



STRATEGIC COMMUNICATIONS PLAN

Timebanking Dumfries and Galloway *Bringing Communities Together*

January 2015 - March 2016



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Overview

The aim of this communications plan is to design and implement strategies to create awareness of and to reach, engage and influence the communities of Dumfries and Galloway with the message and benefits of time banking.

Overall Time Banking VISION

To make time banking part of the fabric of everyday life and a rewarding experience for everyone involved.

MISSION

To promote, develop and sustain time banking in Dumfries and Galloway and utilise people's skills to tackle social problems. To help build stronger communities through mutual support and improved social networks. A society in which the value of someone's contribution is not only measured by the qualifications they have gained, status in life or income they have earned.

We believe that time banking can transform the lives of members by building stronger, happier and more inclusive communities.

STRAP LINE

Bringing Communities Together

CORE VALUES

- **Improving our communities** - Belonging to a mutually supportive and secure social network brings more meaning to our lives and new opportunities to build our trust in one another.
- **Working together to build social networks** - We need each other. Giving and receiving are the basic building blocks of positive social relationships and healthy communities. Reciprocity is essential.
- **People are assets** - The real wealth of any society is its people. Every individual has valuable experience, skills and connections to contribute to the well-being of others in their local community.
- **Redefining work** - All work has value, paid or unpaid. Activities such as keeping communities safe, fighting injustice and making democracy work have to be recognised and rewarded as real work. If time is the currency, we all wake up every day with the same amount of hours.
- **Empowerment** - The voices of those being helped must be respected, amplified, responded to and acted upon.

Regional Aims and Objectives

To work across Dumfries and Galloway to establish partnerships with local people, groups and organisations to promote time banking across the region, and establish at least one Time Bank by the end of the 2 year project.

1. To promote time banking as a flexible tool that increases community cohesion, reduces social isolation and improves health and wellbeing.
 - a. Develop a communications plan and manage external communications.
 - b. Develop introductory information packs and other promotional material.
2. To create effective partnerships that contribute to the support, development and consolidation of time banking.
 - a. Create working partnerships with lead agencies in the area of health inequalities.
 - b. Develop a sustainability plan for sourcing and applying for continuity funding.
3. To ensure that Time Banks are strong, vibrant, healthy and supported.
 - a. Support, include and involve existing time banks.
 - b. Develop and oversee the delivery of training on Time Banks to an agreed standard. Oversee delivery of agreed standards and quality assurance.
 - c. Develop and ensure implementation of agreed processes and procedures
 - d. Evaluate and establish an agreed database on which participants Time Bank accounts can record time banking activity.
4. Develop a research and evaluation framework that measures impact on social capital, health and wellbeing and co-production of public services. – may require further funding to carry out a research project in the future once we have a few time banks developed.
 - a. Oversee the use of measurement tools in the test site areas.

External Environmental Scan (PESTLE)

Political, Economic, Sociological, Technological, Legal and Environmental Factors

These key factors will have a major impact on how the community responds to the concept of time banking and ultimately affect the success of the project.

Political factors - *Interest rates, exchange rates and the inflation rate.*

- Government interventions in the economy, such as tax policy, labor law, environmental law, trade restrictions, tariffs, and political stability.
- The impact of taxation and welfare reforms affecting revenue generation.
- Strong national support; PYF funding is an indication of this support.
- Time banking has been around for 26 years and has a proven track record of success.

