

# **Marketing and Public Relations Campaign Report July to September 2024**

## A. Introduction

This report analyzes the marketing and public relations campaigns executed between July and September 2024. These campaigns were designed to boost brand visibility, foster audience engagement, and generate media coverage by combining social media efforts with traditional PR outreach.

A well-executed public relations and marketing campaign not only amplifies brand awareness but also strengthens credibility and trust with target audiences and enhances information sharing with them. By utilizing platforms like Facebook and Instagram alongside press and photo release distributions to media outlets, we aimed to create a cohesive narrative that resonated both online and in the press.

This report provides a detailed assessment of the performance of these campaigns, focusing on key metrics such as audience reach, impression, engagement, media placements, and overall impact. Additionally, it highlights successes, identifies opportunities for improvement, and offers strategic recommendations for future campaigns.

## B. Marketing and public relations campaigns summary

| Social media   | Social media analysis  | Press release  | Photo release  | Media pick up  | Event             |
|--|--|--|--|--|-------------------|
| <b>Saving Devons Treescapes Award</b>                                      |  |  |  |  |                   |
| ✓<br>14 – 15 August<br>Facebook and<br>Instagram                           | 1,210 reach<br>1,367 impression<br>34 positive<br>interactions       | ✓<br>14 August   | ✓<br>14 August   | 5<br>Exeter Today,<br>Radio Exeter,<br>Devon Daily,<br>Midweek<br>Herald,<br>Press Reader                                    | No event          |
| <b>Green Flag Award - 17 July</b>  |  |  |  |  |                   |
| ✓<br>17 August<br>Facebook and<br>Instagram                                | 5,029 reach<br>5,778 impression<br>61 positive<br>interactions       | ✓<br>17 July   | ✓<br>17 July   | 3<br>Exeter Today,<br>Radio Exeter,<br>Midweek<br>Herald   | No event          |
| <b>Cranbrook Pump Track Community Launch *collaboration with Move More</b> |  |  |  |  |                   |
| ✓<br>3 – 21<br>September   | 3,439 reach<br>3,554 impression<br>43 positive<br>interactions       | ✓<br>10 September<br>(pre-event)<br><br>22 September<br>(post event) | ✓<br>10 September<br>(pre-event)<br><br>22 September<br>(post event) | 7<br>Exeter Today,<br>Devon Daily,<br>Midweek<br>Herald,<br>BBC Radio,<br>ITVX   | ✓<br>21 September |
| <b>Cranbrook Mobility Scooter Launch</b>                                   |  |  |  |  |                   |
| ✓<br>18 September –<br>4 October   | 11,339 reach<br>12,269<br>impression<br>159 positive<br>interactions | ✓<br>24 September<br>(pre-event)<br><br>2 October<br>(post event)    | ✓<br>24 September<br>(pre-event)<br><br>2 October<br>(post event)    | 7<br>Exeter Today,<br>Devon Daily,<br>Midweek<br>Herald,<br>East Devon<br>Watch,<br>DevonAir<br>Radio,<br>East Devon<br>News | ✓<br>28 September |

The recent marketing and media campaign has been highly successful in achieving its goals. Through a strategic blend of social media engagement and media activities, we saw a significant increase in brand visibility and audience engagement. Key performance indicators such as social media interactions, and lead generation have shown marked improvement, with a notable rise in social media reach, impression and engagement, as well as media coverage. Our content reached a wider demographic, driving not only awareness but also fostering strong community engagement. The positive feedback from both residents and stakeholders highlights the campaign's effectiveness in strengthening our brand presence and delivering measurable results.



## C. Press materials, social media posts and media coverage

### Saving Devons Treescapes Award

#### Press release and photo release

**Cranbrook Awarded the Saving Devon's Treescapes Award for Dedication to Local Treescapes**  
Immediate release, 14 August 2024



Saving Devon's Treescapes Award trophy

Cranbrook Town Council is proud to announce that it has received the Saving Devon's Treescapes Award from Devon Wildlife Trust on behalf of the community. This is the second year that Cranbrook Country Park has been awarded the Green Flag Award 2024, which recognises and rewards well-managed parks and green spaces across the United Kingdom and around the world.

