

Lincolnshire Youth Commission recruitment 2021 Communications Plan

TACTICS

- Internal comms – intranet story authored by PCC (based on press release)
- Press release
- Lincs Alert
- Lincolnshire Police – circulate on their social media channels
- Social media – PCC and Victim Lincs
- Campaign toolkit/comms pack to influencers
- Circulate to Councillors – include a formal letter from the PCC within the email as well as the campaign toolkit

KEY MESSAGES

- Have your say on policing, crime and community safety issues where you live
- Develop leadership skills and gain valuable experience
- Work alongside other young adults to make a change
- We are looking for people who will be good team players, who will be committed to the project and willing to do all of the activities involved
- Your chance for Lincolnshire's PCC to hear your views - You will have discussions with the PCC, police and other partners through the Youth Commission and help them to understand what young people in your area think about police, crime and community safety
- You will help to host the Youth Conference 2022 - You will have the opportunity to present your results and recommendations and be a part of discussions with Lincolnshire Police, partner agencies and other young people.

INFLUENCERS

Circulate information and comms pack and request that they share among their networks and through their communications channels.

Influencer	Contact	Owner
Lincolnshire Police	Force comms team	Comms
Councillors (via LALC?)		
Parish Councillors		
Schools	Lee-Anne contact?	
Victim service providers	Via OPCC Provider Network	EF
Lincolnshire Q Board	Dave Culy	EF
Young Voices	BS_SEND@lincolnshire.gov.uk www.lincolnshire.gov.uk/youngvoices	
Think 2 Speak	hello@think2speak.com	

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	https://www.think2speak.com/	
Youth and community development LCC	<p>Lincoln and West Lindsey - ycdwteam_lwl@lincolnshire.gov.uk</p> <p>Boston and South Holland - bostonyouth&communitydevelopmentteam@lincolnshire.gov.uk</p> <p>East Lindsey - elyouthandcommunityteam@lincolnshire.gov.uk</p> <p>North Kesteven and South Kesteven - ycdteam_nksk@lincolnshire.gov.uk</p>	
Lincolnshire Youth Association (Young Lincolnshire)	<p>info@younglincolnshire.org</p> <p>http://www.lincolnshireyouthassociation.co.uk/</p>	
Lincolnshire Council for Voluntary Youth Services (LCVYS)	<p>Frances.carlsen@lincolnshire.gov.uk</p> <p>Lcvysadmin@lincolnshire.gov.uk</p> <p>LCVYS - Supporting Youth Service in Lincolnshire Lincolnshire Council for Voluntary Youth Services</p>	
County and District Council Comms teams	OPCC comms list	Comms
Lincolnshire Voluntary Centre Services	West Lindsey Lincoln North Kesteven	
Lincolnshire Community and Voluntary Services		
Lincolnshire Co-op	Lee-Anne Contact?	
Lincolnshire Community Foundation	info@lincolnshirecf.co.uk	
LSCB		Lee-Anne
Youth Offending Service		Lee-Anne
Probation	Sarah Reed	Lee-Anne
Barnardos		Lee-Anne
Local press and media	OPCC Media list	Comms

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ACTION PLAN			
Social media	Social media images/videos - LYC details and call to action - 'You said, we did'	AM	complete
	Video of Youth Commissioner	LU	Kaytea to send to Emma
	Video of Marc urging people to sign up	EF	Awaiting Marc to send
	Draft posts for month	AM	
	Sign off posts	AM/EF	
	Schedule posts	AM	
	Share Facebook posts to community pages		Marc has shared to over 100 groups
Comms pack	To include: Intro/overview page Social media images/video Example posts Copy of leaflet	EF/AM	Complete
	Draft formal letter to Councillors from PCC	JG	Saved in folder
	Identify 'influencers' who we can circulate comms pack to and request they share through their communication channels (e.g. social media)	EF/STT	Emma updated list – Can STT update further?
	Circulate comms pack (including formal cover letter to Councillors)	EF/STT	Letter saved in folder. Emma circulated to those greyed out.
Media	Press release	JG	Circulated to media.
Internal comms	Email to Force		Jo emailed G Boxhall and C Davison
	Story on intranet	EF	
Website	Update LYC page to include recruitment info	EF	
	News story on website (from press release)	Adam/Lucy	On website
Lincs Alert	Send Lincs Alert message	STT	