

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

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

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Website traffic	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

Facebook	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)	

Twitter	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