

Communications and Marketing Management Report

June 2014



The SLA for Guidemark Publishing to deliver communications and marketing services for the Allenton Big Local Project was signed on 9 April 2014.

Blog posts and social media

Since then, regular website updates have been made, as well as communications in the form of blog posts, press releases and social media (see below).

Activity since 9 April 2014	
Blog posts	6
Press releases	2
Press cuttings	1
Tweets and retweets	42
New followers on Twitter	27 (10.55% increase)
Facebook posts	5

Media Group at Merrill Academy

Jane Bettany has been working with Merrill Academy to set up the media group sessions that will enable students to work on promoting the Allenton Big Local project.

Initially it was agreed that the group would meet on Thursdays at 3.15pm. However, at the first session, some students said they would prefer to meet on Wednesdays, as Thursdays clashed with another after school club they were involved in. It was agreed that the regular sessions will now be held on Wednesdays at 3.15pm.

The media group met for the first time on 4 June 2014. 8 students attended. The students were asked if they had heard of Allenton Big Local. None of them had, which reinforces the need to promote the project within the community. During the first session the students were given an overview of ABL and we discussed what their role would be in promoting it. They were also asked how they would like to contribute to the sessions, and the students

suggested that they be allowed to focus on their own particular area of interest: writing/editing, design, or promotion.

On 11 June, 12 students attended. During this session we talked about elements of good design and the students used samples of newsletters and leaflets to identify good and bad design features.

On 18 June, we will decide on the newsletter style and plan the content.

As there are only four more 50 minute sessions before the school breaks up for summer, the focus of activity will initially need to be on getting the first newsletter produced in time for distribution at the Event in the Tent.

Once the newsletter is completed, we will start to introduce other tasks and input sessions on topics such as writing for the web and content management, press release writing and photography. These activities will produce content that can be used for subsequent editions of the newsletter.

We will continue to build and develop the media group sessions and give students opportunities to learn practical skills that will enhance their experience of writing, language and technology.

Report prepared by Jane Bettany, Guidemark Publishing, 16.6.14