





Corporate Communications SOCIAL MEDIA STRATEGY 17 - 18



OBJECTIVES	TARGET AUDIENCE	PRIMARY USE	OUR PRESENCE	CONTENT
<ul style="list-style-type: none"> Fuel two way conversation. Generate participation in crime and incident investigations. 	 <ul style="list-style-type: none"> Communities. Our workforce and volunteers. Media. Peers. Partners. 	<ul style="list-style-type: none"> Sharing news, appeals, awareness information, road closures etc. 	<ul style="list-style-type: none"> Corporate account. Neighbourhood accounts. Specialist team accounts. Individual accounts. 	<ul style="list-style-type: none"> Very short films. Pictures. Infographics. Visual news bulletins. Recruitment.
<ul style="list-style-type: none"> Disseminate information in emergency situations. Increase awareness of crime prevention practices and advice. 	 <ul style="list-style-type: none"> Communities. Media. Officers & staff. Partners. 	<ul style="list-style-type: none"> Sharing news, appeals, awareness raising information, road closures etc. Local messaging/blogs/ Newsletters. 	<ul style="list-style-type: none"> Corporate account. - BCU groups in development. 	<ul style="list-style-type: none"> Short films. Pictures. Infographics. Visual news bulletins. Newsletters (utilising FB notes). Consultation
<ul style="list-style-type: none"> Increase awareness of services. Assertion of mission, vision and values. 	 <ul style="list-style-type: none"> Communities. Media. 	<ul style="list-style-type: none"> Visually represent policing the four counties against our diverse geographic backdrop. 	<ul style="list-style-type: none"> Corporate account. (Carmarthenshire pilot). 	<ul style="list-style-type: none"> Photos of workforce and volunteers at work in settings representing our unique geography. Behind the scenes views of policing. No posters and leaflets.
<ul style="list-style-type: none"> Increase public confidence in DPP. 	 <ul style="list-style-type: none"> Audience not specifically targeted. 	<ul style="list-style-type: none"> Repository for video content posted across other social media channels. 	<ul style="list-style-type: none"> Corporate account. 	<ul style="list-style-type: none"> Films. (2018 scope options for use of YouTube to host news channel pushed through FB).