Economic factors - *Economic growth and relevant social issues*

- Dumfries and Galloway has areas of multiple deprivation. Social return of investment (SROI) and cost of running the project has to be measured against the benefits. SROI long term benefits including increased social inclusion, increased community cohesion and safety, reduction in inequalities and sustained and improved community resources.
- A generational approach needs to be adopted to ensure sustainability.
- Demand for public services is increasing faster than spending. This is driven partly by austerity measures but also by long term drivers of demand such as demographic changes and an increase in long term/chronic health conditions. The over 65s population in the Dumfries and Galloway is forecast to increase by 40% by 2037, whereas the number of children and working age adults are projected to fall, (National Records for Scotland, 2012) putting an increased tax burden on the younger minority.
- Central to supporting time banks, to develop and thrive as social innovators, is to develop a range of time banks within public services, at community level and between organisations. The greater the number of time banks the more transferrable the currency becomes and the more sustainable time banking can become. (Give and Take: How Timebanking is Transforming Healthcare)
- The equivalent wage of a member's time is equal to £11 an hour. (Martin Simon, Co-Founder of Time Banking in the UK)

| | | |
|--|--|--|
| <p>Sociological – <i>Socio-cultural factors include health consciousness, career attitudes and emphasis on safety.</i></p> <ul style="list-style-type: none"> □ Social factors: An ageing population in Dumfries and Galloway means issues surrounding isolation will affect the members (who are most in need of joining the time banks). □ Stockport Time Bank - Good Neighbour Safe Return from hospital – support for patients leaving the hospital (Potential for networking). □ Adults living alone are predicted to be the most common household type at 40% of all households in 2037 in D&G (Regional Observatory website – ‘The Population and its Health’) and there is powerful evidence that social factors like isolation and class influence health outcomes. □ Time banking supports carers by providing a break from the caring role, reassuring carers that they have skills that are wanted in the wider community and supporting a life outside caring. | <p>Technological - <i>Changes in technological trends (use of the internet, Facebook, Twitter etc.) which dictate what the needs/requests will be.</i></p> <ul style="list-style-type: none"> □ There are two internet based software packages to record time banking exchanges. “Time on Line” software is dependent on Time brokers to manage the pages. The new database “Time and talents” (TnT) is less dependent on a broker, it allows members to manage their own pages, post offers and requests, and leave feedback online and should therefore be self-sustaining. ‘TnT’ gives people ownership and more personal investment. □ 29% of the population in D&G are non-internet users, the highest percentage of non-users in the UK. □ Social media – works really well e.g. in Dalbeattie, less than 24 hours after a Facebook event was posted, the information had been seen and accessed by a quarter of the population. | |
| <p>Legal - <i>Changes in the law that will have an impact on Time banking.</i></p> <ul style="list-style-type: none"> □ Some Insurance Companies impose restrictions on the types of exchanges that can take place. □ Legal structure of the time bank. Currently hosted by Third Sector, Dumfries and Galloway (Local Third Sector Interface or TSI). <p><i>* All these must link into how the communications plan affects older people who are the focus of the project.</i></p> | <p>Environmental - <i>ecological and environmental aspects such as weather, climate, and climate change, which may especially affect industries such as tourism, farming and insurance policies.</i></p> <ul style="list-style-type: none"> □ The Weatherisation Project in USA is a free service run by time bankers to insulate and repair homes to make them more energy efficient. □ Scope for partnership working with teams working on community development and resilience, with particular reference to enabling communities to support themselves in emergencies. | |

Internal Organisational Scan (SWOT)

Strengths Weakness Opportunities and Threats facing the project. (Useful for tracking changes and measuring growth).

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Tried and tested in 40 of countries with the following benefits:<input type="checkbox"/> Stronger, healthier communities<input type="checkbox"/> Builds confidence and resilience<input type="checkbox"/> Opportunity to utilise people's skills to tackle social problems - Time banking can break down barriers (isolation, lack of confidence, fear)<input type="checkbox"/> Mutual organisational support - partnership working. Organisations can share underused resources<input type="checkbox"/> Improved social networks - making new friends through events<input type="checkbox"/> Equal value placed on everyone's contribution<input type="checkbox"/> Sense of belonging to a mutually supportive and secure social network (brings more meaning and new opportunities to build trust)<input type="checkbox"/> Encourages reciprocity - giving and receiving are the basic building blocks of positive social relationships and healthy communities<input type="checkbox"/> People are assets - Everyone has something to offer. The real wealth of any society is its people<input type="checkbox"/> Redefining work - all work has value, paid or unpaid<input type="checkbox"/> Time is an important currency - we all wake up every day with the same amount of hours.<input type="checkbox"/> Mutual respect - all are equal | <ul style="list-style-type: none"><input type="checkbox"/> The website has the potential to provide much more information and be more interactive<input type="checkbox"/> Not much information about previous events<input type="checkbox"/> Potential for establishing more time banks in the Nithsdale area<input type="checkbox"/> Community engagement is highly dependent on what people are able to offer<input type="checkbox"/> Long term sustainability in question<input type="checkbox"/> Finance - Insurance restrictions<input type="checkbox"/> Difficulty in reaching socially isolated people |

