

PR and marketing toolkit

Sharing the impact of the Shared Prosperity Fund in North Wales



Wedi ei ariannu gan
Llywodraeth y DU



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Key information

From enhancing skillsets, to implementing new innovative technologies, shouting about the positive impact the UK Shared Prosperity Fund (UKSPF) has had on you, or your beneficiaries, is a great way to raise brand awareness and showcase the effective use of local authority funding via the UKSPF.

In North Wales the local authorities work together to administer the UKSPF. Shared Prosperity Fund: North Wales is funded by the UK Government through the UK Shared Prosperity Fund. Gwynedd Council is the lead body of the Shared Prosperity Fund: North Wales on behalf of the region's six local authorities.

So, whether you are a participant or recipient of the UKSPF funding via the North Wales authorities, this PR and marketing eBook aims to offer a range of practical tips and tricks you can use to highlight the difference the grant has made.

! Brand guidelines

Compliance with branding and publicity requirements is a condition of the Shared Prosperity Fund: North Wales Grant Funding Agreement. Please follow the below mandatory brand guidelines:

- Please use the Funded by the UK Government logo versions C or D whenever possible.
- When creating a line-up of logos, lead with the funded by UK Government logo and use the measurement of x as space between each graphic.
- All logo versions must include an exclusion zone the height (x) of the crest and be a minimum of 10mm high to preserve clarity.
- Please incorporate the logo of the authority /ies supporting your project alongside the funded by UK Government logo in press releases and describe the fund as the Shared Prosperity Fund North Wales.

- Here is an example press releases relating to projects supported by UKSPF and includes a text reference to the local authority and the funded by UK Government logo in the following format: [This project/name of project] has received £[INSERT AMOUNT] from **authority** via the UK Government's UK Shared Prosperity Fund.



Logo C



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Logo D

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Social media is a great way to tell your project's story through eye-catching and creative posts and, with approximately **56.2 million** active users in the UK, here are some key tactics we believe can help you drive engagement.

Tactics:

- **Understand your audience:** identify their wants, needs, concerns, and expectations, as well as their communication preferences including format and channel.
- **Plan content:** maintain a consistent voice by taking a proactive approach and building a social media calendar to plot your future posts. For example, you may wish to shout about key milestones that you have reached using UKSPF or do a #ThrowbackThursday post to celebrate past successes. In addition, check upcoming relevant awareness days and weeks.



- **Engage with users:** tag relevant partners such as your local council, and add hashtags such as #NorthWales #UKSPF. Create conversations by inviting your audience to share how they have benefitted from your project by commenting.
- **Share third-party media coverage:** if your project has been covered in media outlets, repost UKSPF-related news content to your own social media platforms to build brand credibility.

- **Post regularly:** build authentic connections with your audience through frequent posts.



- **Adapt your content:** whilst it's okay to use the same post on various channels, bear in mind that platforms may favour different forms of content e.g. TikTok is best suited to short-form videos.

Video Content

Videos are a highly recommended tool to share your journey. Content can be repurposed to help you tell one story across different mediums and reach more of your target audience elsewhere.



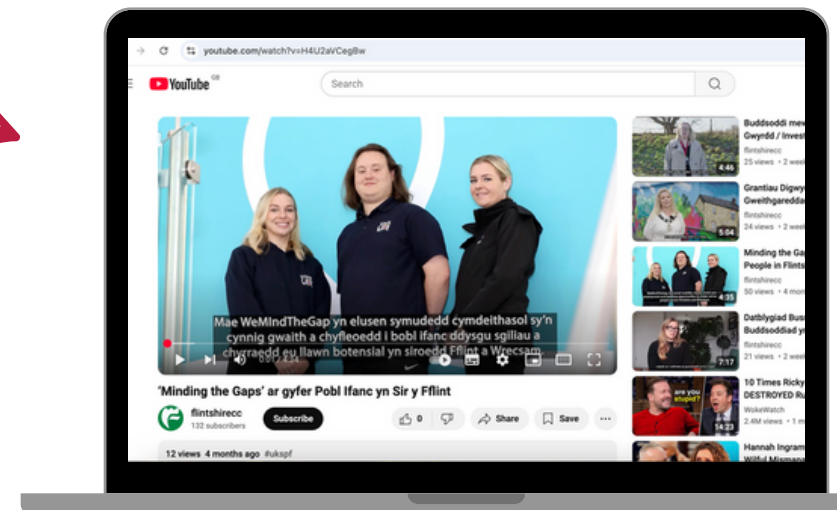
Tips:

