



12 August 2010

Publicity and Marketing the Kent LINK

The Governors' Group has requested an update on the work being carried out on the LINK's behalf by The Purple Edge company in helping the LINK with its publicity and marketing.

Since April 2010, Purple Edge was tasked with:

- Reviewing the LINK's printed materials, eg, leaflet and posters
- Reviewing the various ways we communicate with LINK participants and the public
- Handling the LINK's Public relations, in particular with the media.

Achievements to date

1. New leaflet produced, with new branding style and slight change to LINK's logo
2. Various posters produced in new format
3. Removing the confusion between Kent & Medway Networks (KMN) and LINKs by all material displaying LINK contact details, not KMN
4. Support given to KMN staff in preparing stand for County Show with displays and new marketing material
5. Revamped and improved layout for monthly Bulletin – clarified the purpose of the Bulletin being to drive participation in LINK activities and inform LINK participants, as well as making it shorter and easier to find items
6. Produce newsletter in a four page new format – key objective of the newsletter is to engage LINK participants and ensure that they feel they belong; aim to produce spring, summer, autumn and winter editions
7. Public relations – produced two press releases – one relating to the Hygiene, Disinfection and Patient Experience in Hospitals project and the other to the LINK's Access (Transport) to Health Services review
8. Established LINK Facebook and Twitter pages to support the LINK's publicity and communications objectives
9. Giving advice and support to KMN staff.

The future

The following are some suggestions for further developing the LINK's communications and public relations work:

1. Roll out the new branding to all other LINK's material, eg letter headings, reports, etc
2. Develop proactive 'Why join LINK' campaign to feature members / community workers
3. Use work programme / themes to invite membership
4. Train staff to use Facebook and Twitter
5. Review the LINK's 'house-style' for documents
6. Consider videoing LINK events and placing on media
7. Encourage more active use of the LINK's website by promoting blogs and other interactive media and use of micro-sites
8. Publicise LINKs activities in Gateways
9. Consider LINKs promoting its activities through the Life Channel
10. Consider for next year the LINK Annual Report being issued in summary form for wider distribution to complement the full report.

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Kent LINK Governors' Group
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