The Saving Devon's Treescapes Award was established by Devon Wildlife Trust to recognise the efforts and great work by local groups, parishes and organisations within Devon to make local treescapes more resilient for the future.

Cranbrook Town Council hosts regular volunteer sessions in the Country on Fridays with activities such as tree planting and wildflower meadow planting. The Country Park also serves as a venue for schools and youth group sessions for tree walks and wildlife observation. The Town Council's Ranger collaborates closely with stakeholders including Devon Wildlife Trust, which provided many trees locally from its Saving Devon Treescapes Campaign. Notably, Devon Wildlife Trust's Free Tree Hub and guided tree walks have been particularly popular, attracting attendees from near and far. Additional collaborations include woodland creation projects with the North Devon Biosphere and Devon County Council's Woodland Creation Officer.

Councillor Les Bayles, Chairman of Cranbrook Town Council, commented, "We are thrilled to receive the Saving Devon's Treescapes Award. Trees are important for biodiversity



conservation and carbon sequestration. They improve our health and wellbeing. They are also a key part of our heritage and culture. With beautiful treescapes in our Cranbrook Country Park and nature reserves, it is imperative that we protect them and make them more resilient for the future. I extend my sincere thanks to the Town Council staff and volunteers who have dedicated their time and efforts in nature conservation."



Cranbrook Country Park

End

About Cranbrook Country Park

Cranbrook's Country Park and nature reserve is a 26-hectare habitat and public amenity space. Natural green spaces help reduce pollution by filtering dust and pollutants from the air; they draw carbon out of the atmosphere helping in the fight against climate change; they provide a range of food and habitats for wildlife; they help reduce the amount of noise during flooding. The health and wellbeing benefits of green spaces are immense and being outdoors in nature has been proven to deliver physical and mental health benefits.

Cranbrook is an fortunate to have this incredible resource at the heart of its community. There are three beautiful meadows: Long, Stone and Great which make up the Country Park. The meadows are home to a large range of biodiversity including providing a home to Kingfishers, Bats, Ducks, insects and plants. In December 2022, the Country Park in Cranbrook won a Silver Award, the highest landscaping award in Europe, in the category "Grounds Maintenance - Free Public Access". In July 2024, Cranbrook Country Park received the Green Flag Award 2024, which recognises and rewards well-managed parks and green spaces across the United Kingdom and around the world.

Media contact:  
Councillor Les Bayles  
Communications Officer, Cranbrook Town Council  
Tel: 01464 514512 / Email: communications@cranbrooktowncouncil.gov.uk

#### Media coverage

<https://www.exetertoday.co.uk/news/home/1579351/cranbrook-s-conservation-efforts-recognised-with-another-award.html>

<https://www.radioexe.co.uk/news-and-features/local-news/cranbrook-awarded-the-saving-devons-treescapes-award/>

<https://www.thedevondaily.co.uk/news/local-news/cranbrook-awarded-saving-devons-treescapes-award-dedication-local-treescapes>

<https://www.midweekherald.co.uk/news/24518630-saving-devons-treescapes-award-cranbrook-town-council/>

<https://www.pressreader.com/uk/western-morning-news/20240819/281762749578325>

#### Social media post



HURRAY! CRANBROOK AWARDED THE SAVING DEVON'S TREESCAPES AWARD

Cranbrook Town Council is proud to announce that it has received the Saving Devon's Treescapes Award from Devon Wildlife Trust on behalf of the community. The Saving Devon's Treescapes Award was established by Devon Wildlife Trust to recognise the efforts and great work by local groups, parishes and organisations within Devon to make local treescapes more resilient for the future. 🌳🌿

Cranbrook Town Council hosts regular volunteer sessions in the Country on Fridays with activities such as tree planting and wildflower meadow planting. The Country Park also serves as a venue for schools and youth group sessions for tree walks and wildflower meadow creations. The Town Council's Ranger collaborates closely with stakeholders including Devon Wildlife Trust, which provided many trees locally from its Saving Devon Treescapes Campaign. Notably, Devon Wildlife Trust's Free Tree Hub and guided tree walks have been particularly popular, attracting attendees from near and far. Additional collaborations include woodland creation projects with the North Devon Biosphere and Devon County Council's Woodland Creation Officer.

