Social & Local™
Small Steps, Big Changes
Digital Communications Strategy
Project brief

• The Big Lottery “Fulfilling Lives: A Better Start” programme aims to improve the life chances of children and families by investing in maternity and very early years (0-3), and achieve positive outcomes in three main areas of child development.

• In your ‘Small Steps, Big Changes’ proposal to Big Lottery you have indicated that you need a digital media, including social media approach to engage your target audiences.

• You require a ‘digital strategy-on-a-page’ and costed implementation plan to include in your submission.
What’s the difference between digital, internet and social marketing?

**Social media** is one channel which is part of **internet** marketing which itself is part of **digital**:

- **Digital**
  - Non internet
    - Television
    - Radio
    - SMS (text)
    - digital billboards
  - Internet
    - Web
    - SEM (SEO and Pay per click)
    - smartphones
    - mobile markets (apps)
    - email marketing
    - online banner ads
  - Social
    - Facebook
    - Twitter etc
What is a digital communications strategy?

- Digital Communications Strategy
  - Target audiences
  - Objectives
    - Digital Channel strategy
    - Messaging strategy
Your target audience

Who?

- Digitally connected pregnant women and parents of children aged 0-3 resident in:
  - Bulwell
  - Aspley
  - Aboretum
  - St Anns

How do we know who they are, what they want and need?

- Desk research on profile, digital habits, behaviours, motivations & barriers
- Focus group and small group discussions at:
  - Bulwell Toy Library
  - Aspley Children’s Centre
  - Arboretum Mary Potter Centre
  - St Anns Valley Medical Centre
- Data mining and messaging workshop with SSBC Development Group
### Audience size and profile

<table>
<thead>
<tr>
<th>Mosaic Household Type</th>
<th>Arboretum</th>
<th>Aspley</th>
<th>Bulwell</th>
<th>St Ann's</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>142 South Asian communities experiencing social deprivation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>199</td>
<td>11</td>
<td>2</td>
<td>144</td>
</tr>
<tr>
<td>69 Vulnerable young parents needing substantial state support</td>
<td></td>
<td>35</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1115</td>
<td>503</td>
<td>217</td>
</tr>
<tr>
<td>Total</td>
<td>250</td>
<td>1258</td>
<td>653</td>
<td>526</td>
<td>2687</td>
</tr>
</tbody>
</table>

**NB. Not all households will be digitally connected**

Group 1 - 1835 households

Group 2 - 343 households

Dominant Mosaic households in target wards *with children 0-3*
Digitally relevant profile
Primary audience group 1: Vulnerable Young Parents

- Single parents / young people on welfare benefits. Most common sub-type in all wards except Arboretum.
- Relatively low but rapidly increasing level of digital engagement,
- Receptive to SMS text and face-to-face to get information. High mobile phone use - telephone to buy goods / services
- Internet access is low but increasing, especially via smartphone
- Tends to be via mobile / free WiFi
- Rely on second hand goods
- Don’t use council leisure services other than parks and play grounds
- Bus transport
- Low use of public sector, gov websites and more likely to use social networking sites, blogs or personal websites
- Small number read books, but more likely to have an interest in health and wellbeing topics and children’s books
- Don’t want responsibility – want to be told what to do.

Source: Mosaic profile 069 / other desk research
Digitally relevant profile
Secondary audience group 2: Sth Asians in Social Deprivation

- Typical of Arboretum, residents are typically Pakistani, Bangladeshi, with some Somali, Eastern European and Turkish origins. There are also high numbers of Black Africans in St Anns.
- Unskilled workers with low qualifications and incomes.
- **Limited car access**
- **Mobile phone** is preferred channel, most spending > than £25 pcm, a few using the internet.
- Ethnic minority mums are using mobile devices, but **translation** issues may limit their impact as a channel for this project.
- Internet use is via library or WiFi not home. Less likely to use social networking sites than people living in other wards.
- Trust information in their **own language**

Source: Mosaic profile I42 and Ofcom 2013 report
What does your audience want?

