



NEWS



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#abplace2b

Context

Argyll and Bute Council, and the area as a whole, face challenges and opportunities in building the prosperous future that the council and our communities want.

The nature and scope of what has to be achieved highlight the need for everyone who cares about Argyll and Bute to work together for its benefit.

As an illustration, challenges and opportunities include: attracting people, skills and investment to the area; addressing the impact of climate change; and public sector reform that envisages increased collaboration across agencies and with communities.

Effective communication is key to achieving success – to contribute to success, people must know why and how to play their part.



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Communication practices

There is local, national and global competition for people's time and attention, from the considerable scale of information sources available.

We will use a range of channels to match communication activity to the right communication channel to reach our audiences.

These will include but not necessarily be limited to:



Digital communication

- We will develop channels for making information accessible for all employees
- We will identify and take opportunities to grow the relevance and therefore use of our channels by our communities.

Social media

- We will match content strategy for each channel to its audience
- We will use corporate hashtags for sharing across council sites and reaching more people

Visual communication

- We will use corporate branding to show communities how the council delivers value from its public sector funding, and the role we play in community life.
- We will use high quality design material to develop the effectiveness of our digital communication channels.



Word of mouth / interaction with the council

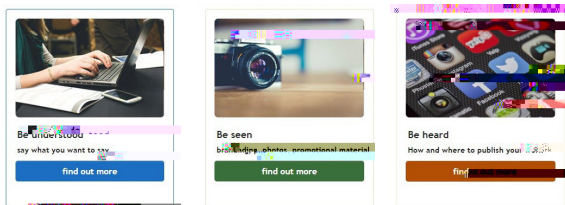
- Communication skills development – many people communicate on behalf of the council; we will provide guidance in delivering informed, constructive communication.



3 Corporate guidance, policies, and legislation

1. Key corporate guidance and policies delivered or updated through this strategy:

- a. Corporate council media protocol
- b. Social media policy
- c. Council corporate brand guidelines
- d. Communication skills development



- e. Consultation and engagement skills development
 - i. [Involving communities guide](#)
 - ii. Measuring success and learning lessons of on-line consultations

2. Legislation/guidance relevant to this strategy:

- a. [National code of publicity](#)
- b. [Councillors' code of conduct](#)
- c. [Civil Contingencies Act 2004 \(Contingency Planning\) \(Scotland\) Regulations 2005](#)
- d. Inclusive/accessible communication guidance
- e. Other relevant council service strategies



4 Campaign and initiative priorities for 2024/25

Priority campaigns/initiatives for 2024/25			
Supports the council's vision	Council/community support	Responds to community voice	Employee support
Campaign	Purpose	Comms Team + Service	Benefits
Better journeys / Active Travel campaign	Public interest and action in taking small steps to reduce car use	Active Travel	Roads and Pathways
Recycling – do more	Why, what and how to recycle, to increase recycling rates	Waste Services	Waste and recycling services

We're listening – You said, we did – web information produced and process developed – to benefit communities and evidence-



5 Key position statements and hashtags 5



FURTHER INFORMATION

For further information please contact:
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