



## Hertfordshire Growth Board Communications Planner 2021

This is a dynamic document that will reviewed and updated regularly.

Month	Content	Channels	Deadline
<b>January</b>	Joint Governance Committee	HGB Website: Publication of Board Papers and partner notification via email/social	14 Jan
	HGB Partnership Communications and adoption of Communications Protocols	Adoption of boilerplate/key messaging on partner sites and HGB social media sharing.	After HGB BM 26 Jan
	HGB E-Bulletin: Key Priorities 2021; MRT video; Chalkdene and other HGB workstream/partner updates; Sustainable Herts Launch; HGB member profile	Optional trade press article/thought piece on governance. Social. External and internal cascade via digital and social channels	31 Jan
	Sustainable Hertfordshire Launch	Promote link to key HGB priorities	
<b>February</b>	Enterprise/Skills Strategy updates (linked to Economic Recovery Plan)	Publish milestones/surveys on HGB partner website and link via HGB social channels	TBC
	Real Estates Live (White Label): How Hertfordshire is to driving green recovery with focus on off-site	Panel and PR opp. (Shared platform with Herts IQ) TBC. Social.	22-26 Feb
	Countywide senior officers and leaders' events: key priorities 2021	Prepare content	
<b>March</b>	<i>BUDGET</i>	HGB Budget Summary: key takeaways	3 March
	Joint Governance Committee	HGB Website: Publication of Board Papers and partner notification via social/email.	18 March
	<b>Countywide senior officers and leaders' events: key priorities 2021</b>	<b>Webinar</b>	<b>Mid-March</b>

	HGB E-Bulletin: Budget summary; FY Priorities; New River Bridge, Living Labs and other HGB workstream/partner updates; HGB Member profile	External and internal cascade via social and partner websites.		Brought forward due to PERP
<b>April</b>	<i>LOCAL ELECTIONS</i>	<i>PERP</i>		
<b>May</b>	<i>LOCAL ELECTIONS</i> Mass Rapid Transit Public Consultation/ Revised countywide Skills Strategy OPTION: The Spectator Levelling Up Britain Summit	<i>RESULTS</i> Publish on HGB partner website and promote via HGB social  Panel and PR opp TBC		Friday 7 May
<b>June</b>	Joint Governance Committee. New HGB Line-Up.  HGB E-Bulletin: Local Election results and HGB Partner Profiles refresh; MRT awareness; Skills Strategy and other HGB workstream/partner updates  Sector/business roundtables (linked to updated Economic Recovery Plan)  OPTION: MIPIM Cannes OR possible South East alternative	HGB Website: Publication of Board Papers and partner notification. Social.  External and internal cascade and social.  HGB partner-led webinar/event linking sectors to place narrative TBC  HGB presence as part of possible East of England/Catalyst South showcase.		10 June  30 June  7-10 June
<b>July</b>	Building Futures Conference and Awards	Possible sponsorship and PR opportunity		8 July
<b>August</b>	HGB webinars: rewind and review: The Voice of Authority interviews/other  Joint Governance Committee	Webinars, Social; PR and interview profiles  HGB Website: Publication of Board Papers and partner notification. Social.		25 August
<b>September</b>	HGB E-Bulletin: HGB webinars and HGB workstream/partner updates	External and internal cascade; social		30 Sept
<b>October</b>	Comprehensive Spending Review/Budget  Joint Governance Committee	News Summary and key highlights for partner cascade; media response  HGB Website: Publication of Board		NO DATE SET  21 Oct

	HGB Annual Report/Review	Papers and partner notification. Prepare content		
<b>November</b>	HGB E-Bulletin: HGB webinars and other HGB workstream/partner updates and JGC  Opportunity Hertfordshire: rewind and review Herts IQ event	External and internal cascade and via social  Webinar reviewing progress on sustainable construction one year on. Share via social.		30 Nov
<b>December</b>	HGB Digi-Impact Annual Report and Review  HGB E-Bulletin: Annual Review	Publish report summary on website and share key highlights slide deck internally.  External and internal cascade		

### Hertfordshire Growth Board Social Media Strategy

Hertfordshire Growth Board's joint governance arrangements enables it to extend its network of reach exponentially via its partners' social media channels. This provides a two-way mechanism to share success more widely and amplify partner-led growth activities across the county. By sharing and re-sharing social media content we aim to increase:

- the frequency with which key stakeholders' advocate for the work of Hertfordshire Growth Board in their own communications and social media channels;
- the number of Hertfordshire Growth Board newsletter subscribers, and the number who engage with the content of the newsletter (open rates and click-through rates). Newsletters are scheduled to go out after each HGB Board Meeting to increase transparency of its work;
- the number of people accessing hertfordshiregrowthboard.com and the average duration of each visit;
- the number of Twitter followers, impressions and retweets;
- the number of LinkedIn connections, likes and re-posts;
- the reputation and recognition of the HGB brand across all digital platforms.

In order for us to achieve these goals, there is an expectation that communication leads will adhere to the protocols relating to social media activity as set out in **Hertfordshire Growth Board Communications Strategy and Protocols: 2.3 Hertfordshire Growth Board Partner communications**. All HGB organic social media content will follow the structure set out in this draft communications planner.



**Hertfordshire**  
Growth Board