



## Love Bognor Regis Website / Social Media Rationale

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### Why are we using social media? LBR Social Media goals:

To change perceptions of Bognor Regis by creating impactful, inspiring, entertaining, high quality content that drives traffic to [lovebognorregis.co.uk](http://lovebognorregis.co.uk), ultimately creating desire and subsequent action to visit the town.

### How will we develop content to achieve the goals? LBR Content pillars:

Content pillars are the set of themes / topics LBR use to create posts. The LBR content pillars are rooted in the Bognor Regis Town Values, and the look and feel of all posts embody the visuals detailed in the style guidelines.

**Value 1: A Beacon for A Bold Future** (creative digital / homegrown talent / a bright future / bold ideas / packed with potential)

**Value 2: Blue Sky Thinking** (sunshine / lifestyle / coast and countryside / blue sky thinking / big skies and scenic views)

**Value 3: Ready for Fun** (spirited /quirky/different/ full of character / a place to enjoy / welcoming )

### How often will we post?

- Aiming to achieve a sustainable target frequency of three posts per week
- One monthly post to new articles / features on LBR website

### How will we know if it's working? Key Performance Indicators

#### Quantitative KPIs

- Increased number of direct visits to LBR from social media channels (to evidence impact in driving to website)
- Engagement – likes / shares of posts (to evidence content with most appeal, and as evidence of engagement)
- Number and quality of unsolicited links from external sites (to evidence the perceived quality of LBR site as a source of destination information)
- Town Centre Footfall counter – with caution – cannot isolate the impact of this one intervention on footfall (to evidence impact on visitor numbers to Bognor Regis Town Centre)

#### Qualitative KPIs

- Frequency and tone of comments re Bognor Regis in response to posts on LBR and other social media channels (to evidence changing perception)
- Analysis of unsolicited references to “Bognor Regis” as a destination sources, eg: use Google alerts to record and refs to Bognor Regis in press /magazine articles (to evidence changes in tone / content / perception of Bognor Regis)

## Town Values in detail: Value 1: A Beacon for A Bold Future

### Associated values:

Creative digital / homegrown talent / a bright future / bold ideas / packed with potential

### Values in practice:

- Position BR as an opportunity town – talk about potential, ambition, growth and excitement for the future
- Always mention the student populace to promote the idea of a youthful populace

### The story:

Bognor Regis has a newly rediscovered sense of ambition.

### The narrative – relevant points for LBR social media:

With our **highly successful and well-loved university** producing thousands of talented graduates every year, along with a designation as a Nesta ‘high concentration and growth creative cluster’ and the new Tech Park helping to **nurture future stars** in STEM, this is a town **full to the brim with potential** ready to be explored.

It’s time for a **new generation of young families**, businesses and investors who want to be part of the **great British seaside renaissance** to rediscover and turn their attention to Bognor Regis. The **abundance of local talent** along with continued investment from the likes of Rolls Royce and the University of Chichester make this **intimate coastal town** an **exciting destination** for ambitious minds with bold ideas.

Bognor Regis is **embracing the future as a 21st century coastal town** by proving itself as a place that **values and nurtures skills for the future**. With a new collaborative workspace and arts space opening in a disused railway building, the town is **growing its creative digital community**. Start-ups, SMEs and independent creatives are choosing to set up in Bognor Regis to benefit from great local business support, close links to Brighton & London & the great quality of life on offer.

With the most **sunshine hours** of any town in the UK, Bognor Regis is one of the region’s key players in the rapidly expanding market for solar energy as well as being a home for horticulture. The **enviable micro-climate** created by shelter of its position between the Isle of Wight and the South Downs makes Bognor Regis ideally placed for ambitious market gardeners & home to many commercial farms supplying national supermarkets with the South Coast’s cream of the crop.

## Example posts & imagery that reflect “Beacon for a Bold Future”:

Range of images capturing young people (18-25), focus on activities appealing to or featuring young people, relevant links to the university / track for exhibitions / events / performances

## Words & phrases that reflect “Beacon for a Bold Future”:

Creative digital	Homegrown talent	Bright future	Bold ideas	Packed with potential
Sense of ambition	Ambitious	Forward thinking	Highly successful university	Thousands of talented graduates
High concentration and growth creative cluster	New tech Park	Nurture future talent	Potential	Ready to be explored
New generation	Young families	Great British seaside renaissance	Abundance of local talent	Continued investment
Prestigious brands including Rolls Royce	Intimate coastal town	Exciting destination	Ambitious minds with bold ideas	Embracing the future
21 <sup>st</sup> century coastal town	New collaborative workspace	Growing creative digital community	Start ups, SMEs and independent creatives are choosing Bognor Regis	Close links to Brighton & London
Great quality of life	Key player in rapidly expanding market for solar energy	Home for horticulture	Enviably micro climate	Growing
Developing				

## Core value 2: Blue Sky Thinking

### Associated values:

Sunshine / lifestyle / coast and countryside / blue sky thinking / big skies and scenic views

### Value 2 in practice:

- Always reference the sunshine and natural beauty
- Talk about creative thinking, new ideas and initiatives and diverging from expectations

### The story:

Bognor Regis is Britain's best kept sunny secret.