- **Types of content:** news-style interviews with key personnel often works better than videos with animations and music.
- **Length of video:** consider cutting out 30-second clips that can be used to enhance your social media beyond your usual post with a photograph, as this can help grab the viewers' attention.
- **Accessibility:** adding captions and bilingual subtitles to footage improves accessibility.
- **Platforms:** footage detailing the impact of the UKSPF can be uploaded to your website, social media channels, and company documents such as digital brochures to add interactivity.

- **Collaborations:** if you have worked or partnered with a third party such as another business, ask them to share your content on their own channels, as their network is likely to include people with an interest in your sector. In addition, reference your local authority for allocating the funding by thanking them in the video.
- **Titles:** post the video on YouTube and boost your brand's visibility on the platform by including short, concise, and clear descriptions and titles. Adding hashtags such as #UKSPF helps your content reach as wide an audience as possible.



For further guidance, check out Flintshire County Council's video detailing how UKSPF beneficiary WeMindTheGap utilised the funding: https://www.youtube.com/watch?v=-DiXqKS7J_M



Infographics

Infographics present data and stats in a visually pleasing and engaging format showcasing how you or your beneficiaries have utilised funding via the local authorities. Combining images, illustrations and photos with text, they can be used to effectively summarise key information about a topic in clear and succinct way.

Key advice:

- **Where to make them:** there is a variety of software you can use to create infographics, such as Canva, which positions itself as an easy-to-use platform with a range of stock photos, graphics, texts, and templates to choose from as well as the option to design your own infographics.
- **What it should look like:** although there are no set rules about what an infographic should look like, to ensure content is legible and accessible, we suggest selecting colours that sufficiently contrast with one another. For example, it should be easy to differentiate between the colour of the background, text, and foreground. Images and graphics should also relate to what the text says to help the reader understand the story better.
- **What information to include:** content-wise, adding data-driven statistics that showcase the impact UKSPF funding has had on you, or your project recipients, will grab and retain audience attention e.g. the training has led to the promotion of 10 employees.



- **Where to use them:** share on social media, as research indicates that users are three times more likely to engage with posts that contain infographics. In addition, consider incorporating them within a print newsletter, eBook, or on your website to help readers visualise the impact of UKSPF on your organisation.



Create/safeguard up to 2,500 jobs in the region



Help up to 2,000 households to save energy



Provide financial support to over 1,000 local businesses



Repair and improve up to 400 tourism, cultural and heritage assets



Support up to 6,500 local people to improve their numeracy skills



Plant up to 50,000 trees in the region



Support up to 12,000 volunteering opportunities



Support up to 6,000 local people to gain a qualification

Example



Media relations

Writing press releases can help your message reach a wider demographic and build your credibility.



Tips:

1. Research target media: before drafting copy, research your target media to understand the kinds of stories they cover to ensure your offering is relevant.

2. Identify the news angle: after knowing what publications you will issue your release to, choose the angle of the story e.g. new recruit or contract, or project milestone.