Sincere thanks to the volunteers who have dedicated their time and efforts in nature conservation together with the Town Council. 🙌🌳

#treescapes  
#natureconservation  
#trees  
#wildflowermeadow  
#cranbrook  
#cranbrookcountrypark  
#cranbrookranger  
#volunteering



# Green Flag Award

## Press release and photo release

GREEN FLAG AWARD 2024

**Cranbrook Country Parks awarded the coveted Green Flag Award as it is officially recognised as one of the country's best parks**

**Parks in Cranbrook raises prestigious Green Flag Award after achieving international quality mark for parks and green spaces**

**midweek news, 17 July 2024**

Today, Cranbrook Town Council is celebrating after receiving a Green Flag Award for Cranbrook Country Parks.

The news that Cranbrook Country Parks has achieved the accreditation – the international quality mark for parks and green spaces – is testament to the hard work and dedication of the team that care for the green space so that visitors and residents alike can enjoy it.

Keep Britain Tidy's Green Flag Award Scheme Manager, Paul Todd MBE, said: "I would like to congratulate everyone involved at Cranbrook Country Parks on achieving a Green Flag Award."

"Cranbrook Country Parks is a vital green space for communities in Cranbrook, Exeter. It provides, every nature, for children to play safely and it provides important opportunities for park users to improve their physical and mental health. We know that staff and volunteers work tirelessly to ensure that it maintains the high standards of the Green Flag Award, everyone involved should feel extremely proud of their achievement."

It is important that our free to use spaces are maintained to the Green Flag Award standard, making them available for all members of the community while ensuring the environment is protected."

Councillor Les Bayliss, Chairman of Cranbrook Town Council, said: "It is an honour to receive the Green Flag Award. Our team and volunteers have demonstrated dedication in building and maintaining a beautiful and healthy town. We hope everyone can enjoy the magnificent green spaces in Cranbrook."

The Green Flag Award scheme, managed by environmental charity Keep Britain Tidy under license from the Ministry of Housing, Communities & Local Government, recognises and rewards well-managed parks and green spaces, setting the benchmark standard for the management of green spaces across the United Kingdom and around the world.

### Notes to editors

The Green Flag Award Scheme (<http://greenflagaward.org>) is run by the environmental charity Keep Britain Tidy, under license from the Ministry of Housing, Communities & Local Government, in partnership with Keep Scotland Beautiful, Keep Wales Tidy and Keep Northern Ireland Beautiful.

Any green space that is freely accessible to the public is eligible to enter for a Green Flag Award. Awards are given on an annual basis and winners must apply each year to renew their Green Flag Award status. A Green Flag Community Award recognises quality sites managed by voluntary and community groups. Green Heritage Site Accreditation is a guide to the treatment of the site's historic features and the standard of conservation.

**Keep Britain Tidy** is a leading environmental charity. We set the standard for the management of parks and beaches, inspire people to be better, to waste less and live more sustainably. We run campaigns and programmes including the Great British Spring Clean, Eco-Schools, Love Parks Week, Buy Nothing New Month, Eco-Schools, the Green Flag Award for parks and green spaces, the Blue Flag Beach Awards for beaches and blue spaces, and the Green Flag for sustainable tourism and hospitality. To find out more about Keep Britain Tidy, our campaigns and programmes, visit [www.keeptidynorfolk.org](http://www.keeptidynorfolk.org)

### Press enquiries

Contact the Keep Britain Tidy press office: [press@keeptidynorfolk.org](mailto:press@keeptidynorfolk.org)  
Keep Britain Tidy Mobile: 07768 880016

## Media coverage

<https://www.exetertoday.co.uk/news/local-news/1557950/cranbrook-country-park-honoured-with-prestigious-green-flag-award-for-excellence-in-green-spaces.html>

<https://www.midweekherald.co.uk/news/24475390.cranbrook-park-wins-keep-britain-tidys-green-flag-award/>

<https://www.devonairradio.com/news/exeter-and-east-devon/cranbrook-country-parks-awarded-the-coveted-green-flag-award-as-it-is-officially-recognised-as-one-of-the-countrys-best-parks/>

