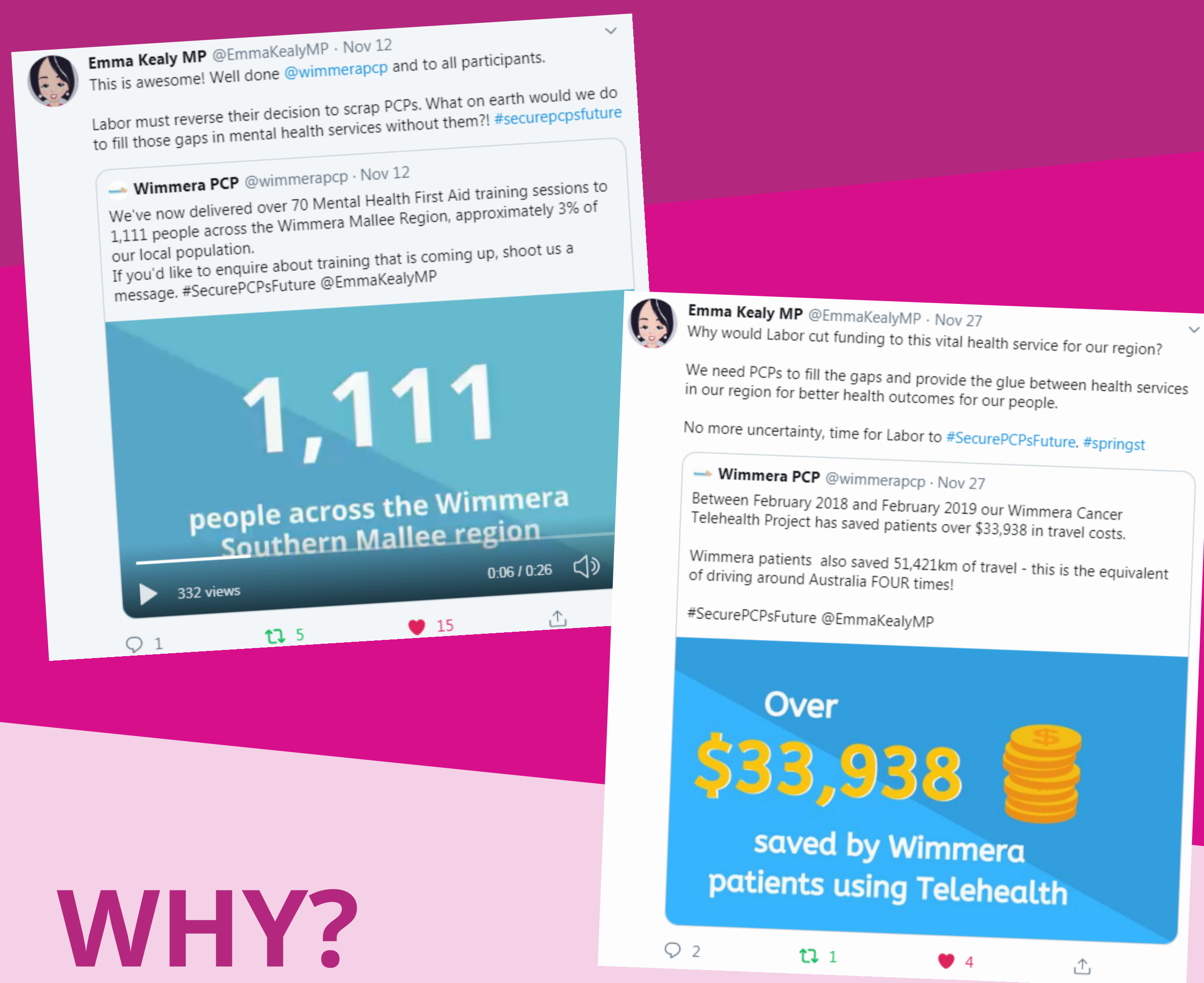


WIMMERA PCP COMMUNICATION

Communication Strategy



PURPOSE

- Communicate effectively with WPCP's member agencies
- Tell the story of the work we do to the wider public

WHY?

- Over the last 19 years we have developed our communication strategy to align with changing technology and the ways people communicate internally and externally with the organisation.
- Today, email is one of the most popular forms of communication. By sending information to an email address, it ensures that we deliver our communications to a platform where recipients are guaranteed to be spending time.
- Website gives a wider demographic reach and around-the-clock availability in terms of access to information etc.
- Social media generates immense exposure and social networks are now a substantial part of every marketing strategy, and the benefits of using social media are so great, easy to use and is a key element for marketing.

COMMUNICATION CHANNELS

Weekly PCP newsletter
Monthly activity report
Facebook
Twitter
LinkedIn
Website

PARTNERS

- All PCP member agencies
- Member agency staff
- People we have previously worked with in cross sector partnerships
- DHHS staff, politicians, media outlets plus members of our communities

OUTCOMES

- Newsletter sent to over 200 contacts
- **Strengthened relationships through reliable content and information**
- Member agencies submit information for us to include in the WPCP newsletter as they know it has a wide reach
- **Our advocacy work on social platforms has been significant in the #SecurePCPsFuture campaign which lead to review of the PCP platform by KPMG**
- Significant increase in engagement across Twitter and Facebook