- Developmental phase-specific information
- Help with health worries - self & baby
- Locally relevant information
- Save money
- Easy access
- People like me
- Not to feel judged
- Keep in touch
- Shared community
- Trusted signposting
- (some) Information for Dads

“Being a mum **permanently changes digital mum’s use of channels**. She relies more strongly on mobile devices to **get information** and **feel part of a community**”

Based on desk research and local interviews
Locally trends in technology

- All have mobile phone; (majority have smartphone, plus various devices at home).
- Many access internet (via wifi at home and use free hotspots in town)
- Preferred immediate channel is text or online chat, not email
- Mobile Google search is preferred
- Comfortable with social media
- Share pictures and play games
- Primarily Facebook and YouTube (National and local groups) to keep in touch with friends and ‘be nosy’
- Keen users of apps – kids games, music, chat, Amazon, Argos (to check prices)
Where do they go to get what they want?

• **Offline**
  - Direct from friends and family, midwife & HV (not GP)

• **Online**
  - Like immediacy and intimacy of internet “Google is my doctor!”
  - Use free chat apps like ‘Whatsapp’ to talk to friends
  - Some use of baby-related apps
  - They trust online information from NHS, Babycentre, local Facebook groups, NCC (but can’t always discern what’s good)

• **They don’t:**
  - Use email
  - Use computers (much)
  - Rely on their mothers as much for support and advice
  - Read magazines / local papers
Recommended audience segments

• Your mosaic audience groups are similar, with **language** and extent of use of **social network sites** the key differentiator.
• Your audience is looking for **stage-specific information** and a sense of **community with others** sharing the same issues.
• Lack of geographical mobility is common theme so they need **locally relevant content**.
• We recommend **12 segments**:  
  – by **council ward** (Aboretum, St Anns, Aspley and Bulwell) and  
  – by **developmental phase** (pregnancy, infancy toddlerhood)
Recommended digital communications objective

To use appropriate digital channels as an effective way to engage pregnant women & and young families with sources of locally relevant support & advice so that they can make informed choices and feel supported as their child grows.
Differentiating yourself

BUT.....What do you have that makes you different? Why would they come to you?
Why would your audience come to you?

<table>
<thead>
<tr>
<th>You have</th>
<th>You don’t have</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Local knowledge</td>
<td>• Lots of validated content</td>
</tr>
<tr>
<td>• Provider of trusted professional advice (NHS ‘badge’)</td>
<td>• Material ready in appropriate format</td>
</tr>
<tr>
<td>• Direct touchpoints (they know you)</td>
<td>• Content with right tone of voice</td>
</tr>
<tr>
<td>• Understanding of their specific needs in Nottingham</td>
<td>• A major digital presence or app</td>
</tr>
<tr>
<td></td>
<td>• Existing digital expertise</td>
</tr>
<tr>
<td></td>
<td>• Money to spend on driving users to your site</td>
</tr>
<tr>
<td></td>
<td>(compared to the competition)</td>
</tr>
<tr>
<td></td>
<td>• Audience incentives and offers</td>
</tr>
<tr>
<td></td>
<td>• Any WOM endorsement (yet)</td>
</tr>
<tr>
<td></td>
<td>• Translated language variants</td>
</tr>
<tr>
<td></td>
<td>• Anything for Dads</td>
</tr>
</tbody>
</table>

Partnerships can help you fill the gaps
Potential Content Partners: Best Beginnings

- **Best Beginnings** National UK Charity focuses on your audience
- Endorsed by wide range of professional bodies
- Keen to partner to provide geo-location specific info
- Working with experts to develop **Free Bump Buddy** and **Baby Buddy apps** due to launch in early 2014
- Language variants and dads info in future

The apps will support young mums to:
- Improve their health choices, self-efficacy and well-being
- Increase their confidence and knowledge
- Navigate the emotional transition to parenthood
- Maintain strong couple relationships or cope as a single parent
- Have realistic expectations about life as a new mum
- Tune into the needs of their new baby
- Communicate with their baby from birth
- Breastfeed successfully or bottle-feed safely
- Parent with warmth and confidence
- Understand the importance of accessing health services

**BUT**
- no locally relevant information
- no forum or local support
- no text service

The Baby Buddy apps are being created by a team that includes midwives, doctors, health visitors, breastfeeding specialists, speech and language therapists, psychologists, voluntary sector workers and teenage pregnancy specialists.

