

**ADULT SOCIAL CARE ANNUAL REPORT 202/13
MARKETING & COMMUNICATIONS PLAN**

APPENDIX 2

Area of Activity: (press; internal communications; digital; design; print; advertising etc)	Description of activity	Progress	Outline of responsibilities	Key milestones and deadlines	Completed (date)
Website	Create short url for report		Web Team	July 2013	
PR	Press release to publicise report & promote website address		Press and Public Relations Team	July 2013	
PR	Circulate Press release to all partners, Police, NHS, Housing etc. for inclusion on intranets, newsletters, notice boards etc.		Press and Public Relations Team	July 2013	
Website	Press release news story on Internet homepage		Web Team	July 2013	
Advertising	Display screen advert on Halton Direct Link screens		Press and Public Relations Team	July 2013	
Advertising	Display screen advert on Halton Library screens		Press and Public Relations Team	July 2013	
Internal Communication	Press release news story on Intranet homepage		Internal Communications Team	August 2013	
Internal Communication	Article in Team Brief, Leaders Newsletter, Information Bulletin		Internal Communications Team	August 2013	
Internal Communication	Article in InTouch staff magazine		Internal Communications Team	August 2013	
Advertising	Article and in Inside Halton Magazine		Press and Public Relations Team	September 2013	