

# SOCIAL MEDIA STRATEGIC PLAN - E&T Hub

## RESEARCH – DISCOVERY – ANALYSIS

### COMPANY DEFINED

Stockton-on-Tees Borough Council's Employment and Training Hub caters for people from 16 years and over and aims to engage and support into employment, up-skilling/re-training and other additional support services. Our central Hub is located within Stockton High Street, and we have further Hub's located within our communities (spokes), ensuring accessibility for all individuals. Dedicated personnel can help with information, advice and guidance and we have a range of experts on site.

In addition to supporting the residents of Stockton-on-Tees, the Hub offer also includes support for Stockton based businesses. Stockton Council in partnership with local employers, training providers and other key stakeholders is offering support to businesses looking to recruit new employees and to access talent.

### YOUR MISSION

1. To support residents of the Borough to access employment and training opportunities, providing them with support to their individual needs by working in partnership with internal and external stakeholders
2. To support businesses in areas such as recruitment, up-skilling of current employees, growth opportunities or redundancies.

### YOUR VISION

The hub is seen as the first point of call for support for any resident or business in the Borough.

### TARGET AUDIENCE

Stockton-on-Tees residents of all ages  
 Businesses  
 Stakeholders, partners organisations including schools and colleges  
 Elected members

### YOUR MESSAGE

The hub is for everyone! Residents, businesses and community.

### STRENGTHS DEFINED

The hub staff are intelligence led and understand the current employment landscape in the area. As the hub sits within the Economic Development team, there is an understanding from businesses of any current skills gaps. This also gives strong links to the businesses in the Borough to support them with their needs. Strong connections with partner organisations allow us to work collaboratively in order to support everyone. We have a physical presence within Wellington Square where walk-in's are encouraged.

### WEAKNESSES DEFINED

Awareness of the offer.

## OBJECTIVES

### WHAT & HOW

1. To support residents
2. To support businesses

- Inspire Stockton-on-Tees's residents to gain the skills they need to access current and future jobs in the Borough whether this is getting into work or upskilling those already in work.
- Strengthen and raise awareness of career information and advice available to residents (including those of partner organisations).
- Encourage local businesses to use the hub for the recruitment needs.
- Help local businesses access supply chain contracts linked to local development projects.

## MEASURABLE GOALS

### All social platforms:

Brand awareness measured by followers and reach  
 Brand engagement measured by replies and shares  
 Community engagement measured by mentions  
 Lead generation measured by number of people at events, job applications, appointments made, business engagement.

## EXECUTE – IMPLEMENT – LAUNCH

### CHECK FOR MESSAGE CLARITY AND UNIFORMITY ACROSS PLATFORMS

It has been determined that the messaging needs to be clearer to each target audience therefore, work is currently being undertaken with the councils marketing team to split the hub offer in to three pillars which will be: residents, businesses and community. This will allow us to eventually adapt the messaging of campaigns and social media to the correct target audience.

### GRAPHIC UNIFORMITY

The three pillar approach will also extend to the brand graphic design. This will in time provide real clarity to the intended target audience.

### DAILY POSTING WHERE APPLICABLE

Curated and created content will be shared via the social media channels on a daily basis. As we collaborate with partner organisation there will be a constant feed of information through the channels in particular facebook where we see most engagement.

### REPORTING PLAN

Page analytics will be reported quartly for performance indicators and as and when required.

## GOAL ASSESSMENT – REVISED GOALS – NEW GOALS

### All social platforms

Monitor page interactions and revise where necessary