| Opportunities | Threats |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Liaison/joint activities with other Time Banks across the region <input type="checkbox"/> To increase awareness/education in churches and community groups to help spread awareness and increase understanding <input type="checkbox"/> Media relations – radio interviews <input type="checkbox"/> More partnership working <input type="checkbox"/> Other organisations offering similar services e.g. LET's Schemes – opportunities for partnership working with organisations who already have a good grasp of the concept of sharing time and the value that provides. | <ul style="list-style-type: none"> <input type="checkbox"/> People feeling they have nothing to offer but not knowing how to ask for help. The alien concept of receiving. <input type="checkbox"/> People involved in time banks only for altruistic purposes <input type="checkbox"/> Funding restrictions – time banking has a medium to long term return on investment and project was only funded for 2 years. <input type="checkbox"/> Existing organisational barriers. Organisations scepticism of the value of time banking to their clients. <input type="checkbox"/> Organisational competition – seeing others organisations as threats or as competition <input type="checkbox"/> Perception of time banking by other organisations as taking away from or duplication of community purposes. <input type="checkbox"/> Fear of losing autonomy <input type="checkbox"/> Fear of competition - taking business opportunities away from small businesses e.g. window cleaners, laundry and taxi drivers <input type="checkbox"/> Staying open <input type="checkbox"/> Apathy towards community engagement <input type="checkbox"/> Motives for joining - The idea of using cheap labour through the Time Bank. Time banking is not to replace paid services. |

COMMUNICATION PLAN:

Creating Awareness of Time banking in Dumfries and Galloway

1. STRATEGIC OBJECTIVES

- To raise awareness of time banking and its benefits through the local media to the residents of Dumfries and Galloway resulting in 5-6 pieces of media coverage in the first quarter.
- Create an interactive approach to time banking via the website and social media – particularly Facebook and Twitter.
- Encourage people to join a Time Bank. Target audience will include members of the local community who do not yet have a direct contact with time banking. Our funder, Putting You First, has specified that 50% of our members should either be carers or the elderly over the age of 55.
- Initial target is 40 members a year. New target is to increase the current number of members to 150 within the Nithsdale, Upper Nithsdale (Action for Children), Stewartry and Glenkens time banks.
- Create interaction between other time banks (both local and national).
- A 30% return on survey results (6 month survey on all 82 members).
- To increase community cohesion - target 6 more community groups (an increase from 9 to 15).
- 1000/2000 newsletters printed and distributed to time banks in Dumfries and Galloway (especially in Dalbeattie) by the end of the first quarter.
- Case studies and stories to form a large part of the Regional Time Banking Project. The idea behind the case studies is that they provide evidence of how time banking has benefited individuals, both socially and in terms of health and wellbeing: 10 Case studies by July 2015. The main case studies will centre on individuals over 65, and individuals who are carers. However, time banking is a multi-generational project, so we will also include one or two stories of younger time bank members. These case studies will help to address the following questions:
 - How should we develop the time banking project?
 - Why does time banking work for some users, or in some areas, and not in others?
 - What are/were the needs of the time bank users that were not anticipated at the beginning of the project?
 - What were the additional unintended and/or unexpected positive and negative consequences?