### The narrative – relevant points for LBR social media:

Bognor Regis is officially recognised by the Met Office as being the **sunniest place in Britain** with over 1900 hours of sunshine every year. With **sunshine, clean air and an award-winning beach**, it's clear why generations of holidaymakers have chosen Bognor Regis as their **destination for a restorative seaside escape**.

Bognor Regis' prime position on the edge of the South Downs National Park means **easy access to open space, greenery and sea views that give you the opportunity to pause, relax and enjoy the natural surroundings**. This beautiful scenery and evocative environment around Bognor Regis was immortalised by William Blake as 'England's green and pleasant lands' when he wrote Jerusalem whilst living here in the 19th century.

Travel a **little out of Bognor Regis** and you'll find **quaint villages, rolling hills and ancient castles**, or venture **along the coast to find sand dunes, sailing clubs and an abundance of wildlife**.

This is a home of **sea views and coastal panoramas**, where the **natural backdrop and unspoilt charm** inspire blue-sky thinking and bright ideas.

## Example posts & imagery that reflect “Blue Sky Thinking”:

Scenic landscapes capturing coast and countryside across all geographic areas, relevant environmental info (tied in with awareness days or response to town progress in the environment), weather based posts, sunshine award, link to external beach webcams.

## Words & phrases that reflect “Blue Sky Thinking”:

Sunshine	Lifestyle	Coast & countryside	Blue sky thinking	Big skies
Scenic views	Sunniest place in Britain	Clean air	Award winning beach	Sunshine
Restorative	Seaside escape	Breath of fresh air	Open space	Easy access to South Downs
Sea views	Coastal panoramas	Natural backdrop	Unspoilt charm	
Bright ideas	Space	Freedom		

## Easy access / Proximity to:

Beautiful scenery	Quaint villages	Rolling hills	Blake’s “Green & pleasant land”	Ancient castles
Sand dunes	Abundance of wildlife			

## Verbs

Pause	Relax	Breathe	Restore	Revive your senses
Escape	Enjoy	Refresh	Reinvigorate	Get back to nature
Reconnect with the elements				

## Value 3: Ready for Fun

### Associated values:

Spirited /quirky/different/ full of character / a place to enjoy / welcoming /

### The story:

Seaside town: Experience the difference, you're welcome!

### The narrative – relevant to LBR socials:

Bognor Regis has a proud reputation as a place for **quirky entertainment** and **English eccentricity**. And with decades of practice in being a place that likes to have fun, **we know how to make you feel good!** As the town that inspired Billy Butlin and brought you International Birdman competition, we cherish **a bit of seaside silliness** alongside our identity as a **welcoming town** – welcoming to everyone from holiday makers to inventors, and of course, royalty!

With a **vibrant town centre** that **celebrates the fact that it's different**, we **look to the future but we're really proud of our heritage too**. As you navigate around Bognor Regis, you'll uncover a mix of **quintessentially British architecture** through the centuries with **Victorian and Edwardian townhouses** sitting alongside **Georgian resort design** and the much-coveted **Regency homes that line the seafront**.

This is **a place to explore**, a town **full of character and stories from history** – revisit 20th century childhoods in our arcades, explore **seaside culture** at our **galleries and museum**, splash around with **seafront water sports** or run with your dog along the beach that George V chose for his convalescence in 1929.

This is **a place to relax, to dream, to uncover the unexpected, to go on an adventure, to live the life you want, to have a laugh and to celebrate the sense of fun and welcome** that is at the heart of Bognor Regis. We're proud to have the **royal seal of approval** in our name, but we're just as proud of our **fish and chips!**

## Example posts & imagery that reflect “Ready for Fun!”:

Images of people having fun, focus on various activities / sports / entertainment / culture / arts / Events / gigs / exhibitions / entertaining response to negative info about BR (eg: WHICH?)

