**1**

**Knowsley FACE**

|  |  |
| --- | --- |
| **Policy:** | Marketing and Communications Strategy |
| **Date created:** | July 2020 |
| **Date to be renewed:** | July 2022 |

**Introduction**

The Family and Community Education Service support individuals to engage in the widest range of learning opportunities to improve confidence, raise self-esteem, build personal, creative and social development, support with the challenges of modern life, reduce social isolation, improve health, resilience and well-being as well as employability and skills.

The service is friendly and supportive and will accommodate learners’ needs from enquiry/initial advice and guidance to the next steps following completion of a course. We are very proud of our reputation and learners consistently achieve above national averages.

**Communications strategy**

This strategy will focus on creating awareness of FACE and the courses on offer. We aim to increase the numbers of learners enrolling, completing and achieving both non-accredited and accredited courses (up to and including Level 2 qualifications) by a minimum of 5%.

**Objectives**

The main objectives of the communications strategy will be to:

* Raise awareness of the courses offered by FACE with all key stakeholder groups
* Provide accurate, timely and informative communications regarding FACE courses
* Actively promote the positive benefits of engaging in continued education

**Key Messages**

* Courses are affordable, accessible and delivered at a variety of venues across Knowsley
* Our learners consistently achieve above national averages

**Stakeholders**

* Parents
* Residents
* Colleges
* Local employers
* Schools
* Children’s Centres
* Library Services
* Knowsley Works
* Department for Work and Pensions
* Citizens Advice Bureau
* Community Groups
* Merseyside Fire and Rescue Services
* North West Boroughs Healthcare NHS Foundation Trust

**Channels**

* FACE website
* FACE dedicated social media channels – Facebook, Twitter and Instagram
* Email database
* FACE Course Guide

**Evaluation**

On-going evaluation is essential to the success of any communications strategy. A variety of criteria can be used for the evaluation of this plan:

* A measurement of the number of visits to the website and the number of users who sign up via the website
* Social media activity – Facebook comments, views and shares and comments and retweets on Twitter
* Responses received in reply to communications issued via the email database