

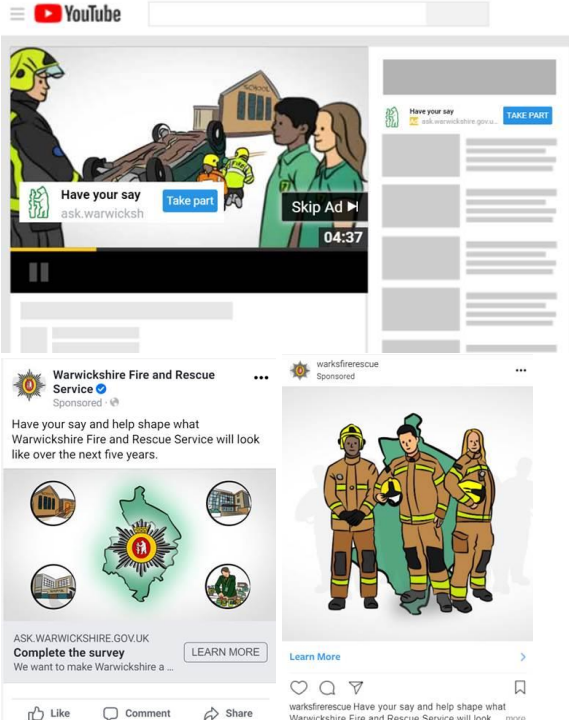
Appendix 7 - Integrated Risk Management Plan - Consultation and Engagement

Marcomms Evaluation: November 2020



Communications Objectives	To raise awareness and increase take up for our IRMP Consultation 2020-2025
Audience	Residents, key stakeholders, MP's, businesses, local members
Key Success	<ul style="list-style-type: none"> • Increase in the amount of surveys filled in • Improve resident and stakeholder engagement

Inputs		
Media	<p>News releases</p> <p>Have you had your say yet?</p> <p>Views sought on Warwickshire's integrated risk management plan</p>	<p>Have you had your say yet? - 98 views, average time on page 05:17</p> <p>Views sought on Warwickshire's integrated risk management plan - 279 views, average time on page 03:20</p> <p>Coverage in Leamington Observer</p>
Social media (organic)	<ul style="list-style-type: none"> • Planning and scheduling social media content across WCC and WFRS Facebook and Twitter channels • Draft regular posts for social media 	<p>WFRS Facebook –</p> <ul style="list-style-type: none"> • 24 posts • 40k reach • 1195 engagements <p>Twitter</p> <ul style="list-style-type: none"> • 21 posts • 95 likes, retweets and replies
Social media (paid advertising)	Creation of paid adverts to be promoted across YouTube, Facebook and Instagram	22,284 impressions 2,998 views and clicks

		
Newsletters	Link to survey promoted in newsletters going out to residents in Warwickshire	Warwickshire Weekly News (18th September) – emailed out to 3,127 residents – 43 clicks
Internal	<ul style="list-style-type: none"> • Drafting relevant content for internal publications • Ensure that all editors are aware of content and that the story is being covered. • Provide relevant images 	<p>Content was issued in the following publications;</p> <ul style="list-style-type: none"> • Fire Matters – Issue 127 – 88 views • Intranet – Shape the future of WFRS – 69 views • Working for Warwickshire – 18th September – 336 views