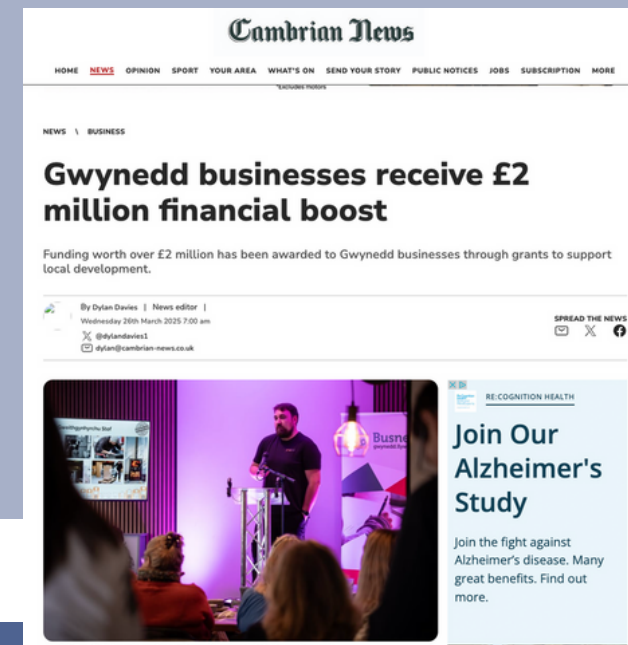
3. Draft in a journalistic style: start the copy by summarising the impact of what happened, then expand upon this in the following paragraphs explaining who, what, where, when, why, and how. Use short sentences, ideally no more than 30 words. State which local authority allocated the funding for full transparency as well as the name of the project, and which organisation delivered it.

4. Add quotes: include quotes from those impacted by the UKSPF to add a human touch, emotion, and personal perspective.

5. Proofread: ask yourself these questions - is it too long? Too short? Full of jargon? Does it flow? Does the reader have to stumble past poor grammar and misspellings?

6. Include photographs: add high-quality pictures showcasing the impact of the UKSPF to visually tell your story and grab journalists' attention. Ensure pictures are a minimum of 1MB to enable quality printing of the image.

7. Perfect your pitch: review the story's title. Does it clearly tell the reader what the story is about? Is it short enough? Use the title of the story as the email subject line and paste your press release into the email's body. This helps grab the journalist's attention and makes the release easier to read.



Web stories

Your website is perfect to share how the funding has benefitted you and your community as it provides a flexible, digital space to upload stories that are of interest to your stakeholders.



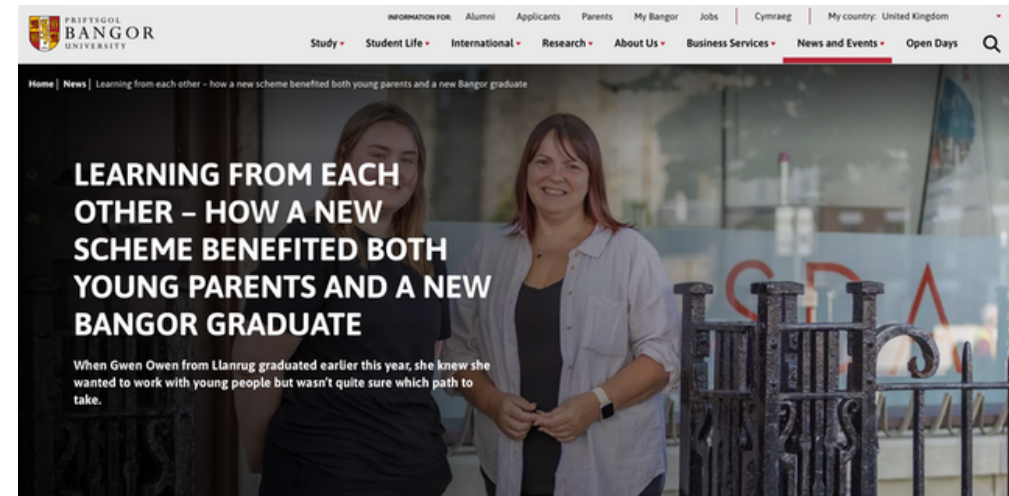
Types of web stories:

- **Case studies:** this style of web story is an overview of the outcomes and key successes of a specific programme, campaign, or project.
- **Latest news:** this type of story is written in a similar format to a press release. It will contain a headline summarising the story, quotes, and photographs.



