

# SOCIAL MEDIA STRATEGIC PLAN - Invest Stockton-on-Tees

## RESEARCH – DISCOVERY – ANALYSIS

### COMPANY DEFINED

Invest Stockton-on-Tees is Stockton-on-Tees Borough Council's investment and place brand for the Borough. It recognises the potential for businesses already in Stockton on-Tees, and also the opportunities for new and exciting businesses to move their operations to the Borough.

### YOUR MISSION

Invest Stockton-on-Tees showcases and raises the profile of Stockton-on-Tees as one of the best places in the UK to do business and provide entrepreneurs with the information and support they need to make that decision.

### YOUR VISION

Increase inward investment, creating job opportunities

### TARGET AUDIENCE

- Potential investors (medium/large enterprises)
  - Businesses operating from and in Stockton-on-Tees
  - Elected members
  - Stockton-on-Tees residents
  - Partners and network groups (e.g. Stockton BID, TVCA)
- The primary audience for the brand is the business industry

### YOUR MESSAGE

Working with external partner Creative Alchemist, a brand strategy was created to define what we wanted the Invest Stockton-on-Tees brand to be. It concluded that the mission was to: "Showcase and raise the profile of Stockton-on-Tees as one of the best places in the UK to do business and provide entrepreneurs with the information and support they need to make that decision." It was also decided that the essence of the brand was to show that: "Stockton-on-Tees is the obvious choice". Three selling points were determined as part of the brand strategy: Stockton-on-Tees is a great place for business, great people and a great place to live.

### STRENGTHS DEFINED

There are numerous selling points for the Borough including the following which align with the three identified areas:

#### 1. A great place to do business

Stockton-on-Tees is well connected, already home to hundreds of established and growing businesses, and has a lot of available land which is competitively priced. It is the perfect place for you to grow your business.

#### 2. Great people

There are 3million people living with a one-hour drive of the Borough. The workforce in the area is highly skilled and the local authority is investing in the next generation of workers.

#### 3. A great place to live

There's always something to do in Stockton-on-Tees with a packed programme of events and festivals alongside varied leisure attractions and retail. The Borough's schools are some of the best in the North East, and house prices are lower than the national average.

### WEAKNESSES DEFINED

Stockton-on-Tees is among a cluster of other Towns which form part of the Tees Valley, all of which have similar attributes and visions for their towns for which they also promote through invest brands.

## OBJECTIVES

### WHAT & HOW

1. To encourage business growth and investment in Stockton-on-Tees
2. To increase the profile of Stockton-on-Tees with businesses across the North East and further afield
3. To change perceptions of Stockton-on-Tees, both for those living inside and those living outside the Borough
4. To increase awareness and engagement with Stockton-on-Tees' Business Support Team within businesses

A. Effectively launch the Invest Stockton-on-Tees brand

B. Raise awareness of the Invest Stockton-on-Tees brand within the Borough

C. Increase the number of businesses engaging with the SBC's business support services

D. Maximise the use of communications, engagement and media outlets used to promote the brand and the Borough

E. Increase the social media following of the Stockton Business social media account as it transitions to @InvestSOT

## MEASURABLE GOALS

### TWITTER

Brand awareness measured by followers and reach

Brand engagement measured by replies and shares

Community engagement measured by mentions

Lead generation in regards to the Business Support offer

### LINKEDIN

Brand awareness measured by followers and reach  
Brand engagement measured by replies and shares  
Community engagement measured by mentions  
Lead generation in regards to the Business Support offer

**EXECUTE – IMPLEMENT – LAUNCH**

**CHECK FOR MESSAGE CLARITY AND UNIFORMITY ACROSS PLATFORMS**

Working with external partner Creative Alchemist, a brand strategy was created which set out the tone of the brand, all posts will follow the brand strategy.

**GRAPHIC UNIFORMITY**

Again, as part of the brand strategy development, example imagery was provided in regards to social media, brochures etc. all social media posts will adhere to these guidelines.

**DAILY POSTING WHERE APPLICABLE**

Posts will be shared on a daily basis using both Twitter and LinkedIn platforms. Posts will include both curated and created content. Created content will be scheduled where possible and curated content posted ad-hoc.

**REPORTING PLAN**

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

**GOAL ASSESSMENT – REVISED GOALS – NEW GOALS**

**TWITTER**

Monitor page interactions and revise where necessary

**LINKEDIN**

Monitor page interactions and revise where necessary