The apps will cover important issues in a way that is particularly relevant to young first time parents and accessible for those with a reading age of about 11.
Potential Content Partners: NHS Choices/Start4Life

- NHS trusted flagship **information and advice** brand(s)
- Invested in Search Engine Optimisation, so your audience finds it when they Google.
- **Free** syndication and adaptation of content allowed by NHS, public sector and nfp bodies
- Also provides a developmental stage-specific SMS service
- Information for dads
- **But**, tone of voice not always right for your audience and no localisation
Potential Content Partners: MAMA (mobile alliance for maternal action)

- Internationally validated text message content that NCP can then deliver locally.
- Core Messages:
  - Pregnancy / Baby - weeks 5 to 42 of pregnancy, and the first year of the baby's life.
  - Child - ages 1-3.
- Messages on key health behaviours and interventions evidenced to improve health outcomes. (includes antenatal care, nutrition, vaccination).
- Health and child development information.
- Motivates mothers to get the right care at the right time for themselves and their children.
- Free of charge
- BUT, content will need to be adapted for Nottingham audience
Potential Content Partners: Local businesses & third sector organisations

- Hyper-local is key to your audience
- Audience wants for value for money, special offers free advice and activities
- Opportunity to identify appropriate local businesses and third sector partners to provide these eg.
  - Broadmarsh shops, Bulwell Morrisons, Aspley Coop, Arboretum ethnic food stores, CVS, St Anns advice centre, Renewal Trust, Self-help Nottingham etc.
  - Use the network established as part of the SSBC programme via partners such as Playworks
- **BUT, offers need collating from a disparate range of sources**
# Recommended Content Sources

<table>
<thead>
<tr>
<th>Audience needs to find</th>
<th>Content Source</th>
<th>Who is best provider?</th>
<th>Platform / Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>What to do in an emergency</td>
<td>Signpost urgent help sources</td>
<td>NHS111, Local professionals, NHS choices (via Google)</td>
<td>Offline collateral, Reiterated by SMS / Facebook community, NHS choices website</td>
</tr>
<tr>
<td>Trusted information when worried about baby or self</td>
<td>Trusted phase-specific* general advice</td>
<td>NHS111, Local professionals, NHS choices (Google) / Start4Life, Best Beginnings Charity, Change4Life</td>
<td>Face-to-face, Telephone, SMS / Facebook</td>
</tr>
<tr>
<td>Proactive timely advice about the development of baby/ child</td>
<td>Developmental stage-specific* information</td>
<td>Local Professionals, NHS Choices SMS service, Best Beginnings Charity, MAMA</td>
<td>SMS / App</td>
</tr>
<tr>
<td>To know what’s going in my area (ward specific)</td>
<td>What’s on near me – local amenities, events, timetable</td>
<td>Local professionals, Local partners, Best Beginnings geolocation</td>
<td>SMS / Facebook / App, NCP web</td>
</tr>
<tr>
<td>To feel part of a community, sharing ideas and experiences</td>
<td>Peer content, Signposting advice sources, Personal experiences, Online chat with expert, Commissioned videos</td>
<td>Local professionals, Members of target audience</td>
<td>Moderated Facebook community, YouTube channel</td>
</tr>
<tr>
<td>To save money</td>
<td>Special offers</td>
<td>Local commercial partner, third sector / local authority</td>
<td>SMS / Facebook</td>
</tr>
<tr>
<td>Easy access to general child-related information and fun ideas without internet access</td>
<td>Fun tools to promote key health and wellbeing activity</td>
<td>Best Beginnings, Start4Life, Local partners / Third sector / local authority</td>
<td>Bump / Baby buddy apps, SMS</td>
</tr>
</tbody>
</table>

