

## Marketing & Communications Update March & April 2018

### Service Marketing

#### Events

Evaluation of the International Women's Day events held in March has been completed, with a summary provided below.

#### Summary Press Activity

	No of articles	Titles	Mean Advertising Value Equivalent
Pre-event	6	Derry Post (6 February) Dungannon Herald (8 February) Tyrone Courier (14 February) Tyrone Times (20 February) Mid Ulster Mail (22 February) Derry Post (27 February)	£7,562.73
Post event	3	Derry Post full page (13 March) Tyrone Courier full page (14 March) Dungannon Herald full page (15 March)	£9,338.28

#### Summary Social Media Activity

Given locations of events, social promotion focused primarily on Discover Dungannon, Hill of The O'Neill and Ranfurly House and Visit Magherafelt pages.

<b>Facebook: Hill of The O'Neill and Ranfurly House page (posts, video, and photo album)</b>	<b>Pre-event</b>	<b>During-event</b>	<b>Post-event</b>
No of posts	3	10	2
Reach	2,056	19,400	1,773
Video Views	115	2,644	N/A
Engagement	105	2,613	658

<b>Facebook: Discover Dungannon</b>	<b>Pre-event</b>	<b>During-event</b>	<b>Post-event</b>
No of posts	4	10	1
Reach	9,300	9870	1,700
Video Views	730	2,892	N/A
Engagement	2,745	901	551

<b>Facebook: Visit Magherafelt</b>	<b>Pre-event</b>	<b>During-event</b>	<b>Post-event</b>
No of posts	7	10	1
Reach	14,643	10,183	2,400
Video Views	3,681	983	N/A
Engagement	1,019	728	695

**For event in Dungannon:**

<b>Twitter (@Mid_UlsterDC)</b>	<b>Pre-event</b>	<b>During-event</b>	<b>Post-event</b>
Tweets	4	10	1
Impressions	12,024	7,419	1,176
Engagement	546	298	66
Views	1355	762	N/A

**For Magherafelt event:**

<b>Twitter (@Mid_UlsterDC)</b>	<b>Pre-event</b>	<b>During-event</b>	<b>Post-event</b>
Tweets	4	10	1
Impressions	12,024	9,502	1,239
Engagement	546	277	76
Views	1355	614	N/A

**Economic Development**

The Marketing and Communications service provided significant support to 2 priority events in March and April – the World Butchers Challenge (15-16 March) Hong Kong agri-food trade visit over two days (17-18 April), which included pre, during and post event activities.

*World Butchers Challenge*

The World Butchers Challenge included a day-long study tour to Mid Ulster, with widespread social media coverage from the international delegation's visits to local butchers and a showcase/networking event at CAFRE.

<b>Twitter: @MidUlster_DC</b>	
Tweets	20
Overall Event Lifetime Impressions	26,492
Overall Event Lifetime Engagement	913

The coverage of the study tour earned the highest number of impressions of all activity on @MidUlster\_DC in March.

<b>Facebook: Visit Cookstown</b>	
Post	16
Reach	39,632
Engagement	6,382
Video Views*	9,812

\*Videos of MacMahon Butchers and Lowe's Butchers achieved views of 5,171 and 2,471 respectively.

### *Hong Kong Trade Delegation*

Extensive social media coverage took place before, during and after the two day visit, with Twitter as the primary tool for the target audience. This started on Wednesday with coverage of the arrival and initial company visits and the evening networking dinner, continued on Thursday with coverage of the second day's programme of company visits and the afternoon's Meet The Buyer event at CAFRE Loughry Campus, and finished with round-up coverage the following Friday morning.

<b>Twitter: @MidUlster_DC</b>	
Tweets	20
Overall Event Lifetime Impressions	29,158
Overall Event Lifetime Engagement	1,218

The coverage of the Hong Kong visit earned the highest amount of impressions of all activity on @MidUlster\_DC in April.

Press coverage, including a substantial piece in the News Letter, had a Mean Advertising Value Equivalent of £11,756.29.

### *Cookstown Continental Market*

The first of this year's strategic events, the continental market takes place over the first weekend in June and the associated marketing action plan has been at implementation stage since April.

