

Activity	Deadline	Published	Details	Objective	Target Audience	Key message	CTA	Distribution	Contact
Print Advertising									
Stockton News	December	March	Bulky items collections feature.	1	Residents	Book online now	Website	84,000 homes	Emma Chudley/Press Team
Agrippa	October	December	Bulky Waste Collection advert on side panels.	1	Residents	Book online now	Website	Routes across Borough	Emma/James
13 Group	October	Nov-March	Approach 13 Group to pursue suitable opportunities in residents magazines/newsletters.	1	Residents	Book online now	Website	Housing Association Tenants	Emma Chudley
Press / Media									
Press Release	October	November	Issue press release about new online service	1	Residents	Book online now	Website	Local media	Emma Chudley/Press Team
Press Release	Feb	05-Mar	Issue press release linking bulky waste collections (spring clean) to National Spring Clean Week 5-11 March 2018 (http://www.springcleaningweek.com/)	1	Residents	Book online now	Website	Local media	Emma Chudley/Press Team
Editorial Coverage	Oct	Nov-March	Utilise opportunities for free coverage within local publications e.g. Thornaby Pride etc	1	Residents	Book online now	Website	Local media	Emma Chudley/Editorial Team
Digital Marketing									
Social Media Graphics	October	Ongoing	Social Media Graphics for use on SBC & partner sites	1	Residents	Book online now	Website	Social Media Channels	Emma Chudley
Social Media Posts	October	Nov-March	Schedule of social media posts of corporate accounts and share with partners throughout campaign, see separate social media schedule.	1	Residents	Book online now	Website	Social Media Channels	Emma Chudley/Ryan Oliphant
Social Media Video	October	Nov-March	Share on social media to show simplicity of booking (similar to Big Community Switch)	1	Residents	Book online now	Website	Social Media Channels	Emma Chudley/Ryan Oliphant
Social Media - Facebook paid for advertising	October	Nov-March	Boost posts on Facebook.	1	Residents	Book online now	Website	SBC Facebook accounts	Emma Chudley/Facebook paid for Team
Evening Gazette Website Campaign	October	Nov-March	Evening Gazette website campaign, site skin/MPU, target Stockton-0n-Tees specific pages	1	Residents	Book online now	Website	Gazette Website	Emma Chudley/Evening Gazette Website Team
SBC Webpages	October	Ongoing	Make sure bulky waste service is easy/prominent on homepage/bulky waste page and on My Stockton system	1	Residents	Book online now	Website	SBC Website	Emma Chudley/SBC Team
Internal Comms									
KYIT (online and print)	Oct	Nov-March	KYIT articles in staff newsletter	1	Staff/Members	Campaign overview/staff role to play/signposting	Website	4,000 staff	Emma Chudley
Intranet banners	Oct	Nov-March	Get 4 intranet graphics set up , schedule throughout Nov-March	1	Staff/Members	Book online now	Website	4,000 staff	Emma Chudley
Print									
Roller Banners	Oct	Nov	Roller banners for display in 3 customer service centres	1	Residents	Book online now	Website	Customer Contact Centres x 3	Emma Chudley/Roller Team
Posters	Oct	Nov	Posters (500) to put up in customer service centres, libraries, council buildings, toilet doors	1	Residents/Staff	Book online now	Website	Customer Contact Centres x 3	Emma Chudley
Business Cards	Oct	Nov	Business cards (2,000) to distribute to furniture/electrical retailer/members/customer services to give to residents with details	1	Partners/Members	Book online now	Website	Key furniture/electrical retailer/Members/Customer Service Centres	Emma Chudley
Customer Services Resources									
Contact Centre Telephone lines	Oct	Nov	Auto message on phone lines and hold message for Bulky waste collections bookings online.	1	Residents	Book online now	Website	All council phone lines	Emma Chudley/telephone Team
Customer Service Centre TV's	Oct	Nov	Slide on Bulky waste collections online for customer service TVs	1	Residents	Book online now	Website	Customer Contact Centres x 3	Emma Chudley/Centre Team
Engagement									
Ward Councillor Surgeries	Oct	Nov	Brief Ward Councillors to encourage residents to do it online campaign and target requests for ward surgeries	1	Members	Campaign overview/staff role to play/signposting	Website	56 Members	Emma Chudley/Councillor Team
Parish and Town Councils	Oct	Nov	Promote through all Parish and Town Councils, encouraging Councillors and residents to use the online facility	1	Residents	Book online now	Website	All	Emma Chudley/Town Team
Community Centres / Community Centre Forum	Oct	Nov	Send posters to all Community Centre buildings and promote at the next Community Centre Forum.	1	Residents	Book online now	Website	All	Emma Chudley/Centre Team
Other									
Corporate Induction Presentation	Oct	Nov	Generic slide on Do it online & importance as key campaign	1	Staff	Campaign overview/staff role to play/signposting	Website	Corporate induction Presentation x 4 annually	Emma Chudley/Induction Team
Library TV Screen	Oct	Nov	Slide on Bulky waste collections online for customer service TVs	1	Residents	Book online now	Website	All available	Emma Chudley/TV Team