

KHG Comms and PR activity April – December 2018.

Activity	Owner	Channels	Objectives	Delivery date	Notes
Website-update content strategy, including extra functionality specific to members	Rebecca/Suzanne	website	Review dashboard for UX Establish costs of new functionality	Changes agreed and implemented May - December 2018 ASAP	Reference sites: http://www.cih.org/ 12 month membership; online access to?? Knowledge hub/forum Sign up to newsletters??
Maintenance: Set up analytics dashboard for monthly reporting.	Website partners/Suzanne/Rebecca		Add twitter feed to news page	ASAP	If possible please add RSS feed from KHG twitter account to news pages (right hand side) here: http://www.kenthousinggroup.org.uk/news/
Check terms and conditions status	Website partners/Suzanne/Rebecca		Agree Privacy/Cookie/T&Cs content	ASAP	Page currently has placeholder text displaying.
Interviews with members	Rebecca/Suzanne	Website/Twitter	Promote members activity/share info and promote individual member benefits	July/Sept/Nov 2018	Suzanne to provide a set of questions for members to answer.

Chair's introduction on the website – blog	Sarah/Suzanne	Website and Twitter	Share benefits of membership, achievements, hopes and aims for next 12 months	May 2018	Sarah to write a short blog for website – max 500 words.
Build photo library	Rebecca + members	All	Create library of images from members to be used in PR activity	May 2018	Ask members to supply images (by end April) including: <ul style="list-style-type: none"> • Development sites • Families at home • Rural scheme • City/town centre scheme
KMHS – publish strategy/interview with members	Members	Publish on Twitter/website Video clip for all channels	Share content	October 2018	Video clip – chair plus material from website/images – cost involved to produce – circa £2,000
East Kent Integration Project	Rebecca/Members/Exec Board	Website/twitter	Publish an update on this project	August 2018	Summary update
Housing Green Paper	Sarah/Exec Board	Website	Publish a response	When it's published	
Homelessness	Sarah/Exec Board	Website	Publish research/stats on homelessness	TBC	
KHG Awards	Eileen/Sarah/Rebecca	Website/Twitter	Deliver comms plan around awards leading up and including on the day.	June/July/August/September	
Housing Deal	Rebecca/Sarah/exec board	Website	Publish an update/work in progress to	May/June	

			evidence KHG input and involvement	
Consultation responses	Rebecca	Website/Twi tter	Use consultation responses as an opportunity to promote KHG	As responses are published