

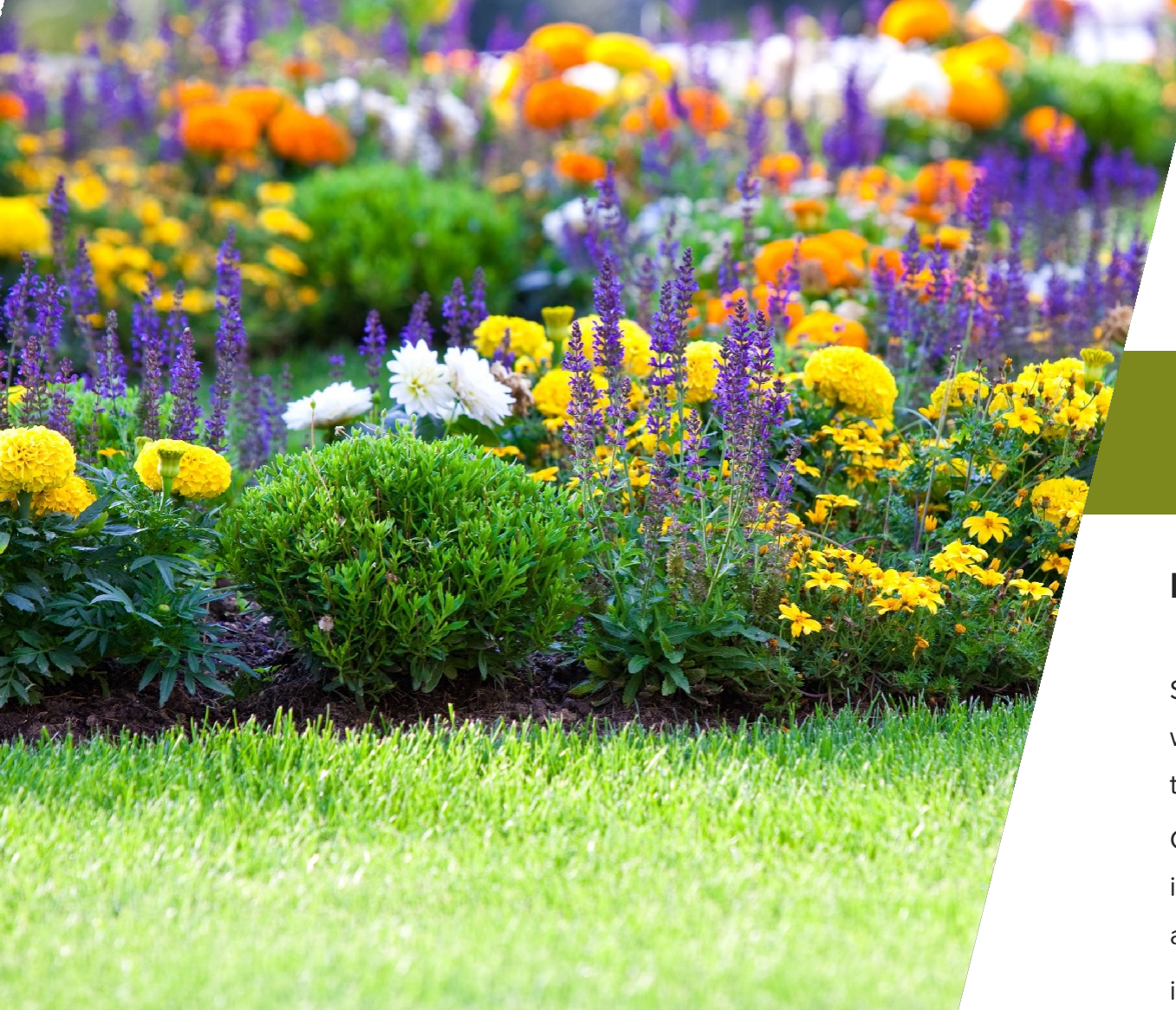


Abergavenny
In Bloom



Cyngor Tref Y Fenni
Abergavenny Town Council

**SOCIAL MEDIA
CONTENT PLAN**



Guidelines

For Social Media

Informing, Engaging, Educational

Social Media posts will inform people of the wonderful work that Abergavenny Town Council are doing including topics like Abergavenny in Bloom & Britain in Bloom.

Content will be engaging and fun, using a mix of media including videos and stills. Educating the audience will be a key aspect of the posts, helping to raise awareness for important causes.





Topic Ideas

For Social Media

- **Meet the Councillors**
- **What's on feature / events**
- **Community posts i.e. school engagement, volunteers, etc.**
- **Active Abergavenny**
- **Environmental**
- **Announcement of Meeting Dates**
- **Elections**
- **Small Business Support**



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The post messages should have a friendly and inviting tone, balancing professionalism. They should be informative, offering useful information in a concise and understandable manner, ensuring readers are well-informed.

