

### **Local Plan Consultation Communications**

In addition to several press releases and coverage in local and regional press, the Communications Team ran a social media campaign across Twitter and Facebook platforms to encourage residents and businesses to feedback into the Local Plan Consultation.

A series of scheduled messages ran through the duration of the consultation, which encouraged people to get involved and 'have their say' on the plans on the online electronic consultation. The designated hashtag for the campaign was #Colchesterlocalplan. They also promoted the series of consultation events, which took place in local areas across the Borough.

The Colchester Borough Council official twitter feed @yourcolchester has 9.4k followers and Facebook account 'Enjoy Colchester' has 2.6k 'likes'. The regular message updates were very well received and generated significant positive feedback. They were, in turn, promoted by local stakeholders, interest groups, businesses, Councillors and the local media. They tallied 47 retweets and 11 likes on Twitter and a reach of at least 2165 on Facebook.

Two digital e-shots were also sent out to selected members of the Council Subscriber database to encourage people to get involved in the consultation. The mail outs were seen by 7259 subscribers and had a high click through average of 32%.

A designed web banner advertising the consultation on the main [www.colchester.gov.uk](http://www.colchester.gov.uk) homepage, which remained in, is prominent position throughout the entire consultation and linked through to the consultation homepage.