

Comms plan

The Education Strategy

Project members

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Project Summary



The Education Strategy needs to be published and promoted as it lays out the council's plans for the next 3 years in relation to Education Key priorities and support that the council will provide to parents and students.

2nd or 3rd week of September to launch.

Will also require a summary document that is child- friendly.

Target audience

- Partners/stakeholders
- Council employees
- General public
- Parents/carers of children/young people of statutory school age.



Strategy



Newsletters and bulletins:

- Members' weekly update
- Haringey People Extra
- Schools newsletter
- SEND newsletter
- Home Zone newsletter

Design:

- PDF of the document
- Summary document that is child- friendly

Other:

- TV screens (in offices and libraries)
- Clear Channel advert
- Latest news on website
- Social media posts – X/Twitter, Facebook, Instagram, Nextdoor, LinkedIn
- Viva Engage post
- Dedicated webpage
- Video of Cllr Brabazon and Ann Graham talking about the education strategy.

Design



- A PDF design of the strategy will be created with:
 - Relevant images
 - Infographics breaking down parts of the strategy
 - Colourful sections to make the strategy easier to digest and more engaging
- We will look to do a shorter child-friendly document that summarises key parts of the strategy
 - Use child-friendly language
 - Ensure it is colourful and engaging
 - No more than a couple of pages
- Once document has been finalised, artwork will be designed for social media, TV screens etc to ensure the look/feel of the campaign assets match the strategy document.