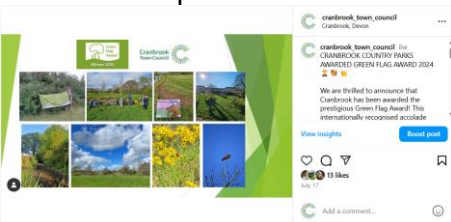
## Poster



## Certificate



## Social media post



**Cranbrook Town Council** is in Cranbrook, Devon  
17 July

**CRANBROOK COUNTRY PARKS AWARDED GREEN FLAG AWARD 2024 🏆🌳🍀**

We are thrilled to announce that Cranbrook has been awarded the prestigious **Green Flag Award!** This internationally recognised accolade celebrates our play areas and green spaces for their high standards of management, maintenance, and community involvement. 🌳🍀🌳🍀🌳🍀

This award reflects the hard work and dedication of our Community and Council Staff who strive to make Cranbrook a beautiful and welcoming place for all. A special thank you goes out to our volunteers who give up their own time to help improve our green spaces on a regular basis, without whom this award would not have been achieved. 🌳🍀🌳🍀🌳🍀

Detailed reports were submitted to the judges, who also conducted a thorough inspection of the play areas and green spaces in June. The judges were highly impressed and commented that we are a passionate team overflowing with enthusiasm and knowledge. They also noted that it will be exciting to watch this site develop with the enthusiasm and expertise of the team. 🌳🍀🌳🍀🌳🍀

Join us in celebrating this fantastic accomplishment and enjoy the well-maintained parks and green spaces that make Cranbrook such a wonderful place to live. 🌳🍀🌳🍀🌳🍀

#GFA2024 #GFAWinners #LoveParks #Cranbrook #CommunityPride #beautifulspaces #CranbrookAchievements #GreenFlagAward



# Cranbrook Pump Track Community Launch

## Press release and photo release



### Media release

#### CRANBROOK PUMP TRACK COMMUNITY LAUNCH INVITATION

Celebrating a new facility for healthy lifestyle in the Town

10 September 2024 - for immediate release



Cranbrook Pump Track

Kean biking and scooting enthusiasts of all ages in Cranbrook are looking forward to the official community opening event of Cranbrook brand new pump track later this month.

Located within the beautiful Cranbrook Country Park, the Cranbrook Pump Track offers users the unique experience of gathering and maintaining momentum through a technique known as 'pumping'. The exciting facility is free to use and open to all abilities, whether you're on a bicycle, scooter, roller skates, or skateboard. The Pump Track was developed by Cranbrook Town Council and is funded through a partnership between Cranbrook Town Council, East Devon District Council and Move More Cranbrook, a Sport England grants programme within the town.

The community opening event will be a real celebration as participants will not only get to have a go on the track but also to see professional BMX riders and home-grown young talents demonstrate. There will be games and competitions with prizes available for those who want to get involved.

Councillor Lee Roddis, Chairman of Cranbrook Town Council, said "The Cranbrook Pump Track marks another exciting development in the town, joining the award-winning 30-hectare Cranbrook Country Park, five popular play areas, and the vibrant Skate Park. This new attraction is already generating buzz among residents. Cranbrook Town Council is committed to making the town a hub for healthy and active living for people of all ages. Special thanks to East Devon District Council and Move More Cranbrook for their funding and support in bringing this fantastic facility to life."



Move More Cranbrook's Matt Rowett added to this by saying that facilities such as this are important to help people to be more active. He added: "Move More Cranbrook is committed to enabling people in the town to move more, however they choose to do that. It's not about running marathons, but finding small ways to be more active, every day."

"Watching all ages and abilities circle around the pump track is really exciting and we can't wait for it to be launched officially with a celebration. There will be a huge group on for those without a bike too."