The images and videos should be vibrant and lively colours aiming grab viewers' attention in order to generate interest in the content.



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JUNE 2023

DATE	EVENT	IDEA	HASHTAG
JUNE	PRIDE MONTH	Show support to Abergavenny Pride (24 TH JUNE)	#PRIDE #PRIDEMONTH
5 TH JUNE	WORLD ENVIRONMENT DAY	Post for Abergavenny In Bloom Meet the Environmental Councillor	#WORLDENVIRONMENTDAY
1 ST – 7 TH JUNE	VOLUNTEERS' WEEK	Highlight the volunteers that are currently working on projects throughout Abergavenny.	#VOLUNTEERSWEEK #VOLUNTEERING
12 TH – 18 TH JUNE	MEN'S HEALTH WEEK	Show support for men's mental health, there are a couple of groups that hold walks and events in Abergavenny.	#MENSHEALTHWEEK
19 th – 25 th JUNE	NATIONAL INSECT WEEK	Abergavenny in bloom, highlight the importance of insects for pollination etc. Celebrate insects, Schools are using this week to educate pupils on insects.	#InsectWeek23 @RoyEntSoc
ALL MONTH	ABERGAVENNY/BRITAIN IN BLOOM	Key updates of the process and what's happening around town.	



JULY 2023

DATE	EVENT	IDEA	HASHTAG
JULY	PLASTIC FREE JULY	Post to celebrate all things reusable, bags, cups, straws, anything that cuts costs and spreads awareness of all things plastic free.	#PLASTICFREEJULY
2 ND JULY	THANK YOU DAY	Abergavenny in bloom - thank you post to celebrate the hard work of everyone in volved. ATC - highlight something to thank publicly? Any incentives.	#THANKYOU DAY
12th JULY	SIMPLICITY DAY	Solve a problem in the simplest manor, this can be a hugely complex problem or something small. Could be a good way of highlighting some of the techniques used in Abergavenny in bloom/ local horticulture.	#NationalSimplicityDay
30TH JULY	INTERNATIONAL DAY OF FRIENDSHIP	Celebrate twinned towns in Germany and France? or Celebrate the community and how its become closer during Abergavenny in bloom/ Britain in bloom.	#INTERNATIONALDAYOFFRIENDSHIP



AUGUST 2023

DATE	EVENT	IDEA	HASHTAG
4 TH AUGUST	CYCLE TO WORK DAY	Cycle to work scheme? Sponsored bike ride? Show works that have been done to improve road safety for cyclists?	#CYCLETOWORKDAY
19 TH AUGUST	WORLD PHOTOGRAPHY DAY	Collective of images that have been captured in Abergavenny. Create a Hashtag the month before and get everyone to tag it in any images caught in Abergavenny, Then create a video showcasing all the images captured through that month.	#WORLDPHOTOGRAPHYDAY
12 th AUGUST	INTERNATIONAL YOUTH DAY	Celebrate schools and youth schemes? Any collaborative work that has been done with youth projects.	#InternationalYouthDay



SEPTEMBER 2023

DATE	EVENT	IDEA	HASHTAG
5 TH SEPTEMBER	INTERNATIONAL DAY OF CHARITY	Highlight charity work that has been completed with council members? Hold an event for a charity in your buildings and provide a space for the charity to grow awareness.	#INTERNATIONALDAYOFCHARITY #CHARITYDAY
16 TH SEPTEMBER	WORLD CLEANUP DAY	Take photos on one of your many litter picks showing the great work you do to keep Abergavenny clean.	#WORLDCLEANUPDAY #LETSDOITWORLD
18 TH TO 24 TH SEPTEMBER	RECYCLE WEEK	Show some of the recycling that you picked up and follow the journey of that recycling and speak about the impact it has on the environment. Fill these posts with small facts to spread awareness.	#RECYCLEWEEK
20 TH TO 25 TH SEPTEMBER	INTERNATIONAL WEEK OF HAPPINESS AT WORK	Short video clip of all the councillors saying what they love about their job. All of them using different buzz words i.e. community engagement etc.	#INTERNATIONALWEEKOFHAPPINESSATWORK
26 TH SEPTEMBER	WORLD RIVERS DAY	Tell the story of the River Usk and how this is an important part of our Town.	
16 TH – 17 TH SEPTEMBER	ABERGAVENNY FOOD FESTIVAL	Show support for the food festival, give updates on the going on during the event.	



