

## UPDATE ON COMMUNICATIONS STRATEGY

### PURPOSE OF PAPER

1. To update the PMC on the implementation of the Communications Strategy over the last six months.

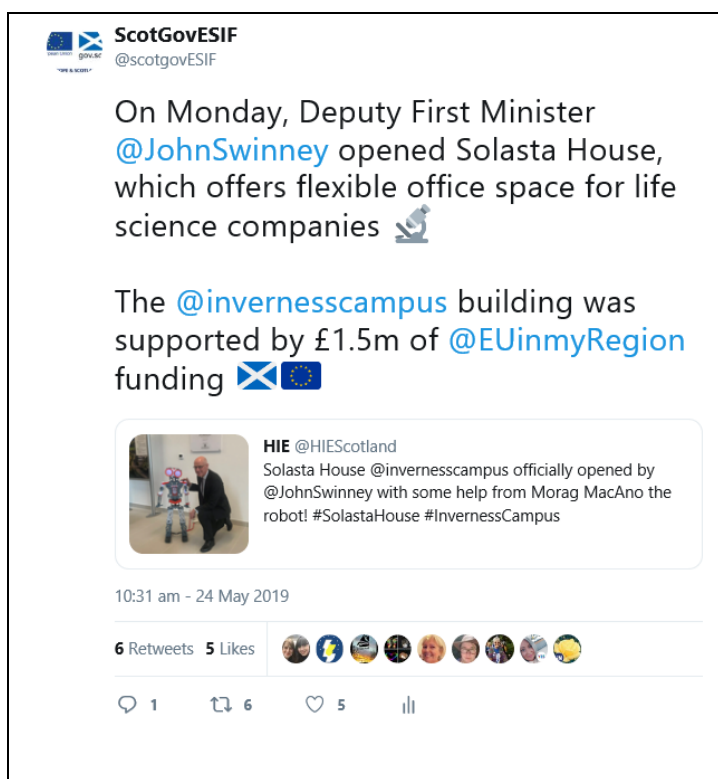
### DECISIONS REQUIRED

2. For information only.

### SOCIAL MEDIA

3. Twitter continues to be the only social media network that the Managing Authority (MA) uses. In order to improve engagement, we have continued to increase our use of pictures and emojis into tweets. We aim to produce 2-3 tweets per week. One of our main uses of Twitter is to retweet lead partners' announcements, emphasising the financial contribution of ESIF if it is not immediately obvious (see example pictured right).

4. While we continue to use Twitter for standard uses, such as promoting new blog posts, we have tried to use it as a promotional channel in and of itself as advised by members of the Scottish Government communications team.



### MEDIA COVERAGE AND MONITORING

5. We continue to collaborate with communications teams of lead partners to create media coverage of projects funded by ESIF. Our support consists of providing ministerial quotes for media releases, usually attributed to Minister for Trade, Investment and Innovation Ivan McKee as ESIF falls within his portfolio. However, announcements have been assisted by other Government Ministers, including the First Minister, where appropriate. A selection of media coverage is below:

12 December 2018	'Scotland's Smart Cities campaign wins £15m European funding boost' (ERDF – Smart Cities)	Scotsman STV Insider.co.uk
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17 December	'Pioneering project helps hundreds of Glaswegians into work' (ESF – Poverty and Social Inclusion)	Evening Times
14 January 2019	'New fund to promote Highlands and Islands announced' (ERDF – Natural and Cultural Heritage Fund)	BBC News The Times STV
	'Additional £100m to be provided through the Scottish Growth Scheme' (ERDF – Scottish Growth Scheme)	BQ Live Insider.co.uk
6 February	'African schoolgirls help launch research project to prevent FGM' (ESF – Social Innovation)	Daily Mail Evening Times Evening Express
20 February	'Scotland 'leading the way' in tackling marine litter, says Nicola Sturgeon' (ERDF – Resource Efficient Circular Economy)	The Herald The Sunday Post
26 April	'UHI life sciences centre in Inverness is supported with £3.75m grant' (ERDF – Business Innovation)	Inverness Courier The Highland Times
20 May	'£4.5m Solasta House now open for business' (ERDF – Business Competitiveness)	The Press & Journal

6. We frequently encourage lead partners to contact us when they have news to announce, so that messaging around ESIF is consistent and the contribution of the funds is properly acknowledged as per the publicity requirements. Regular media monitoring for ESIF staff continues to be in operation, offering highlights of coverage we have helped to generate, coverage that lead partners have generated themselves, and other relevant news articles. This monitoring also includes parliamentary mentions of ESIF, website stats and social media analytics to provide a fully formed image of how ESIF is perceived in Scotland.

## NEWSLETTERS

7. The e-bulletin continues to be sent every 4-6 weeks to all Strategic Invention and Operation managers, communicating the latest news from the MA. Following a review of the format, since January 2019 this is now sent via Mailchimp in order to make use of a more dynamic and customisable layout, as well as providing more information on the audience's engagement rate.

## WEBSITE & BLOG

8. We frequently examine all aspects of the website to make sure the content is up to date, and it continues to detail funding awarded to operations and provide guidance to recipients of funding. After discussions with the Scottish Government digital team, we have decided to host case studies on our blog and in the last few months have been gathering information from lead partners. Our intention is for these case studies to be uploaded on a rolling basis this summer.

9. We continue to use the blog in order to communicate topics that require greater explanation, for example a review of 2018's annual publicity event. In March, we hosted a guest blog from the Scottish Parliament's Finance and Constitution Committee and remain open to suggestions of guest blogs from lead partners.

## EVENTS

10. The annual publicity event for 2018 took place at Eden Court, Inverness on 29 November 2018. The theme was celebrating 30 years of EU cohesion policy, with particular emphasis on achievements in the Highlands and Islands. Minister Ivan McKee was the keynote speaker (pictured right), and other speakers included representatives from the European Commission, Highlands and Islands Enterprise, and the University of the Highlands and Islands. Afterwards a follow-up engagement event was held at Inverness College UHI for an audience of academics and students.

11. A lead partner event was held on 20 February 2019 at the Royal Faculty of Procurators in Glasgow. Opening speaker Ivan McKee urged approximately 100 attendees to work out how to improve the delivery of the programmes together. Workshop discussions were held and the outcomes of these will be followed up at the next lead partner event.

## Decisions Required

For information only.

**PMC Secretariat**  
**31 May 2019**