What to do:

- **Choose your story:** you could draft copy on a variety of topics. For example, how you have reached a key project milestone, recruited and trained staff, updated facilities and more all thanks to your local authority's allocation of the UKSPF.
- **Add quotes:** include quotes from people impacted by your work within your web story to add a more personal touch, emotion, and opinion.
- **Use photographs:** upload relevant high-quality photographs alongside your web story to illustrate the event and engage the reader.
- **Proofread:** ask yourself these questions - is it too long? Too short? Full of jargon? Does it flow? Does the reader have to stumble past poor grammar and misspellings?



For more inspiration on how to write a web story, why not visit the Bangor University website and read about how the educational institution utilised the UKSPF: <https://shorturl.at/Z5ifq>

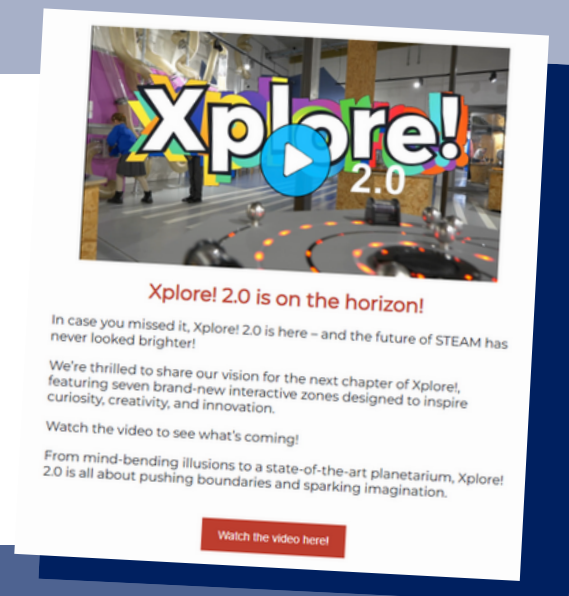
Email marketing

Email marketing is a savvy way to place information directly into your target audience's inbox. One example of email marketing is an e-newsletter. This digital tool provides a cost-effective way to announce the latest news to readers and can prove effective at showcasing the impact the funding has had on you and your community or business.

? How to create an e-newsletter:

- **Create a mailing list:** collect the contact details of people to send your newsletter to by building an opt-in mailing form on your website as well as during the purchasing process. You can also reach your target audience by adding a link to your mailing list on your social media profiles. Remember to ensure all information processed is General Data Protection Regulation (GDPR) compliant.
- **Know your readers:** knowing your audience helps you decide which UKSPF-related story will be the most interesting to readers. To do this, use tools such as Google forms to create a survey to ask your newsletter subscribers what types of stories they would like to read.
- **Have a clear layout:** use popular email software such as Mailchimp that has user-friendly tools and functionality to enable you to produce designs that are easily engaged by readers.
- **Write like a journalist:** begin with the impact/outcome of the story first before explaining the details of the story. Writing in this style means content can later be sent to the media and may be repurposed should the article be of interest to a journalist.

Example e-newsletter



Internal communications

It's important to have internal communication in place to share the benefits with staff, volunteers, and the wider stakeholders of your project or organisation. Keep them updated on your project's successes and the work of the different local authorities

Tips:

- **Establish internal communications:** if you don't already have a method of keeping employees updated on company plans, you can achieve this through face-to-face meetings, the company intranet, software such as Microsoft Teams, or email. Note that applications such as Outlook allow you to bulk send emails to multiple recipients.
- **Think internal first:** communicate with your staff prior to news being shared externally.
- **Ask staff to engage with your posts:** encourage your employees and colleagues to share, like, repost, and comment on UKSPF-related company social media content to make your efforts visible to people in their network.