The insight from these studies will help to contribute to the development of the project and help with future funding.

2. STAKEHOLDER MAPPING - DEFINING KEY AUDIENCES AND STAKEHOLDERS

Charities and other non-profit organisations have diverse stakeholder groups, often with conflicting needs and expectations, so prioritising and focusing on the voices that must be heard is vital. Some stakeholders will need to be identified geographically and a different approach used to reach them.

Stakeholder Groups/Categories

- 1. Service users/members of the Time Banks**
- 2. Staff of TSD&G/Volunteers**
- 3. Journalists (Media) to be targeted**
 - a. Magazines - D&G Life**
 - b. Newspapers - Dumfries and Galloway Standard, Courier, Annandale Observer, Galloway News**
 - c. Television – Annandale TV, Border Television**
 - d. Radio – BBC Radio Scotland, Alive Radio, West Sound FM**
- 4. Time brokers/New Time Brokers**
- 5. Funders – PYF team**
- 6. Regulators – Government/Time Banking UK/Local council**
- 7. Local community**
- 8. Suppliers/Partners**
- 9. Pressure Groups/Special Interest Groups – Churches**
- 10. Potential customers**
- 11. Opinion Leaders/Advocates/Ambassadors**
- 12. Communities/Organisations and international –Time Banks in the UK and USA**

The following stakeholders have been identified as critical to the success of the project. Some groups/individuals will belong to more than one stakeholder group and may therefore be targeted twice.

PHASE ONE/YEAR ONE - we spoke to:

Carers groups and Social Care Groups:

Wellness and Recovery College, NHS - Social prescribing programme/Stewartry Steering group, Wigtownshire Locality Steering Group, Princess Royal Trust for Carers and Carers Centre, Carers Interest Network, Dumfries and Galloway Hard of Hearing Group, Care Training Consortium Limited, Building Healthy Communities, Castle Douglas Day Centre, Allanbank Care Home, Stewartry GP's, Castle Douglas Community Hospital, Visibility Scotland, Summerhill Community Centre, Nithbank and Social Work Co-ordinators, Nithsdale Social Work Team, Dumfries and Galloway Psychology Team, Cross Roads Care, Rainbow Services UK Ltd, Scottish Care, Headway, Alzheimer Scotland, Care Call, Capability Scotland, Food Train, Macular Disease Society, DICE.

Communities and Community Resilience:

Community Resilience Dumfries and Galloway Council, Community Learning and Development Stewartry and Nithsdale, Principal Officers Partnership Support Stewartry and Wigtownshire, University of the Third Age, Allanton Peace Sanctuary, Dumfries Prison, Dumfries and Galloway Multicultural Association, Moniaive Initiative, British Red Cross, Dalbeattie High School, Dalbeattie Community Initiative, Dalbeattie Community Council, Castle Douglas Development Forum, Royal Voluntary Service, Dumfries and Galloway Advocacy Service, Youth Parliament Stewartry, Alcohol and Drug Support, Young Scot Awards Co-ordinator, Doonhame Derby Dolls, LGBT Plus.

Housing: Federation of Residents and Tenants Association, Dalbeattie Tenants and Residents Association, Locharbriggs Residents Association, D&G Small Community Housing Trust, DGHP, Loreburn Housing, Irvine Housing Association.

Other Time banks: Action for Children, Lifecare Trust, Stockport Time bank - Good Neighbour Safe Return from Hospital, Argyll and Bute Time Bank, Perth and Kinross Time Bank, Dundee Time Bank, Edinburgh Time Bank, Time Bank in Bedfordshire, Castlemilk Time Bank, Ventnor Time Bank.

