

LANDSCAPE INSTITUTE MIDLANDS BRANCH COMMUNICATIONS PLAN

1. Objectives

- Promote LIM amongst branch members to encourage participation
- Raise profile of the work of landscape architects and landscape architecture as a profession
- Promote the environmental and economic benefits of investing in landscape

2. Target Audiences

- LIM Branch members, practices in WM region
- Other professions and organisations, RTPI, RIBA, RICS, ICE, CIHT, CPRE, education establishments
- Potential clients – contractors, developers, local authorities
- Members of public
- Local politicians

3. Key Messages

3.1 To LIM branch members and practices

- Why it is important to get involved with the branch – to improve its value to the membership by providing learning and development opportunities and to raise profile of profession
- How to get involved, ask what they want from the branch, the main LI and profession

3.2 To all others:-

- Who we are
- What we do
- How we can help with the key issues facing all of us today

4. Strategy

- Actively engage the interest of the target audiences by all means available
- Actively promote the work and achievements of the branch, its members, local practices
- To achieve objectives on a minimal budget

5. Activity Schedule

Item	Title	Detail	Action By	Target Date
1.	Communication types	Email, newsletter, social media (twitter, facebook, LinkedIn, talking landscape) news and events on website, website content Each format to link to and repeat message on all other appropriate formats to maximise coverage. Occasional surveys might be useful		N/A
2.	Setting up	Email – use new dotmailer system- no cost to Branch. IL to advise how to use either/both systems Format to be agreed Format to include hyperlinks to website, follow us on twitter, linkedin, talking landscape buttons, link to facebook page	IL All IL/TS	14/1/12 14/11/12 14/11/12
		Newsletter – to be distributed by email as above Content and format to be agreed To include hyperlinks as email above	SF/IL All IL/TS	14/11/12
2.1		Twitter – already set up – link to linkedin and facebook	SM	complete
2.2		Facebook – in process of being set up	KSN	complete
2.3		Linkedin – group need to be set up	RW	complete
2.4		Talking landscape – already set up	IL	N/A
2.5		News and events on website :- o add twitter feed to update o add buttons for twitter, facebook, linkedin, talking landscape o add bulletins as provided by others o Events Schedule to be uploaded and edited by RR	TS RR	ongoing
2.6		Website content – already set up Also discussed below	TS	N/A
		Surveys – topic specific – not general. A survey on LIM communications would be useful	All	N/A
3.	Content - general	All content to be brief, clear and frequent. For speed and efficiency, we all need to be empowered by the committee to put out communication items without approval of other members – this needs to be agreed	All All	11/1/12

Item	Title	Detail	Action By	Target Date
		The same content can be used across all the platforms - and might include eg:-		
3.1	For LIM Members, WM Practices and Other professional bodies, educational establishments	<ul style="list-style-type: none"> o LIM Events promotion o LI events promotion o Relevant news items, eg repeat LI news, environmental interest, new publications, items of media interest, links to latest projects of interest, events people might like to attend, o Requests for ideas, what we should be doing, ideas on how to promote profession, topics for cpd, volunteers to deliver short cpd programmes, items for LIM newsletter etc, venues for events, ideas for sponsors etc o Request items for newsletter – new projects, staff items, pathway items, pictures, events etc o Request project information for case studies on LIM website o Examples of collaborative work with other professions o Promote events advertised by other professional bodies 	N/A	N/A
3.2	To Potential Clients and Members of the Public	Include in communications as 3.1 above if appropriate. Otherwise see Targeted Communications and Events at 11. below. A list of people bodies this group might include to be drawn up.	All	N/A
			All	20/1/12
4.	Responsibilities for Communication Platforms	Managers are identified below with direct responsibility for each platform – with input from 2 or 3 other committee members to spread the load and ensure everything is covered. These are:-		
		Email	IL and SM	
		Newsletter – 2 or 3 people to help compile on rota – SF responsible for Chairman's message	SF and rota	
		Twitter – SM to manage, whole committee to become conversant and provide input.	SM/ All	
		Facebook – KSN to manage, with assistance from SM/RW	KSN/ SM/RW	
		Linkedin –managed by RW with help from SM, RR	RW/SM	
		Talking landscape – IL already named as coordinator	IL	

