

A7: Communications Strategy

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South East of Scotland
Transport Partnership

Who, what, when, where and why?

- Why? Comms and marketing objectives
- Who? Our audiences
- What, when, where? Comms and marketing tactics



Why? Comms and marketing objectives

- Raise the profile of SEStran
- Raise awareness of the work we do
- Demonstrate the impact of our work across the region
- Raise awareness of the benefits of active and sustainable transport



Who? Our audiences

- You – our board members
- Councillors and councils in our region (including forum members)
- Transport Scotland
- Partners, including other regional transport partnerships, transport operators, health boards
- Department for Transport
- National politicians
- The public



What, where and when – the tactics

- Social media
- Monthly e-newsletter
- Website
- Blogs
- Media releases
- Factsheets
- Project-specific comms and marketing activity