#### Cranbrook Pump Track Community Launch details:

Date: Saturday, 21 September 2024  
Time: 12:00 noon - 3:00pm  
Location: Cranbrook Country Park, Cranbrook, Exeter (JX5 3BA with a what3words location of: //back-surprised-grumbles)  
\*Free to attend and open to all

#### Media contact:

Eleanor Yee  
Programme Manager (Communications and Evaluation)  
Communities, Health & Wellbeing, Active Lives  
The PRISM Project  
Email: [eleanor.yee@cranbrooktowncouncil.gov.uk](mailto:eleanor.yee@cranbrooktowncouncil.gov.uk)

Gwenie Yee  
Communications Officer  
Cranbrook Town Council  
Tel: 01842 744510 / 07561 811710  
Email: [gwenie.yee@cranbrooktowncouncil.gov.uk](mailto:gwenie.yee@cranbrooktowncouncil.gov.uk)

## Media coverage

[New pump track now open at Cranbrook Country Park | Midweek Herald](#)

[Excitement over official opening of 'pump track' in Cranbrook \(eastdevonnews.co.uk\)](#)

[Cranbrook officially opens at new pump track for residents | Midweek Herald](#)

[Cranbrook children are first to try the new pump track - Exeter Today](#)

[New BMX track bringing children 'endless fun' in Devon | ITV News West Country](#)

[New facility for biking and scooting enthusiasts - Exeter Today](#)

[John Acres - Cranbrook's New Pump Track - BBC Sounds](#)

## Social media



cranbrook\_town\_council  
Cranbrook, Devon

cranbrook\_town\_council 5w  
CRANBROOK PUMP TRACK  
COMMUNITY LAUNCH EVENT

Date: Saturday, 21 September 2024

Time: 12:00noon - 3:00pm

Location: Cranbrook Pump Track

(what3words -

///charities.dimension.notched)

Bring your bike/scooter and let's ride!

📍 🗓

It will be a fun afternoon for families.  
There will be exciting children's  
competitions (with prizes of course!) 🏆,  
special BMX demos by professional

View insights

Boost post

📍 🗓

3 likes

September 3

Add a comment...

cranbrook\_town\_council  
Cranbrook, Devon

cranbrook\_town\_council 4w  
Cranbrook Pump Track Community  
Launch Event 📍  
Bring your bike or scooter, and let's ride!

📍 🗓

\*\*Date: Saturday, 21 September

2024

\*\*Time: 12:00 PM - 3:00 PM

View insights

Boost post

📍 🗓

4 likes

September 12

Add a comment...



Cranbrook Town Council is in Cranbrook, Devon.

20 September at 12:44

🔔 TOMORROW! CRANBROOK PUMP TRACK COMMUNITY LAUNCH

Cranbrook Country Park, Cranbrook (what3words://back-surprised-grumbles)

Saturday 21 September at midday

We can't wait to see you all! 🥳

#cranbrookcountrypark #cranbrook #pumptrack #cranbrookpumptrack  
#LaunchEvent #funnymoments



Move More Cranbrook is with Live and Move and 3 others.

20 September at 12:00

In just 24 hours we'll see witnesses come in incredible, fun, wheeled action in



# Cranbrook Mobility Scooter Launch

## Press release and photo release



### MEDIA RELEASE

#### CRANBROOK'S FIRST MOBILITY SCOOTER LAUNCH CEREMONY Free Hire Service to Enhance Accessibility for Residents and Visitors

FOR IMMEDIATE RELEASE - 24 September 2024  
Cranbrook, Devon



Cranbrook's first mobility scooter set to enhance accessibility in the town.

Cranbrook Town Council is excited to announce the launch of Cranbrook's first mobility scooter, marking a significant milestone for the town. The launch ceremony will be held on Saturday, 28 September 2024, in Cranbrook, Devon.

This new initiative follows the recent opening of the Cranbrook Skate Park and Pump Track, further enhancing the amenities available to residents and visitors alike. The mobility scooter will allow easier travel across the town and access to key locations, including the award-winning Cranbrook Country Park.



The mobility scooter scheme is developed and managed by Cranbrook Town Council and co-funded through a partnership between Cranbrook Town Council, Devon County Council, LiveWest and Move More Cranbrook.

#### Cranbrook Mobility Scooter Launch Ceremony:

Date: Saturday, 28 September 2024

Time: 10:00am – 12:00pm

Venue: Younghays Centre, 169 Younghays Road, Cranbrook, Exeter EX3 7DB

\*Open to the public and free to attend

\*Includes a demonstration ride to the award-winning Cranbrook Country Park

Cranbrook Town Council, along with representatives from the project's sponsors will officiate the ribbon-cutting ceremony. Guests will have the opportunity to see the mobility scooter in action and learn more about its benefits for the community.