*phase specific = pregnancy, baby, toddlerhood; developmental stage-specific = week by week specific*
Recommended Channels

- **Mobile phone** is the most widely used channel by your audience, with **SMS** the unifying tool.
- **Facebook** is the accepted common online community platform.
- **Smartphone** is the method of internet access, with Google as preferred search tool and some usage of baby-related **apps**.
- Low profile **NCP webpage** to signpost and host local info.
- **Google channel** for videos.

We recommend that a combination of a **weekly local SMS service tailored to your audience segments** and an actively managed **Nottingham Facebook Page** is the most effective way to engage your audience. Look to partners to provide some **content** and an **app platform**. Your NCP **webpage** should be a simple **mobile-enabled hub** for signposting to information sources.
# Recommended Messaging

## Product Descriptor
Mobile SMS and smartphone access to support and information about pregnancy & early years care

## Target Audience
Pregnant women and parents of children aged 0-3 in Nottingham’s Bulwell, Aspley, St Anns and Arboretum wards who are users of mobile / smartphones

## Proposition
Start off together with us

### Functional Benefits
- Always with you on your mobile phone
- Information comes to you
- Relevant to you (pregnant, infant, toddler)
- Focused on what’s on where you live
- Puts you in touch with other people in same situation
- Free and trusted
- Practical and helps you save money

### Emotional Benefits
- Helps you decide what’s best for you and your child
- Access to our expertise so you feel safe, and have confidence at every stage of the journey
- Puts you in touch with others locally who understand because they are in the same situation – people like me

### Reasons to Believe
- Developed specifically for your phone
- Based on what you told us you want
- Information direct from your area of Nottingham
- Advice sourced from the NHS, the local council and other trusted experts

## Personality
Quick, reassuring, friendly

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A community interest company
On-a-page Summary Strategy

Social & Local™
**Recommended Digital Strategy**

### Objective
To use digital channels to engage pregnant women & and young families with sources of locally relevant support & advice so that they can make informed choices and feel supported as their child grows.

### Proposition
Start off together with us

### Strategic Approach
Using **SMS and Facebook digital platforms** we will connect our target audience with a locally relevant, accessible signposting service that provides reminders, trusted information and links to digital & face-to-face communities of interest. It will be **specific to ward location and developmental stage of the child**, and speak in a **relevant tone and language**. This will be phased and commence with pregnancy & baby audiences, later including toddler audience.

Audiences will be invited to sign up to **weekly SMS service** as the key channel, supported by a **growing online Facebook community** to encourage peer support, with input encouraged direct from the community and trusted professionals where needed.

Activities such as professional hosted chat, peer produced you-tube channel videos, photos, and events will be available on the Facebook page, with links to other resources. Content will be integrated across the SMS and Facebook channels, so they cross-promote. A simple mobile enabled microsite will act as the signposting hub, based within the NCP website.

We will work in partnership with **NHS Choices, Start4Life, MAMA & Best Beginnings Charity** as prime content providers, and use their SMS reminder and baby app tools integrated with locally relevant content from local NHS/local authority professionals and third sector providers. We will use a **copywriter to adapt such content** for our audiences and channels and develop local material where needed. SMS users will opt in to **money-saving offers from trusted local commercial and third sector partners**. Targeted **SSBC behaviour change campaign messages** will be delivered via these channels as the programme progresses.

Local professionals will endorse service at routine audience touchpoints using **offline collateral** (leaflets, posters). All digital content will carry Facebook ‘like’ icon to maximise WOM. Users will sign up via mobile enabled webpage or direct to the SMS service. There will be a **light-touch approach to naming and visual identity to encourage local recognition**.

