

## Digital Services Project: Operational Communications Plan to May 2016

COMMUNICATION TYPE	FREQUENCY / DATE	MEDIUM	OBJECTIVE
e.g. Launch of campaign or Executive report etc.	Date/month/year	<ul style="list-style-type: none"> <li>- Press release and FAQs</li> <li>- Social media</li> <li>- Website content including FAQs/</li> <li>- Buzz</li> <li>- Internal/External screens</li> <li>- Partner communication</li> </ul>	<p>To announce the launch of the campaign</p> <p>Promote the Executive meeting etc.</p>
Campaign	March / April 2016 - Go live (expected May 2016)	Press release and FAQs	To promote awareness of the forthcoming transformation - development of online services available through "My Account" to residents, businesses, partners and customers
Campaign	January 2016 – go live (expected May 2016)	Website content including FAQs (to be maintained by Trainers)	Project webpage and FAQs to promote awareness of forthcoming transformation - development of online services available through "My Account" to residents, businesses, partners and customers
Campaign	Monthly January 2016 – go live (expected May 2016)	Buzz staff magazine	To promote awareness and ongoing progress of the project to staff
Advert	January 2016 – go live (expected May 2016)	Internal screens	"Vision statement" and coming soon message.

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Campaign	w/c 18 & 25 April and 02 & 09 May 2016	Drop in sessions for residents and partners (Explore, Community Centres and CAB)	Project webpage and FAQs to promote awareness of forthcoming transformation - development of online services available through "My Account" and how residents, businesses, partners and customers will access these services
Campaign	March 2016	Caption on Council Tax and Business Rates envelopes	Caption to be agreed as <i>"Quicker, greener, cheaper – go digital!"</i> <a href="http://www.york.gov.uk/digital">www.york.gov.uk/digital</a>
Campaign	April 2016 Go live (expected May 2016)	Local Radio	To promote awareness of the forthcoming transformation - development of online services available through "My Account" to residents, businesses, partners and customers

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Campaign	April 2016 – go live (expected May 2016)	Telephone Queue Message	To promote awareness of the forthcoming transformation - online services available through “My Account” to residents, businesses, partners and customers
Campaign	w/c 29 February & 07 March 2016	Drop in session for staff and trade unions	To promote awareness and ongoing progress of the project to staff
Campaign	March 2016	Strapline on Envelopes	To promote awareness of the project and direct to the project webpage
Campaign	December 2015 & April 2016	DMT meetings	To promote awareness and ongoing progress of the project to staff
Campaign	November 2015 – go live (expected May 2016)	Scrutiny Panel	To consult, promote awareness and ongoing progress of the project to staff