## Words & phrases that reflect “Ready for Fun”:

Fun	Spirited	Full of character	Have a laugh	Doesn't take itself too seriously
Seaside jaunt	Quirky	Quirky entertainment	Eccentricity	Family frolics
Seaside silliness	International Birdman	Full of character and stories	Adventure	Laugh
Celebrate traditional seaside resort	Proud to have royal seal of approval in our name, but we're just as proud of our fish and chips!	Welcoming	Different	

## Verbs

Revisit	Laugh	Go on an adventure		
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## **SOCIAL MEDIA CONTENT MAPPING:**

All content is rooted in the town values, mapped around key dates, and drawing on the framework of relevant themes detailed below. The frequency of scheduled posting allows flexibility to respond to emerging events.

### **DATES: BY SEASON:**

- Spring
- Summer
- Autumn
- Winter

### **DATES: NATIONAL KEY DATES / CELEBRATIONS**

- Valentine's Day
- Pancake Day
- Mother's Day
- Easter
- Orthodox Easter
- Father's Day
- School Holiday season
- Back to school
- Halloween
- Christmas
- New Year
- National Days: St George, St Patrick, St Andrew, St David.

### **DATES: LOCAL EVENTS / CELEBRATIONS including:**

- Bognor Regis 10k
- Kite Festival (BRTC)
- Drive Through Time (BRTC)
- Southdowns Music Festival (SMF)
- Carnival (STC)
- Concerts in Park – BRTC (STC)
- Funshine Days (BRTC)
- BID Summer events (STC)
- Illuminations Gala (BRSFL)
- Butlins events\* (for content theming)
- **GEOGRAPHIC COVERAGE:**

Not necessarily as distinct "areas", as visitors don't necessarily see or care about invisible boundaries, but similar approach as to links for food and drink.

Bognor Regis  
Felpham  
Pagham

Aldwick  
North & South Bersted  
Bognor Regis as base



## **ENVIRONMENTAL / LANDSCAPES THEMES:**

- Coastline
- Beaches
- Parks & Gardens
- Countryside
- Architecture
- Town Centre

## **EAT & DRINK THEMES:**

Links to blog style posts – thematic food & drink

High quality imagery, small amount of descriptive text, link to each business's own website

- Restaurants
- Cafes
- Bars and Night time
- Best Sunday lunches
- Breakfast
- Wine Bars
- Fish & Chips
- Top 10 Restaurants (eg based on awards / Tripadvisor / Instagram)
- Ice cream
- Coffee
- Drinks with a view
- Meals with a view
- Budget dinners
- Al Fresco
- On the beach (include takeaway hampers etc)

## **SHOP / BUY THEMES**

As with EAT & DRINK, high quality photography, grouped by sector, multiple businesses, blog style, with direct links to business website eg:

- Sustainable / Eco (incl charity / second hand)
- Jewellery
- Bookshops
- Crafting
- Furniture
- Pampering
- Health & Wellbeing
- Florists

## SEE & DO THEMES

### BY TIME

- During the day
- At night

### BY SPORTING ACTIVITY / INTERESTS, INCL:

- Walking
- Cycling
- Water sports (different types, eg: windsurfing, kayaking, paddleboarding)
- Sea swimming
- Kite flying
- Fishing
- Pool / snooker
- Skateboarding
- Dancing
- Yoga / wellbeing – relevant to visitors
- Birdwatching

### CULTURE / ARTS / HISTORY / ARCHITECTURE

- Iconic buildings
- Culture / Arts / Theatre / Dance
- Architecture
- Heritage Trails
- Museums / Galleries

### BY DEMOGRAPHIC:

- Adult – older
- Adult – couples
- Adult – 20s / 30s
- Families – with older children
- Families – younger children

### A NOTE ON USE OF AWARENESS DAYS:

- Use sparingly, and only when relevant to avoid overkill.
- Use awareness days as a helpful tool for content development – doesn't necessarily have to showcase the awareness day.

## LBR SOCIAL MEDIA PLATFORM USE

### Facebook:

Due to staffing limitations, purpose of content is to inform and inspire to take further action, rather than engage in ongoing dialogue. Content generation for this platform will primarily focus on:

- Disseminating positive messaging about Bognor Regis
- Attracting visitors
- Instilling the town values and blog promotion
- Creating relevant, entertaining posts that drive to LBR website (eg: Blog promotion)

### Instagram:

Purpose of content is to inform and inspire to take further action. The key use of this platform will be for:

- Challenging perceptions of BR through high quality visual images and reels
- Showcasing the offer through relevant, entertaining posts that drive to LBR website

### TikTok:

Platform to be explored for potential appeal to different demographic, with view to instigating 2023. Intention to work with Uni Chichester students to develop content