### Measures of Success

#### Inputs
- Digital comms coordinator appointed
- Implementation plan finalised
- Developed bank of SMS segmented messages and forward plan
- Commencement local SMS service
- Establishment of Facebook page
- Establishment of a basic mobile-enabled webpage

#### Outputs
- Numbers of Facebook ‘likes’
- Numbers sign-ups to SMS service
- Downloads of ‘Best Beginnings’ app
- Increased awareness of service by audience in clinic surveys

#### Outcome
- % audience who agree with statement that “the SSBC SMS service and Facebook pages are my trusted gateway to the support I need”

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What would this look like?

SMS service (shortcode opt-in)

Join Facebook
Download apps (with geo-location)

TOV relevant information from local professionals, partners, third sector or co-produced with ‘peer leaders’

mobile-enabled NCP webpage to signpost & hold local-only information

A community interest company
Delivery details
Messaging

- Messaging will be based on the *communications objectives of ‘the science within’* Big Lottery framework.
- **Core messaging** will be segmented by developmental stage and by council ward (12 segments in all) and will be based on core NHS choices / MAMA information.
- Initial messaging target should be *pregnancy*, followed by later developmental stages.
- **Specifics** (e.g., breastfeeding) will depend on **SSBC campaign priorities** and local information collated by your communications coordinator.
- The SMS and Facebook messaging will be subject to **tone of voice guidance** and filtered to make sure it’s right for your audience.
- **Language variants** for non English speakers will be provided by Best Beginnings and NHS choices, where available.
• Organise SMS messaging based on your segmented audiences
• You control content and timing of messages
• Bulk buy SMS texts
• Use their expertise to help define key word sign up
• Ensure links to your Facebook and webpages via SMS
<table>
<thead>
<tr>
<th>Segment</th>
<th>Pregnancy</th>
<th>Baby</th>
<th>Toddlerhood</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>St Ann's and Arboretum wards</strong></td>
<td>Pregnancy advice derived from NHS choices, MAMA SSBC campaign messages</td>
<td>Baby advice translated from NHS choices, MAMA, SSBC campaign messages</td>
<td>Local SSBC campaign messages, Change4Life messages, MAMA</td>
</tr>
<tr>
<td></td>
<td>Best beginnings links</td>
<td>Best beginnings baby advice</td>
<td>Best beginnings/ NHS choices source material</td>
</tr>
<tr>
<td></td>
<td>Local special offers (agreed partners)</td>
<td>Valley / Mary Potter Children' centre activities</td>
<td>Valley / Mary Potter children's centre activities</td>
</tr>
<tr>
<td></td>
<td>What son in my area this week Local activities for pregnant mums and Dads</td>
<td>What son in my area this week Local activities for parents and babies</td>
<td>What son in my area this week Local activities for parents and babies</td>
</tr>
<tr>
<td></td>
<td>Links to SSBC facebook posts (blog / vid)</td>
<td>Links to SSBC facebook posts (blog / vid / chat)</td>
<td>Links to SSBC facebook posts (blog / vid / chat)</td>
</tr>
<tr>
<td></td>
<td>Links to translated information from NHS choices / Best Beginnings / Start4Life</td>
<td>Links to translated information from NHS choices / Best Beginnings / Start4Life</td>
<td>Links to translated information from NHS choices / Best Beginnings / Start4Life</td>
</tr>
<tr>
<td></td>
<td>Invitation to relevant online/offline community events</td>
<td>Invitation to relevant online/offline community events</td>
<td>Invitation to relevant online/offline community events</td>
</tr>
<tr>
<td><strong>Bulwell and Aspley wards</strong></td>
<td>Pregnancy advice derived from NHS choices, MAMA, SSBC campaign messages</td>
<td>Baby advice derived from NHS choices MAMA, SSBC campaign messages</td>
<td>Local SSBC campaign messages, Change4Life messages, MAMA</td>
</tr>
<tr>
<td></td>
<td>Best beginnings links</td>
<td>Best beginnings baby advice</td>
<td>Best beginnings/ NHS choices/MAMA source material</td>
</tr>
<tr>
<td></td>
<td>Local special offers (agreed partners)</td>
<td>Valley / Bulwell Children' centre activities</td>
<td>Valley / Bulwell Children' centre activities for toddlers</td>
</tr>
<tr>
<td></td>
<td>What son in my area this week Local activities for pregnant mums and Dads</td>
<td>What son in my area this week Local activities for parents and babies</td>
<td>What son in my area this week Local activities for parents and babies</td>
</tr>
<tr>
<td></td>
<td>Links to SSBC facebook posts (blog / vid)</td>
<td>Links to SSBC facebook posts (blog / vid)</td>
<td>Links to SSBC facebook posts (blog / vid)</td>
</tr>
<tr>
<td></td>
<td>Links to translated information from NHS choices / Best Beginnings / Start4Life</td>
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<tr>
<td></td>
<td>Invitation to relevant online/offline community events</td>
<td>Invitation to relevant online/offline community events</td>
<td>Invitation to relevant online/offline community events</td>
</tr>
</tbody>
</table>
### NCP webpage architecture