Ongoing Engagement:

| Type of Stakeholder | Stakeholder Name | Engagement Approach |
|--|---|--|
| Members of existing/local Time Banks | <input type="checkbox"/> Nithsdale Time Bank | <input type="checkbox"/> Email |
| | <input type="checkbox"/> Stewartry Time Bank | <input type="checkbox"/> Website |
| | <input type="checkbox"/> Glenkens Time Bank | <input type="checkbox"/> Facebook |
| | <input type="checkbox"/> Upper Nithsdale –Action For Children | <input type="checkbox"/> Twitter |
| Staff of TSD&G | <input type="checkbox"/> CEO, Management and staff | <input type="checkbox"/> Posters/flyers |
| | <input type="checkbox"/> Board of TSD&G | <input type="checkbox"/> Newsletters |
| | <input type="checkbox"/> Volunteers | <input type="checkbox"/> Time bank page |
| Time Bank brokers | <input type="checkbox"/> Action for Children | <input type="checkbox"/> Email |
| | <input type="checkbox"/> Lifecare Trust | |
| Enabling Stakeholders: Government/ Regulators Funders | <input type="checkbox"/> PYF Team | <input type="checkbox"/> Project Reports |
| | <input type="checkbox"/> Timebanking UK | <input type="checkbox"/> Case studies |
| | <input type="checkbox"/> Government | |
| Local Media | <input type="checkbox"/> WestSound FM | <input type="checkbox"/> Email |
| | <input type="checkbox"/> Alive Radio | <input type="checkbox"/> Face to face Interviews |
| | <input type="checkbox"/> BBC Radio Scotland | <input type="checkbox"/> Stories/articles |
| | <input type="checkbox"/> Dumfries and Galloway Standard | <input type="checkbox"/> Press releases/press conference |
| | <input type="checkbox"/> Dumfries Courier | <input type="checkbox"/> Events |
| | <input type="checkbox"/> D&G Life | <input type="checkbox"/> Case Studies |
| | <input type="checkbox"/> Annandale TV | |
| | <input type="checkbox"/> Border TV | |

| | | |
|--------------------------------------|--|---|
| New Partners and Suppliers | <input type="checkbox"/> Job Centre Plus | <input type="checkbox"/> Email |
| Training providers | <input type="checkbox"/> Community Learning & Development teams | <input type="checkbox"/> Newsletters |
| Third Sector groups | <input type="checkbox"/> Skills Development Scotland | <input type="checkbox"/> Flyers |
| Local businesses | <input type="checkbox"/> Newton Stewart Lets | <input type="checkbox"/> Posters |
| Housing associations/ social housing | <input type="checkbox"/> Doctors practices | <input type="checkbox"/> Presentations |
| Community health teams | <input type="checkbox"/> Dental practices | <input type="checkbox"/> Events/conferences |
| Health improvement teams | <input type="checkbox"/> Schools | |
| Public health practitioners | <input type="checkbox"/> Dumfries & Galloway Carers Centre | |
| Community groups Social Work | <input type="checkbox"/> Local businesses | |
| GP Surgeries | <input type="checkbox"/> Sports groups | |
| District nurses | <input type="checkbox"/> Healthy Connections Project: NHS Nithsdale Health Improvement Team | |
| Community Councils | <input type="checkbox"/> Community Notice Boards | |
| LETs Schemes | <input type="checkbox"/> Community groups in areas that have a Time Bank (specifically Dumfries and Dalbeattie initially, although groups out-with this area will not be discouraged from joining) | |
| Housing | <input type="checkbox"/> Local Cafes that are known hubs/ gathering places | |
| | <input type="checkbox"/> Federation of Residents and Tenants Association | |
| | <input type="checkbox"/> Dalbeattie Tenants and Residents Association | |
| | <input type="checkbox"/> Lochaberbriggs Residents Association | |
| | <input type="checkbox"/> D&G Small Community Housing Trust | |
| | <input type="checkbox"/> DGHP(Dumfries and Galloway Housing Partnership) | |

