

Effective communication

13 May 2025



What we're going to cover



ABOUT THE
COMMUNICATIONS
TEAM



WORKING WITH THE
MEDIA



USING SOCIAL
MEDIA



CONSULTATION AND
ENGAGEMENT

What we do



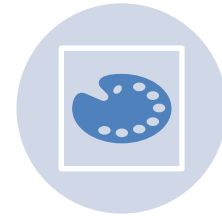
MEDIA
MANAGEMENT



INTERNAL
COMMUNICATIONS



DIGITAL
COMMUNICATIONS



GRAPHIC DESIGN



PROJECTS AND
CAMPAIGNS



WEBSITE



INTRANET

Working with the media



Helpful tips

Journalists are under more pressure

Forging good relations

Don't treat journalists as the enemy

'No comment'

Don't share anything that you wouldn't want to be made public

What makes a good interview?

01

Talk from
experience
and be
yourself

02

Pause before
answering

03

Try not to
interrupt

04

Don't say more
than you have
to!

Preparing for an interview



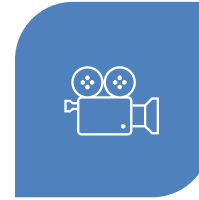
WHEN AND
WHERE DO YOU
NEED TO BE?



WHAT
QUESTIONS/AREAS
WILL BE COVERED?



WHO ARE YOU
SPEAKING WITH?



IS IT LIVE OR PRE
RECORDED?



DO YOU KNOW
THE FACTS?



WHAT ARE YOUR
THREE KEY
MESSAGES?



ARE OTHERS
BEING
INTERVIEWED?



IF YOU CAN SEE A
MICROPHONE OR
CAMERA,
ASSUME IT'S ON!

Giving an interview

1

Before you start, ask for a quick recap of what they want to talk about

2

If you don't know the answer, be honest – don't pretend you know the answer

3

Keep calm

4

Use plain English, avoid jargon

5

Practice your answers ahead of time

6

Stick to your three key messages



Visual factors

If you are on TV or in a photo, consider the following:

01

Location

02

What's behind
you

03

Personal
appearance

04

Body language



Social Media



GCC's channels

Instagram

X

Facebook

Nextdoor

Before posting



Read the LGA's
useful guide on
social media



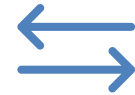
Am I in the right
frame of mind?
Am I grumpy?
Am I tired?



Would I say this,
if I was in a room
with the
person/people?



Avoid insensitive
content



Only use if you
feel
comfortable
and prepared
to deal with the
questions and
engagement



Screenshots
last forever

Getting the best from social media



Photos/video



Go where your audience is



Make sure it's actually important/
interesting



Make it relevant to your followers?

Getting the best from social media cont...



Be ready to correct mistakes – don't ignore them



Comment when your followers comment



Be personal but not too casual - leave out slang/acronyms etc.

Be effective, by being clear



Who is your audience?



When is the best time to reach them?



What is the best channel/s to use?



Who is best to deliver the message?



How many words do you need to use?



What words/phrases will your audience relate to?



What do you want people to do?

Engagement vs Consultation



What's the difference?



Engagement – developing thinking and ideas, understand impact of proposed plans/thinking, invite other ideas



Consultation – formally asking for views to help inform decision makers

When is public consultation required?



Where there is a statutory duty to consult



Where there has been a promise to consult



Where there has been an established practice of consultation or a legitimate expectation to consult



Where a failure to consult would lead to conspicuous unfairness

Legislative requirements & best practice - Gunning principles



Proposals are still at a formative stage



There is sufficient information to give 'intelligent consideration'



There is adequate time for consideration and response



'Conscientious consideration' must be given to the consultation responses before a decision is made

New Conversations

LGA guide to engagement

Contents



Foreword



Introduction



Which hat are
you wearing?



Context



Section One:
The Basics



Section Two:
Surpassing Expectations



Section Three:
Pilot Projects



Further reading



Glossary