Work is on-going to complete advance promotion of the event and the marketing and communications team will be delivering live social media coverage across the 2 days.

### **Recycling Campaign Evaluation 2017-2018**

The full 2017-2018 recycling campaign evaluation is included as an appendix to this report.

In the last year the Mid Ulster household composting and food recycling rate has increased from 27.95% to 32.6%, which represents an overall increase of over 4.5% - the highest in Northern Ireland.

Our overall recycling rate also continues to climb and is currently sitting at 54.6% (the highest in Northern Ireland), already exceeding the 50% national target and an increase of 4.4% from the same quarter last year.

### **2018-2019 Campaign Plan**

In the 2018-2019 year, the campaign is being developed using NI-wide recycling segmentation information generated via WRAP, as well as specific Mid Ulster Waste Composition analysis.

The service will also be taking cognisance of the NI Recycle Now Communications Plan 2018-2021 which is due for release by the end of May.

## Leisure & Outdoor Recreation

### General

The service continues to work to support the delivery of existing programmes, but also as part of the leisure improvement objective working group.

- Customer surveys for all leisure facilities will go live w/c 21 May 2018.
- The summer what's on guide, a substantial piece of copy and design work, is now complete to first draft stage with a final sign-off date of end May.
- A leisure customer insight paper which will be the bedrock of the new marketing strategy will be complete by the end of May and a sponsorship briefing paper has been submitted as part of the Income Generation Working Group's considerations.
- A new draft Parks marketing strategy will be complete by the end of June.
- An integrated marketing plan for the health and well-being programmes delivered by leisure and environmental health is now also being developed following receipt of programme information for 2018-2019.
- Social media training continues with facilities, with specific content developed for delivery by facilities (e.g. Park Run, Mental Health Awareness Week). Direct out-of-hours support for 3 recent swimming pool closure incidents has also been provided.

### Core Service Activity Levels

*News releases issued in March and April.*

*Note: news releases are not an end in themselves and are often simply the core script. Further creative content and messaging evolves to suit different audiences and translates into activity across channels.*

	No issued	Breakdown by service area:
<b>March 18</b>	18	Economic Development 5; Arts & Culture 4; Environment & Property 3; Environmental Health 3; Tourism 1; Corporate 1; Fair Trade 1
<b>April 18</b>	19	Environment & property 4; Culture & Arts 4; Tourism 2; Environmental Health 2; Economic Development 2; Leisure 1; Chair's Business 1; Corporate 1; Good Relations 1; Capital Projects 1

## Media Enquiries

	No received	No answered in 4hrs	Fastest response time	Slowest response time	Top Topic(s)	Top Source(s)
<b>March 18</b>	33	25	Immediate	11hrs 57mins	Bonfires (8)	Tyrone Courier (11), Dungannon Herald (7), Irish News (5)
<b>April 18</b>	34	24	5mins	21hrs 47mins	Bonfires (10); Travellers (4)	Irish News (9), Dungannon Herald (7), Tyrone Courier (6)

## Corporate

### Internal communications

- Team brief to be issued w/c 21 May 2018.
- Next staff news letter to be issued in June.
- Quotations are also being sought to create animated 'explainer' videos as a means of changing the approach to engaging with all staff but specifically those working outside of main offices and addressing their understanding of key policy areas (GDPR, Social Media, Litter and Environmental reporting).

The first 3 videos will run as pilots and evaluation will help to determine if the approach should be adopted to improve staff engagement.

### Insight: Residents' Magazine

The residents' magazine was distributed w/c 23 April 2018, with content supporting corporate and service priorities, as well as improvement objectives.

Anecdotal feedback continues to suggest the magazine is received positively e.g. in this issue, the Makers' Market piece generated social media posting and additional makers expressing an interest in becoming involved in the craft development programme.

### Social Media: Weekly News Round-Up

A new 'Mid Ulster news' round-up video is now being produced weekly for the Council's social media channels.

The video runs to approximately 40secs each time and highlights our news content with the most significance or interest from the previous week.

## **Strategic Projects**

*Village Renewal and Capital Projects* – a timetable of promotional activity has been developed to profile the village renewal projects completed at 31 March 2018 and is now being rolled out. A further timetable will follow to manage timely promotion of the remaining projects as they complete.