| | | |
|---|--|--|
| <p>Local community</p> <p>Potential time bank members</p> | | <ul style="list-style-type: none"> <input type="checkbox"/> Events (Coffee mornings) <input type="checkbox"/> Posters/flyers in GP and Dental Surgeries <input type="checkbox"/> TV Advert <input type="checkbox"/> Newspaper articles <input type="checkbox"/> Website <input type="checkbox"/> Radio Soundbites <input type="checkbox"/> Facebook/Twitter |
| <p>Pressure groups</p> | | <ul style="list-style-type: none"> <input type="checkbox"/> Presentations <input type="checkbox"/> Flyers/leaflets <input type="checkbox"/> Events/debates |
| <p>Special Interest groups -</p> <p>Community groups Local Churches</p> <p>Youth groups</p> <p>Schools and colleges</p> <p>Universities</p> <p>Duke of Edinburgh teams</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Friends and Neighbours <input type="checkbox"/> Troqueer Parish Church <input type="checkbox"/> River of Life Church <input type="checkbox"/> Light House Church <input type="checkbox"/> DG Voice <input type="checkbox"/> Dumfries & Galloway Multicultural Association <input type="checkbox"/> Dalbeattie Sports Hub <input type="checkbox"/> Big Burns Supper <input type="checkbox"/> Doonhame Derby Dolls <input type="checkbox"/> D&G Radio Unit <input type="checkbox"/> University of 3rd Age <input type="checkbox"/> Garden Network Event <input type="checkbox"/> Incredible Edible <input type="checkbox"/> Sandside Community Garden <input type="checkbox"/> Castle Douglas Community Garden <input type="checkbox"/> Stewartry Retirement Group <input type="checkbox"/> Dumfries Rotary Club | <ul style="list-style-type: none"> <input type="checkbox"/> Flyers/Posters <input type="checkbox"/> Case studies <input type="checkbox"/> Radio <input type="checkbox"/> Presentations <input type="checkbox"/> Website <input type="checkbox"/> Events |
| | | |

| | | |
|-------------------------|--|------------------------------------|
| Opinion Leaders/formers | | |
| International Community | <input type="checkbox"/> Other Time Banks in the UK/US | <input type="checkbox"/> hOurworld |

STAKEHOLDER ENGAGEMENT MATRIX

| Importance of Stakeholder – Low to High interest | |
|---|--|
| Keep Satisfied – Inform/ Consult Opinion Leaders/formers Local authority | Work Together – Inform/Consult/ Collaborate Members of Time Banks across the region Funders(PYF) Regulators (Timebanking UK) Staff and board of TSD&G Time Bank brokers Opinion Leaders/Advocates/Ambassadors |
| Minimal Effort – Inform Colleges and Universities Youth groups Schools Duke of Edinburgh teams International community Pressure groups | Show Consideration – Inform and Consult Media Community Groups Potential members |

3. KEY MESSAGES

What we need to say and how we say it must be linked with organisational objectives and depend on the particular audience we are targeting and their level of importance to the project.

- Information on how to use time credits
- Everyone has something to offer
- Every individual has valuable experience, skills and connections to contribute to the well-being of others in their local community
- Time banking can break down barriers by tackling social problems (isolation, lack of confidence, fear) by building stronger communities
- Mutual support needed from partner organisations
- Improved social networks – making new friends through events
- Value someone's contribution – Time banking ambassador
- Belonging to a mutually supportive and secure social network brings more meaning and new opportunities to build trust in one another
- Partnership Working - We need each other
- Skills exchange/swap - reciprocity - giving and receiving are the basic building blocks of positive social relationships and healthy communities
- People are assets. The real wealth of any society is its people
- We are Redefining work -all work has value, paid or unpaid
- Time is an important currency – spend time like we spend money. We all wake up every day with the same amount of hours
- Respect and Empowerment - all are equal

□ **Messages aimed at the local community**

- Message from the Department of Work and Pensions about the impact of time banking on benefits etc.
- Benefits of time banking – a lifeline/a reason to get out of bed
- More time banks needed in Dumfries
- Time banking works - Pictures of events, testimonials
- Information on how to use time credits
- Skills exchange/swap
- Everyone has something to offer. Every individual has valuable experience, skills and connections to contribute to the well-being of others in their local community
- Improved social networks – making new friends through events
- Belonging to a mutually supportive and secure social network brings more meaning and new opportunities to build trust in one another