#### Small Steps Big Change Menu

<table>
<thead>
<tr>
<th>Option</th>
<th>Sub menu title</th>
<th>Content sub menu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Steps Big Change Menu</td>
<td><strong>Pregnant</strong></td>
<td>Signpost relevant urgent &amp; NHS Choices sources, plus any local content &amp; bump app</td>
</tr>
<tr>
<td></td>
<td><strong>Baby</strong></td>
<td>Signpost relevant urgent &amp; NHS Choices sources, plus any local content &amp; baby app</td>
</tr>
<tr>
<td></td>
<td><strong>Toddler</strong></td>
<td>Signpost relevant urgent info sources, plus any local content &amp; app</td>
</tr>
<tr>
<td></td>
<td><strong>Near me</strong></td>
<td>Sign up to Nottingham SMS service</td>
</tr>
<tr>
<td></td>
<td><strong>Share with me</strong></td>
<td>Sign up to Nottingham SMS services</td>
</tr>
</tbody>
</table>

**Back ground to what pages contain and how to use them**

- **Pregnant**: Brief statement of what page contains
- **Baby**: Brief statement of what page contains
- **Toddler**: Brief statement of what page contains
- **Near me**: Brief statement of what page contains
- **Share with me**: Brief statement of what page contains
Example Facebook pages & Content

- Regular variety of content
- Light touch naming and branding
- Signpost emergency contacts
- Owned by members
- Post peer videos
- Host chat sessions
- Invite to events
- Link to other resources
- Promote SMS service and offers
- Must have health / social care professional input
Activating the plan

Social & Local™
Establish Programme
- Appoint digital marcomms coordinator
- Detailed implementation plan, starting with pregnancy phase
- Governance processes for digital content
- Agree clinical sessional input

Develop Channels & Content
- TOV guidance & identity
- Find SMS provider
- Outline FB page structure
- Outline segmented message plan & copy for all channels based on core SSBS message priorities & using NHS Choices / BB / MAMA content sources
- Set-up local content process
- Partner agreement with BB charity regarding location app content
- Structural amendments to NCP website
- Set baseline performance measurement process

Prepare for Launch
- Audit location specific amenities & negotiate special offers
- Recruit peer mentors from audience community & commission launch video for YouTube channel
- Refine forward content
- Establish Facebook page with basic content
- Develop offline collateral
- Promote and train local professionals in use and purpose of service
- PR-based launch: recruit audience by FB likes, offline collateral and promotional offers
# Year one estimated implementation costs: managed through in house resource