*Coalisland Public Realm* – a formal communications plan is to be created following submission of economic appraisal to DfC and in preparation for the project's progress to the next stage.

*Maghera High School site* – a draft communications paper has been developed, setting out the context, messaging and Q&As for the project in anticipation of moving to PAN stage.

*Dungannon Leisure Development* – the existing communications plan will be revised when the new draft timeline is complete.

## Appendix 1

### Recycling campaign 2017 evaluation

Reducing the amount of waste going to landfill and increasing recycling in the brown and blue bins is a strategic priority for the Council. For this reason, a targeted communications campaign was devised to help Environmental Services deliver vital recycling messages to the residents of Mid Ulster. The budget was extremely limited and only covered photography so promotion focused solely on press and social media.

The campaign ran from March – December 2017 with 14 key activities taking place all promoting the Council's commitment to tackling waste and recycling in the district. These were:

- 1) Recycling packs to every home in the district
- 2) Eco-Speak schools competition- 'Our Fight Against Food Waste'
- 3) Bin-ovation tablet giveaway
- 4) Compost Awareness Week
- 5) New bin lorry messaging promoting food waste recycling
- 6) Closure of Magheraglass Landfill site
- 7) Highest recycling rate for year April 2016 – March 2017
- 8) E-waste recycling week- recycle and win a tablet or laptop
- 9) Recycling Week 2017 and highest recycling rate for first quarter of 2017 / 2018  
+ campaign on social media
- 10) Halloween social media campaign
- 11) European Week for Waste Reduction
- 12) Eco-school success in Mid Ulster
- 13) Report it function on Bin-ovation
- 14) Christmas recycling and highest yearly recycling rate release and campaign on social media.

To help determine whether this campaign and promotion was effective, I have carried out an evaluation of each point including how it was picked up by the local press and the interaction it got on social media.

- 1) Recycling packs to every home in the district encouraging food waste in the brown bin (March – April 2017)

The aim of this promotion was to launch our brown bin and food waste campaign to our residents following the introduction of new food waste regulations. We introduced the campaign by delivering recycling packs free to every house in the district containing bin stickers and a free roll of compostable caddy liners. We also offered free kitchen caddies and brown bins to any residents who didn't have one which proved extremely successful.

### Summary Design Activity

	Artwork Produced	Quantity
Flyer to residents	Flyer for pack designed	1

Bin stickers	3 bin stickers for packs designed	3
Web	Website Banner MUDC site	1
	Graphics for Facebook	1

A launch picture was arranged with the Chair of the Council to accompany the promotion in the press and on social media.

### Summary Press Activity

No of articles	Titles
1	The Democrat, Mid Ulster Observer, Dungannon Observer, County Derry Post, Tyrone Herald, Mid Ulster mail, Mid Ulster Mail South Derry

Radio interview with Q Radio was also arranged with the Chair, Councillor Trevor Wilson to promote the recycling packs and the food waste in the brown bin message.

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	2	2	2	
Reach	1,743	3,046	1,785	6,574
Video Views	N/A	N/A	N/A	N/A
Engagement	97	143	92	332

Twitter (Mid Ulster)	
Tweets	2
Impressions	1,763
Engagement	25

## 2) Eco-Speak schools competition- 'Our Fight Against Food Waste' (April – May 2017)

The aim of this promotion was not only to promote the annual Eco-Speak schools competition but to tie it into our ongoing food waste campaign as the theme for the 2017 event was 'The Fight Against Food Waste'. This got young people thinking and talking about food waste and what they can do to reduce this and help the environment.

### Summary Design Activity

	Artwork Produced	Quantity
Promotional material	Registration form for schools	1
Graphics	Eco-Eddie graphics updated	1



Photography was arranged to cover the event, a speech was written for the Chair of the Environment Committee (who was opening the event) emphasising the Council's commitment to tackling food waste, and a member of the Marketing and Communications team sat on the judging panel.

