

Agenda Item 3

For information - Marketing and Communications Update

Author: Rachel Griffin, Marketing & Communications Manager

Summary

This report will be a visual tour of our new website and look at how our social media strategy helps support traffic to the website.

The Marketing and Communications report to this Council Matters will be a verbal presentation and tour of our new website which is newly updated and future proofed as well as being fully accessibility compliant. It removes the need for a largely menu driven site moving it over to an image-based site with fewer menus. This means that there are many more opportunities for lovely images but more importantly much better for accessibility readers.

We will also look at the relationship between how the information that we create for the website represents our best face forward, why that is important and how that fits in with our socially media strategy.