OCTOBER 2023

DATE	EVENT	IDEA	HASHTAG
1 ST OCTOBER	GREENER ABERGAVENNY		
6 TH OCTOBER	WORLD SMILE DAY	Simple post of someone smiling in work	#WORLDSMILEDAY
9 TH TO 15 TH OCTOBER	NATIONAL WORK LIFE WEEK	Show how you keep a work life balance as a councillor. Hobbies and stress management tips. Local clubs and charity groups that help in this specific area.	#WORKLIFEWEEK #WORKLIFE #WORKLIFEBALANCE
10 TH OCTOBER	WORLD MENTAL HEALTH DAY	Local groups that support others with Mental health problem?	#WORLDMENTALHEALTHDAY
19 TH OCTOBER	WEAR IT PINK	Everyone wear something pink to show support for breast cancer awareness.	#WEARITPINK
31 ST OCTOBER	HALLOWEEN	Any events that are being held in town, or fun decorations that you have around the town hall and market hall.	#HALLOWEEN
ALL MONTH	THE BIG DRAW	National competition to celebrate Art, use it in schools? Collaborate with the Melville Arts Centre and hold your own big draw.	
9 TH OCTOBER	SEED GATHERING SUNDAY	AIB – keeps the account active throughout the year. Show anything you're doing to celebrate seed gathering Sunday.	



NOVEMBER 2023

DATE	EVENT	IDEA	HASHTAG
NOVEMBER	MOVEMBER	Highlight the charity and anyone that is taking part in Movember.	#MOVEMBER
5 TH NOVEMBER	BONFIRE NIGHT	Any events that are happening in the town for Bonfire night, baily park fire works?	#BONFIRENIGHT
19 TH TO 26 TH NOV	ROAD SAFTEY WEEK	Highlight Road safety initiatives that have been implemented in the town.	#ROADSAFETYWEEK
11 TH NOVEMBER	REMEMBRANCE SUNDAY	Simple post to commemorate and show the memorial.	#REMEMBRANCESUNDAY #POPPYAPPEAL #REMEMBRANCE
8 TH NOVEMBER	WORLD TOWN PLANNING DAY	Showcase your town planning. How you have affected the town in a positive way. Share stories worldwide.	
18 TH NOVEMBER	CHILDREN IN NEED	Celebrate children in need and use the hashtags to raise awareness of what you are doing in town.	
8 TH NOVEMBER	STEM DAY	Talk about STEM in schools and the positive impact of it on children.	#STEMDay



DECEMBER 2023

DATE	EVENT	IDEA	HASHTAG
TBC	CHRISTMAS	LIGHTSWITCH ON, MARKETS EVENT ETC	
8 TH DECEMBER	CHRISTMAS JUMPER DAY	Show everyone in Council in a Christmas jumper.	#CHRISTMASJUMPERDAY
10 th DECEMBER	HUMAN AND ANIMAL RIGHTS DAY	Speak about the things you have done to support basic human rights, the support we had for Ukraine?	#HumanRightsDay #InternationalAnimalRightsDay
11 TH DECEMBER	INTERNATIONAL MOUNTAIN DAY	Highlight the Mountains that fall within our beautiful town.	#InternationalMountainDay
31 ST DECEMBER	NEW YEARS EVE	Thank everyone for a wonderful year and celebrate the year to come. Speak about future project and sneak peak.	#NewYearsEve2023
27 TH NOVEMBER – 5 TH DECEMBER	NATIONAL TREE WEEK	AIB – celebrate the trees of the area, any unique trees? Why we need trees? What are we doing to help the environment.	



COSTING 2023

12 MONTH RETAINED CONTRACT – OPTION ONE

TheMedia.Agency would become an extension to your team and every month YOU will benefit from the following:

- Social Media Content Management
- Videography and Editing (please note: an average 90 second scripted interview style video, takes approximate 2 days from start to finish)
- Photography
- Website Content Management

Our job will be to work with you to create content for your social media channels with the aim to increase audience engagement and growth. We will work one month ahead, creating promotional videos, photography, and also scheduling content directly provided to us by members of the council.

£1,500 per month

30 hours per month



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COSTING 2023

12 MONTH RETAINED CONTRACT – OPTION TWO

TheMedia.Agency would become an extension to your team and every month YOU will benefit from the following:

- Social Media Content Management
- Photography
- Website Content Management

Our job will be to work with you to create content for your social media channels with the aim to increase audience engagement and growth. We will work one month ahead, creating promotional videos, photography, and also scheduling content directly provided to us by members of the council.

£750 per month

15 hours per month

Please note: we don't believe there is enough hours in this package for us to offer videography content.



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The Future

Moving Forward and Growing

As a collective we need to agree on the social media strategy. Map out key dates and events that need coverage media support. We can also start to create the images and videos for the pre-planned topical days.

From there we then we will provide HeyOrca training allowing you to approve all content before it goes live. We will also provide social media request form, so that anyone from within the council can request a social media post.



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