The following table outlines the estimated implementation costs for the year one of the project, managed through in-house resources.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Estimated Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEVELOPMENT OF DETAILED IMPLEMENTATION PLAN based on three topics and 12 segments - pregnancy, infancy, toddler, including development of detailed measurement plan and scope for creative development team.</td>
<td>4000.00</td>
</tr>
<tr>
<td>CONTENT ACQUISITION (PA) Identification, negotiation and management of content partners including governance and contractual issues (4-6)</td>
<td>6000.00</td>
</tr>
<tr>
<td>PEER MENTORS (PA) Identification and recruitment and briefing of 4 - 6 peer mentors and management of relationships - via existing HC professionals</td>
<td>6000.00</td>
</tr>
<tr>
<td>TRAINING (PA) Of midwives and health visitors for each of 4 segments including development of training programme, development of train the trainer pack, and delivery of 8 x 2 hour sessions</td>
<td>6000.00</td>
</tr>
<tr>
<td>GENERAL MANAGEMENT (PA) Liaison with appointed clinicians on content approval, liaison with steering group on clinical governance procedures, liaison and client reporting, admin, production management, quarterly reviews</td>
<td>12,000.00</td>
</tr>
<tr>
<td>Excludes PR and any costs associated with payment of clinicians</td>
<td></td>
</tr>
<tr>
<td>IMPLEMENTATION Overarching creative look, feel and tone of voice for all online and offline assets</td>
<td>3500.00</td>
</tr>
<tr>
<td>ALLOWANCE FOR IMPLEMENTATION FORMAT, DESIGN AND COPY FOR FACEBOOK, WEB PAGE CONTENT, BANK</td>
<td>8000.00</td>
</tr>
</tbody>
</table>
Role of digital marcomms lead

**Initial setup**
- Develop detailed project plan
- Establish segmented SMS marketing campaign service
- Work with copywriter on messaging bank
- Liaise with Best Beginnings to feed local content into their app
- Liaise with MAMA re content for SMS
- Develop and launch Facebook community

**Status quo activity across the four target wards**
- Collating locally relevant information on services from local authority and third sector
- Negotiating offers from commercial providers
- Maintaining consistent TOV across all channels
- Co-producing blogs and videos with 4 peer mentors at ward level
- Planning Facebook community content and coordinating clinical professional input
- Overseeing planning and delivery of specific campaigns
- Liaising with NHS choices and other messaging / touchpoint partners
- Maintaining segmented database of subscribers to text service
- Updating mobile website information
- Consider language specific variants and resources
- Training professionals in the use of the service and promoting it to service users (GPs, HVs, Midwives, Breast feeding counsellors, social workers)
- Developing a communications strategy to promote use of the service by the key audiences
- Agreeing metrics, targets and monitoring performance for digital programme

A community interest company
Suggested metrics

**Inputs**
- Text service established / app / website launched
- Nos texts issued
- Nos of special offers from partners

**Outputs**
- Numbers of people subscribed to text service
- Number of likes on facebook?
- Number of ‘on message’ threads on target themes
- Numbers of downloads of app in your postcode area
- Response rates to offers / click through rates on app / text / website
- Downloads of videos / reading blogs etc (not just site visits)

**Outcomes**
- Baseline attitude survey of target audience, repeated every sixth months - online
  - (eg. “By using the SMS/ Facebook/App service I feel I supported in making choices for my me and my baby”)
Next steps - the bigger picture

- We said that the strategy should set the scene for a **longer-term approach** to the **behaviour changes** needed to deliver the long-term aims of the SSBC programme.
- You are using Big Lottery ‘the science within’ as the **evidence base** for your work.
- In the appendices to this report we have extracted **key communications objectives** from this work to guide your detailed programme messaging (across all channels, not just digital).
- We have also worked with you to define the **messages** needed to deliver and the evidence and sources to support the messages. These can inform specific social marketing campaigns in your target segments.
- The digital strategy should ensure that you have flexible, targeted communications **channels** in place for subsequent campaigns.
- However, social marketing campaigns need careful planning. Once your system is in place, **planning your marcomms strategy** for each priority should be the next stage.
- We will offer a **FOC knowledge transfer workshop** for the SSBC development team on how social marketing strategy can support programme delivery.