□ **Messages aimed at policy makers /funders**

- Support time banking (e.g. story of boy caught in the landslide)
- Time banking results in job creation
- High SROI
- People are assets. The real wealth of any society is its people
- Skills exchange/swap - reciprocity - giving and receiving are the basic building blocks of positive social relationships and healthy communities
- We are Redefining work -all work has value, paid or unpaid

□ **Messages aimed at the media**

- Story telling - time banking works - pictures of events, testimonials
- Press releases

□ **Messages aimed at Local groups**

- Partnership Working - We need each other
- Time banking can break down barriers by tackling social problems (isolation, lack of confidence, fear) by building stronger communities

4. TOOLS AND TACTICS – COMMUNICATIONS CHANNELS/PLATFORMS

ELECTRONIC

- Website – to be updated regularly
- Social media - Facebook and twitter: set up in January 2015. Facebook posts and tweets sent regularly. Try to post at least every other day, twice per day is optimal. The best time to post on Facebook is 6-8am and 2-5pm; and the worst time is 1pam-4am. The best time to post on twitter is 1-3pm; and the worst time is 8pm-8am. Three people have access to post on Facebook and twitter. We follow local community groups, groups linked to TSD&G, local media, local colleges and universities, groups linked to older people and carers across Dumfries and Galloway and across Scotland. The number of Facebook and twitter followers is growing.
- You tube videos – short videos on time banking events/explaining what time banking is
- TV Screen in office to promote events, offers and requests
- Email newsletter to keep members updated
- SMS/text
- Telephone
- Blogging
- Community network (Ning)

EVENTS

- Stand at TSD&G Volunteer Conference in June
- Fundraising/ Coffee mornings eg. Techy Tea: Themed Tea/coffee mornings, Cans in Pubs,
- Mail Drop (handing out leaflets/flyers/newsletters at the job centre – date to be decided)
- Presentations/Workshops/Exhibitions – to targeted stakeholder groups
- Joint activities with other community groups or ‘piggy back’ on community events
- Time banking Vision Days – Targeted information days for partner organisations
- Flash mobs – attracting community interest
- Talking Tips: Talking points/tips on cleaning/cooking etc.
- Gift wrapping service: Communal Wrap/Jingle Wrap Parcel delivery (eg at Christmas)
- Time banking jingle/sound bites to be played on the radio
- Time Banking Day – community wide event to promote Time banking

EDITORIAL (News and stories from around the region)

- Newspaper articles
- Radio sound bites/interviews – West sound, Alive Radio and BBC radio Scotland

PUBLICATIONS

- ‘A’ frame to advertise coffee mornings (in use)
- Posters advertising offers and requests(in use)

- Posters on the walls in office/at community
- Leaflets, Newsletters
- Calendar with details of upcoming events e.g. training dates/conferences (2016)

PROMOTIONAL/ADVERTISING MERCHANDISE

- Time banking T-shirt
- Time banking bags and pens

5. RESOURCES

- Budget (Details of budget)
- Staff/Capacity

6. TIMESCALES

- Newsletters - (Nithsdale and Stewartry) End of April
- Radio Interviews – one every month
- Pictures on websites to be added after events (e.g. coffee mornings) Stories to be updated every two weeks
- Stories in the local media - Every month

7. EVALUATION – Quarterly Communications audit

- What's working locally what's not
- What should we see more of?
- What extra information would we need to improve our reach or target?
- How often is there contact between staff or administrators and brokers? Should this increase?

PROMOTIONAL IDEAS TO BE DISCUSSED

- Calendar
- Vision Days – for partner organisations
- Time banking T-shirt/bags/pens
- Time banking day
- Flash mobs – Summer time
- Time banking ambassadors
- Administer TnT