KentCOG Media Strategy and Publicity Guidelines

Media objective

Our objective is to engage, educate, empower and inform volunteers, students, University staff, the partners and the local community through our key messages on wellbeing and sustainability and encourage participation in our activities.

Aims

1. Continually update understanding of our target audience
    a. Ensure we know our audience demographic and their interests.
    b. Maintain a dialogue with our staff, volunteers and other supporters about what media they read and where they go for support and advice – both online and offline – to keep abreast of their media consumption habits.
2. Maintain crafted key messages
    a. Our key messages need to explain KentCOG and what it does, why this is important and the difference we make. We aim to identify what we want people to think, feel or do for KentCOG to create a much more active message to increase participation and inspire people to take action.
    b. Tailor our key messages to the audiences we are trying to reach.
3. Create content that fits its platform
    a. Maintain updated knowledge about what we are trying to achieve, who we are trying to reach and the messages we are trying to reach them with to enable us to create the content that will be consumed in the targeted media.
4. Ensure meaningful content distribution.
    a. Ensure all content meets safeguarding guidelines.
    b. Our targets are a minimum of:
        i. Instagram posts 3 times a week
        ii. Newsletter 4 x year
        iii. Monthly updated KentCOG Website pages.
5. Monitor, Measure and Evaluate
    a. Measurement is key to understanding the effectiveness of our media strategy. We record and evaluate:
        i. Newsletter responses through MailChimp
        ii. Instagram followers and reach
        iii. Volunteer engagement

KentCOG Partnership Publicity Guidelines

Partnerships are two-way relationships and should represent tangible value to both.

In order for partners to realise the benefits of the partnership, both partners need to associate themselves with KentCOG activities. Ways to ensure this include:

1. Partner pages

Acknowledgement of the partnership with the partner logo and potentially a description of their commitments/supporting activity and relevant services should be included on the KentCOG pages, and KentCOG pages within UKC and EKM websites.

2. PR

Name checks of supporting partners, summary of key partner activity and/or partner quotes should be featured when KentCOG is mentioned in the media including in press releases, interviews, social media etc.

A record of any media coverage of KentCOG to be shared with the KentCOG Management Group by the relevant partner organisation via emailing incidences to the project coordinator for collation.

3. Social platforms

Ensure visibility of partner support and activity via social platforms whenever possible.

4. Logo usage

Ensure Partners use relevant logos on their communications about KentCOG to highlight partnership support of the project.

Share brand guidelines between partners to ensure logos are being used appropriately.

KENTCOG MANAGEMENT GROUP: 22/06/2023