



# BR BID Communication Schedule

## Daily

- BRINDIES Social Media: like / comment / share / celebrate BR BID Indie Business social media posts

## Min 2-3 times per week

- BR BID Social Media: like / comment / share BR BID Business social media posts and any relevant posts from stakeholders (eg: ADC)

## Weekly

- No scheduled weekly comms.

## Monthly

- Springboard footfall stats uploaded to website for previous month
- Business / Public facing update advertorial in local newspaper (subject to budget)

## Monthly / Every other month

- Full BID Team Update (following BID Board of Directors / Full Board Meetings)

## Quarterly

Full Newsletter update:

- Spring: (March): Content focus: plans for forthcoming year
- Summer (June): Content focus: Update on project delivery from Year Plan
- Autumn: (September): Content Focus: Christmas event theme & engagement opps / Parking Discs
- Winter: (December /January): Content Focus: Reflect on Christmas / Looking forwards

## Annual

- AGM / Financial reports/ Annual Report

## As required:

- Urgent emerging information on business related support / reliefs / changes to legislation (particularly ref; Covid 19) via Facebook / Mailchimp / Blog post on website
- Invitations to meetings / reminders of activities and events (social Media)



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## **Event / Activity Specific Communications**

Each event has its own communications strategy, including:

- Details of event, how to sign up (email / blog / facebook)
- Further information info to signed up businesses
- Public facing social media schedule
- Press Release: timings and content
- Reporting on outcomes against KPIs