Item	Title	Detail	Action By	Target Date
		News and events on website – TS with RR to manage and update events schedule	TS/RR	
		Updating website –TS with IL	TS/IL	
5.	Frequency of Communication	Email – weekly as a minimum, regular day, more frequent to push event or particular message	IL	ongoing
		Newsletter – every month – content to be provided by all committee plus contributions from LIM members and all at 3.1, 3.2 above. To include an item by Chairman. Next Newsletter early Jan	SF	ongoing
		Twitter – 2 or 3 tweets per week, set up to provide linked in and facebook content as well and vice versa, specific promotion as required	SM	ongoing
		Facebook – fed from twitter, and feed to twitter – new/ original item weekly - all committee to be involved in making suggestions	KSN/All	Ongoing
		Linkedin – post item for discussion as issued on other platforms, request items for discussion minimum every month	RW	Ongoing
		Talking landscape – already set up – repeat items as LinkedIn	IL	Ongoing
		News and events on website - check for updates weekly with roundup from other platforms Ensure site is working and up to date and all links to and from are working weekly	TS/IL/RR	Weekly/ongoing
6.	LIMB Website	Already set up, recent improvements made by LI to ease management of sites (Thanks again to Tom for input).		
6.1	Website content	Improvements to content: - <ul style="list-style-type: none"> o links to social media as suggested above, which should improve traffic o more case studies of projects o Links to local organisations o Add to front page statement to encourage interaction 	TS	ongoing

Item	Title	Detail	Action By	Target Date
		<ul style="list-style-type: none"> o Upload communications plan, events schedule o Other ideas 		
7.	Responses to communications	We need to ensure we act on responses to any of the platforms, including deleting inappropriate content, blocking inappropriate interaction.	All	ongoing
		Advice to be sought from committee if in doubt how to respond.	All	ongoing
8.	Communication between committee members	Review how well communications between members are working – mainly email at present	All	14/1/12
		Suggestions for improvements?	All	ongoing
9.	Review and Monitoring of Plan	We should monitor and review effectiveness of Communication Plan for the first time in 3 months – thereafter every 6 months. Methods of review will include:-	All	Feb 12
9.1		Social media review can be by platform eg how many members have followed/liked/interacted/joined		
9.2		Email and newsletter – by responses, dotmailer can provide us with delivery/opening statistics		
9.3		Websites – by webstats – showing overall success of all platforms, and by comparison with other branch webstats		
9.4		Also by:- <ul style="list-style-type: none"> o A count of overall interactions on all platforms, including questions, suggestion for activities/ events, comments, complaints etc o attendance at events o interest in sponsorship 		
10.	Continuous Improvement	The Plan is intended to be a work in progress subject to continuous improvement	All	ongoing
11.	Targeted Communications and Events	These will be opportunities to raise awareness to potential clients and the public of who we are, what we do where they cannot be reached by means described above. (This is <u>not</u> intended as an opportunity for individual practice		

Item	Title	Detail	Action By	Target Date
11.1		<p>promotion – but could include a link to practice directory)</p> <p>The committee will need to generate ideas to engage with these groups – possibly including:-</p> <ul style="list-style-type: none"> ○ Invites to speak/ exhibit at relevant LIM events, put on targeted events (for eg developers/contractors/ other professional consultants) ○ Showcases (as already discussed) for the work of WM practices ○ Taking up spaces in exhibitions (as ArtsFest) ○ Articles in local media ○ Drop literature into schools for careers ○ Attend networking opportunities as a LIM member and hand out literature ○ Attempt to add link to LIM website/ other information on other professional body websites eg RTPI Midland, BioA etc 	All	Jan 12
11.2		The identification of groups with common interests and opportunities to engage with them will need to be a work in progress.	All	ongoing
12	Next Action	All to review and complete actions identified. Plan to be reviewed Feb 12 and updated version posted on website.	All SM/TS	ongoing