







Mae'r ddogfen hon ar gael yn Gymraeg yn ogystal â Saesneg.

This document is available in Welsh as well as English.

# Corporate Communications

## SOCIAL MEDIA STRATEGY 17 - 18



OBJECTIVES	TARGET AUDIENCE	PRIMARY USE	OUR PRESENCE	CONTENT
<ul style="list-style-type: none"> <li>Fuel two way conversation.</li> <li>Generate participation in crime and incident investigations.</li> </ul>	 <ul style="list-style-type: none"> <li>Communities.</li> <li>Our workforce and volunteers.</li> <li>Media.</li> <li>Peers.</li> <li>Partners.</li> </ul>	<ul style="list-style-type: none"> <li>Sharing news, appeals, awareness information, road closures etc.</li> </ul>	<ul style="list-style-type: none"> <li>Corporate account.</li> <li>Neighbourhood accounts.</li> <li>Specialist team accounts.</li> <li>Individual accounts.</li> </ul>	<ul style="list-style-type: none"> <li>Very short films.</li> <li>Pictures.</li> <li>Infographics.</li> <li>Visual news bulletins.</li> <li>Recruitment.</li> </ul>
<ul style="list-style-type: none"> <li>Disseminate information in emergency situations.</li> <li>Increase awareness of crime prevention practices and advice.</li> </ul>	 <ul style="list-style-type: none"> <li>Communities.</li> <li>Media.</li> <li>Officers &amp; staff.</li> <li>Partners.</li> </ul>	<ul style="list-style-type: none"> <li>Sharing news, appeals, awareness raising information, road closures etc.</li> <li>Local messaging/blogs/ Newsletters.</li> </ul>	<ul style="list-style-type: none"> <li>Corporate account. - BCU groups in development.</li> </ul>	<ul style="list-style-type: none"> <li>Short films.</li> <li>Pictures.</li> <li>Infographics.</li> <li>Visual news bulletins.</li> <li>Newsletters (utilising FB notes).</li> <li>Consultation</li> </ul>
<ul style="list-style-type: none"> <li>Increase awareness of services.</li> <li>Assertion of mission, vision and values.</li> </ul>	 <ul style="list-style-type: none"> <li>Communities.</li> <li>Media.</li> </ul>	<ul style="list-style-type: none"> <li>Visually represent policing the four counties against our diverse geographic backdrop.</li> </ul>	<ul style="list-style-type: none"> <li>Corporate account. (Carmarthenshire pilot).</li> </ul>	<ul style="list-style-type: none"> <li>Photos of workforce and volunteers at work in settings representing our unique geography.</li> <li>Behind the scenes views of policing.</li> <li><b>No</b> posters and leaflets.</li> </ul>
<ul style="list-style-type: none"> <li>Increase public confidence in DPP.</li> </ul>	 <ul style="list-style-type: none"> <li>Audience not specifically targeted.</li> </ul>	<ul style="list-style-type: none"> <li>Repository for video content posted across other social media channels.</li> </ul>	<ul style="list-style-type: none"> <li>Corporate account.</li> </ul>	<ul style="list-style-type: none"> <li>Films.</li> <li>(2018 scope options for use of YouTube to host news channel pushed through FB).</li> </ul>