote overall benefits of investment
- Encouraging officers to work with Corporate Communications to create more interactive content, e.g. videos and maps, which paint a picture of the impact of our investment

## ***Social media***

<b>Facebook</b>	Total number of page likes	27,140 (w/c 24 November 2014)	
	Number of posts	166	
	Relating to Investment Programme	18	11% of total
	Total post reach (number of people potentially reached via posts, shares and likes)	127,305 (w/c 24 November 2014)	

<b>Twitter</b>	Total number of followers	36,500 (w/c 24 November 2014)	
	Number of tweets	1,237	
	Relating to Investment Programme	95	8% of total

## ***Internal communications***

- Ongoing updates provided via:
  - Two-page spread in each edition of Intercom magazine – project updates, profiles of staff contribution within schemes, and Q+As for issues raised at Big Picture briefings
  - Regular updates in Team Brief, focusing on key milestones in overall progress
  - Regular updates on Interlink, accessed by 1,600 PC users each day, including a full presentation (updated monthly), highlighting Investment Programme delivery so far
  - Regular news items displayed to 1,000 staff on 58 TV screens in frontline locations
  - Specific departmental achievements explored via departmental Team Briefs

## ***Publications, advertising and graphic design***

- Regular overview column included in September/November 2014 City Matters, distributed to 130,000 residents and public areas, and also including articles about:
  - start of work at Belfast Waterfront and Adventurers' Learning Centre
  - how schools, sports clubs and communities will benefit from Pitches Strategy
  - case studies for Achieve Bursary Fund, Local Investment Fund recipients and beneficiaries of social clauses introduced at major projects
  - projects coming soon, including Belfast bike share scheme
  - ways to get involved, e.g. Girdwood community events or public call for memories and pictures relating to the history of the Tropical Ravine
- Continued implementation of a 'look and feel', with branding across all material to identify projects as part of the Investment Programme
  - 393 publication jobs processed, with 7% of these materials for IP projects
  - Signage progressed for new capital projects, including extension work at Roselawn Cemetery, improvements to Half Moon Lake and pitch developments