

# Effective communication

13 May 2025

Living our values *every day*  



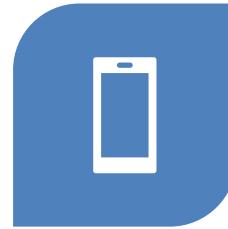

# What we're going to cover



ABOUT THE  
COMMUNICATIONS  
TEAM



WORKING WITH THE  
MEDIA



USING SOCIAL  
MEDIA



CONSULTATION AND  
ENGAGEMENT

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# What we do



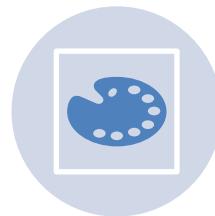
MEDIA  
MANAGEMENT



INTERNAL  
COMMUNICATIONS



DIGITAL  
COMMUNICATIONS



GRAPHIC DESIGN



PROJECTS AND  
CAMPAIGNS



WEBSITE



INTRANET

# Working with the media

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# 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

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# GCC's channels

Instagram

X

Facebook

Nextdoor

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# 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

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# 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



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