### Summary Press Activity

No of articles	Titles
1	The Mid Ulster Mail, Mid Ulster Mail South Derry edition, Tyrone Courier

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	2	1	1	
Reach	3,900	619	646	5,165
Video Views	N/A	N/A	N/A	N/A
Engagement	803	61	45	909

Twitter (Mid Ulster)	
Tweets	2
Impressions	3,686
Engagement	102

### 3) Bin-ovation tablet giveaway (April – May 2017)

This promotion was carried in the April edition of the resident's magazine and on social media only as it was running alongside the Eco-Speak and Compost Awareness Week promotion. Boosted with a £50 promoted post, split across the 3 Facebook pages.

The aim of the competition was to promote the free bin-ovation app and increase downloads of it while at the same time tying it into the Council's overarching recycling campaign. This created 203 new users for the app in the month-long period of the competition.

### Summary Design Activity

	Artwork Produced	Quantity
Promotional material	Page in Residents magazine designed	1

Winner pic was arranged with the Chair of the Council, Councillor Trevor Wilson for use on social media.

### Summary Press Activity

No of articles	Titles
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N/A	N/A
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### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	2	2	2	2
Reach	9,200	7,736	8,000	24,936
Video Views	N/A	N/A	N/A	N/A
Engagement	670	433	227	1,330

Twitter (Mid Ulster)	
Tweets	2
Impressions	1,732
Engagement	26

#### 4) Compost Awareness week – free compost giveaway (May 2017)

The aim of this promotion was to raise the profile of Compost Awareness Week but more importantly to tie it into our overall brown bin and food waste campaign by highlighting that the free compost up-for-grabs all came from recycled food waste in Mid Ulster.

### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	

A launch picture was arranged with the Chair of the Environment Committee to accompany the promotion in the press and on social media.

### Summary Press Activity

No of articles	Titles
1	Mid Ulster Mail, The Mid Ulster Mail South Derry edition, County Derry Post, Tyrone Times, Tyrone Courier

A radio interview with Q Radio was also arranged with the Chair of the Environment Committee, Councillor Clement Cuthbertson to promote the compost giveaway.

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total

No of posts	3	3	4	10
Reach	20, 040	11,698	12,016	43,754
Video Views	N/A	N/A	N/A	N/A
Engagement	341	169	117	627

<b>Twitter (Mid Ulster)</b>	
Tweets	4
Impressions	4,391
Engagement	264

#### 5) New bin lorry messaging promoting food waste recycling (May 2017)

The aim of this promotional activity was to highlight and profile the new bin lorry messaging which would encourage residents to dispose of food waste correctly in the brown bin and not the black. The new panels made our message visible and out there for everyone to see and the graphics also illustrate the benefits of recycling our food waste properly and the difference this makes to the environment which is what we want to relay and instil in residents' minds.

#### Summary Design Activity

	<b>Artwork Produced</b>	<b>Quantity</b>
Graphics	Panels for bin lorries designed	4

A launch picture was arranged with the Chair of the Environment Committee to accompany the promotion in the press and on social media.

#### Summary Press Activity

<b>No of articles</b>	<b>Titles</b>
1	Mid Ulster Mail, The Mid Ulster Mail South Derry edition, County Derry Post, Tyrone Courier

#### Summary Social Media Activity

<b>Facebook</b>	<b>Visit Cookstown</b>	<b>Visit Magherafelt</b>	<b>Discover Dungannon</b>	<b>Total</b>
No of posts	1	1	1	3
Reach	2,055	1,414	2,768	6,237
Video Views	N/A	N/A	N/A	N/A
Engagement	225	183	370	778

<b>Twitter (Mid Ulster)</b>	
Tweets	1
Impressions	1,583

Engagement	63
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#### 6) Closure of Magheraglass Landfill site (May 2017)

The aim of this promotion was not only to highlight the site's closure after exactly 20 years in operation but to tie it into our brown bin messaging about the importance of recycling properly in the brown bin to reduce the reliance on such landfill sites.

#### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	N/A

A launch picture was arranged with the Chair of the Council to accompany the promotion in the press and on social media.

#### Summary Press Activity

No of articles	Titles
1	Mid Ulster Mail, Mid Ulster Mail South Derry edition

N.B May was an incredibly busy month for recycling promotion plus due to the location only relevant to people in the Cookstown area.

#### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	1	N/A	N/A	1
Reach	2,900	N/A	N/A	2,900
Video Views	N/A	N/A	N/A	N/A
Engagement	575	N/A	N/A	575

Twitter (Mid Ulster)	
Tweets	1
Impressions	711
Engagement	28

#### 7) Highest recycling rate for first quarter

The aim of this promotion was to highlight the Council's successful recycling rate- the highest of all 11 Councils. This gave us the opportunity to thank residents for all their recycling effort and allowed us to reiterate our recycling messages and that they were making a difference.

### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	N/A

### Summary Press Activity

No of articles	Titles
1	Mid Ulster Mail, The Mid Ulster Mail South Derry edition, Tyrone Times, Tyrone Courier

A launch picture was arranged with the Chair of the Environment Committee to accompany the promotion in the press and on social media.

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	1	1	1	3
Reach	2,300	3,700	1,100	7,100
Video Views	N/A	N/A	N/A	N/A
Engagement	59	388	39	486

Twitter (Mid Ulster)	
Tweets	1
Impressions	2,073
Engagement	62

### 8) E-waste recycling week- recycle and win a tablet or laptop (June 2017)

The aim of this promotion was to not only promote recycling in the black, blue and brown bins at home but to also highlight recycling at our recycling centres. The competition provided us with the perfect opportunity to promote this as it involved recycling old electrical equipment at any participating recycling centres discouraging residents from disposing of such items incorrectly in the black bin.

### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	N/A

### Summary Press Activity

No of articles	Titles
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2	Mid Ulster Mail, The Mid Ulster Mail South Derry edition, Tyrone Times, Tyrone Courier
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A launch picture was arranged with the Chair of the Environment Committee to accompany the promotion in the press and on social media.

Radio interview with Q Radio arranged with the Chair of the Environment Committee, Councillor Ronan McGinley to promote the 'recycle and win' message.

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	4	5	4	13
Reach	18,700	15,823	12,881	47,404
Video Views	N/A	N/A	N/A	N/A
Engagement	1,337	1,360	853	3,550

N.B. Boosted promotion with a £50 promoted post, split across the 3 Facebook pages.

Twitter (Mid Ulster)	
Tweets	4
Impressions	8,149
Engagement	186

### 9) Recycling Week 2017 and highest yearly recycling rate + campaign on social media (September 2017)

We wanted to do something original to promote Recycling Week 2017 so we decided on a digital first approach and ran a campaign of videos on Facebook and Twitter to promote our recycling messages to residents. Focused primarily on social media for this campaign. This worked really well and resulted in a lot of interaction with residents directly where we could answer their recycling queries. The views on the videos were extremely impressive.

### Graphic Design requirements

	Artwork Produced	Quantity
Video work	Videos edited and pieced together	4

A launch picture was arranged with the Chair of the Environment Committee to accompany the promotion in the press and on social media.

A lot of time and effort was spent visiting video subjects, recording footage and editing the videos to get the finished product.

### Summary Press Activity

No of articles	Titles
1	Tyrone Herald

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	6	6	6	18
Reach	18,089	8,097	21,685	47,871
Video Views	4,076	1,931	5,826	11,833
Engagement	889	545	1,964	3,398

Twitter (Mid Ulster)	
Tweets	6
Impressions	13,058
Engagement	249
Views	301

### 10) Halloween social media campaign (October 2017)

We again decided on a digital first approach for our Halloween recycling messaging. This consisted of a campaign on Facebook and Twitter offering tailored recycling advice to residents for over the Halloween period.

### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	N/A

### Summary Press Activity

No of articles	Titles
N/A	N/A

Extensive research was done to source the resources (videos and GIFs from Wrap's website) and then all posts were scheduled on Facebook and posted in real-time on Twitter over the Halloween period.

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	4	4	4	12
Reach	3,588	3,297	2,841	9,726

Video Views	N/A	N/A	N/A	N/A
Engagement	50	81	47	178

<b>Twitter (Mid Ulster)</b>	
Tweets	4
Impressions	3,797
Engagement	87

#### 11) European Week for Waste Reduction (November 2017)

The aim of this promotional activity was to encourage residents to make a pledge to 'Give It a New Life' and upcycle old materials during European Week for Waste Reduction which would reduce waste at home and at work.

#### Summary Design Activity

	<b>Artwork Produced</b>	<b>Quantity</b>
N/A	N/A	N/A

A launch picture was arranged with the Chair of the Environment Committee to accompany the promotion in the press and on social media.

#### Summary Press Activity

<b>No of articles</b>	<b>Titles</b>
1	Tyrone Times, County Derry Post, Tyrone Courier

A radio interview with Q Radio was also arranged with the Chair of the Environment Committee, Councillor Ronan McGinley to promote the 'Give It a New Life' recycling message.

#### Summary Social Media Activity

<b>Facebook</b>	<b>Visit Cookstown</b>	<b>Visit Magherafelt</b>	<b>Discover Dungannon</b>	<b>Total</b>
No of posts	2	2	2	6
Reach	1,887	2,226	1,798	5,911
Video Views	N/A	N/A	N/A	N/A
Engagement	51	101	36	188

<b>Twitter (Mid Ulster)</b>	
Tweets	2
Impressions	3,704
Engagement	56



## 12)Eco-school success in Mid Ulster (November 2017)

The aim of this promotional activity was to highlight the Council's ongoing commitment to recycling including in schools- which is validated by the fact that we have the highest percentage of Green Flag Eco-Schools of all 11 councils.

### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	N/A

A launch picture was arranged with the Chair of the Environment Committee to accompany the promotion in the press and on social media.

### Summary Press Activity

No of articles	Titles
1	Mid Ulster Mail, The Mid Ulster Mail South Derry edition, Tyrone Courier, Tyrone Times, Dungannon Herald

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	1	1	1	3
Reach	1,300	2,700	950	4,950
Video Views	N/A	N/A	N/A	N/A
Engagement	54	311	24	389

Twitter (Mid Ulster)	
Tweets	1
Impressions	2,278
Engagement	100

## 13)Report it function on Bin-ovation (November 2017)

The aim of this promotion was to raise the profile of the Bin-ovation app and highlight the new 'report it' function as well as create new users for the app while tying it into the Council's ongoing recycling and waste messaging. As a result of the promotion 27 reports have been submitted to the app.

### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	N/A

Launch picture was arranged with the Chair of the Environment Committee to highlight the promotion and accompany press and social coverage.

### Summary Press Activity

No of articles	Titles
1	County Derry Post, Dungannon Herald

N.B. The promotion for this activity was issued the same week as the Eco-Schools success piece so coverage in press was split between the two. Should have been spaced out more.

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	1	1	1	3
Reach	1,000	1,400	2,100	4,500
Video Views	N/A	N/A	N/A	N/A
Engagement	54	81	129	240

Twitter (Mid Ulster)	
Tweets	1
Impressions	1, 803
Engagement	44

14) Christmas recycling and highest yearly recycling rate release and campaign on social media (December 2017)

The aim of this promotional activity was to assist Environmental Services in communicating its main Christmas recycling messages- food waste in the brown bin and where to dispose properly of other items common at Christmas i.e. wrapping paper, cards, packing etc. Also highlighting that again Mid Ulster was top of the recycling table for the year 2016-2017. To make this more effective, in addition to issuing a news release to the press, we ran a campaign on Facebook and Twitter over the festive period offering tailored recycling advice to residents which proved successful and had impressive interaction on both channels.

### Summary Design Activity

	Artwork Produced	Quantity
N/A	N/A	N/A

A launch picture was arranged with the Chair of the Environment Committee to highlight Christmas recycling and to accompany the promotion in the press and on social media.

Extensive research was done to source the resources (videos and GIFs from Wrap's website) and then all posts were scheduled on Facebook and posted in real-time on Twitter over the Christmas period.

### Summary Press Activity

No of articles	Titles
1	Mid Ulster Mail, The Mid Ulster Mail South Derry edition, County Derry Post, Tyrone Times, Dungannon Herald

### Summary Social Media Activity

Facebook	Visit Cookstown	Visit Magherafelt	Discover Dungannon	Total
No of posts	7	7	7	21
Reach	11,005	7,952	7,305	26,262
Video Views	1,691	1,390	1,301	4,382
Engagement	326	250	233	809

Twitter (Mid Ulster)	
Tweets	7
Impressions	17,833
Engagement	223
Views	636