Since the initial trial phase, the mobility scooter has received positive feedback from residents, who have expressed great interest and appreciation for this step toward improving accessibility and mobility in the town.

The mobility scooter will be available for free hire on weekdays from 10:00am to 2:00pm, in two-hour sessions. This service offers users the opportunity to explore Cranbrook's diverse local amenities and the stunning Cranbrook Country Park, which was honoured with the prestigious Green Flag Award and Devon Wildlife Trust's Treehouse Award earlier this year.

Bookings can be made through the Cranbrook Town Council office at the Younghays Centre or by email at [bookings@cranbrooktowncouncil.gov.uk](mailto:bookings@cranbrooktowncouncil.gov.uk).

- End -

\* LiveWest: a housing association with homes across the South West including Devon, Cornwall, Somerset and Gloucestershire  
\* Move More Cranbrook: a Sport England grants programme within Cranbrook, Devon



#### CRANBROOK LAUNCHES FIRST MOBILITY SCOOTER WITH FREE HIRE TO ENHANCE ACCESSIBILITY

FOR IMMEDIATE RELEASE - 2 October 2024  
Cranbrook, Devon



Cranbrook Town Council Councillors, Leanne Browne from LiveWest and Matt Rowlett from Move More Cranbrook, celebrate the arrival of the mobility scooter in Cranbrook, Devon.

In a significant step toward improving accessibility and mobility for its residents and visitors, Cranbrook Town Council proudly announces the launch of Cranbrook's first mobility scooter. This initiative aims to increase accessibility across the town, including the award-winning Cranbrook Country Park.

The mobility scooter scheme is developed and managed by Cranbrook Town Council and co-funded through a partnership between Cranbrook Town Council, Devon County Council, LiveWest and Move More Cranbrook.

\* LiveWest: a housing association with homes across the South West including Devon, Cornwall, Somerset and Gloucestershire  
\* Move More Cranbrook: a Sport England grants programme within Cranbrook, Devon



The official launch event took place on Saturday, 28 September 2024, and featured a demonstration ride to Cranbrook Country Park, showcasing the mobility scooter in action. Cranbrook Town Council, representatives from the project's sponsors – LiveWest, and Move More Cranbrook – joined in officiating the ribbon-cutting ceremony. Residents and guests gathered to celebrate this exciting new chapter for the town.

Cranbrook Town Council expressed its enthusiasm for this initiative. Councillor Ray Beaman of Cranbrook Town Council said: "Cranbrook has rapidly developed over the past ten years. With amenities now spreading throughout the town and the award-winning 35-hectare Cranbrook Country Park, we want residents and visitors to have greater ease travelling across the area. We are pleased that the mobility scooter scheme enhances accessibility in Cranbrook. We extend our sincere thanks to Devon County Council, LiveWest, and Move More Cranbrook for their support in funding this project."

With the concept starting off at a Cyst Valley Regional Park meeting by LiveWest, its community connector brought all interested parties together to help bring the idea to life. Through the support of LiveWest's Community Investment Fund, the housing association has donated £1000 to help support the local community with its new mobility scooter. LiveWest's Community Connector for the area, Leanne Browne, said: "LiveWest are delighted to provide funds to help support the purchase of a mobility scooter for Cranbrook's residents and help increase the accessibility of the area. With the new scooter more residents can explore some of the best assets in Cranbrook, like the country park and its stunning green spaces. It will also help more residents visit the local shop or post a parcel. Especially as not all residents can explore these spaces due to health and mobility difficulties and the importance of everyone's wellbeing, it's great that we have joined together to provide a free service for the community. We can't wait to see the scooter in action."

Matt Rowlett from Move More Cranbrook added: "Move More Cranbrook is delighted to have contributed towards the mobility scooter. It perfectly fits with our mission of helping people of all abilities and all generations in Cranbrook, to move more, and to get out and about in our country park. We can't wait to see families and groups enjoying this exciting new facility."

The mobility scooter will be available for free hire in two-hour sessions on weekdays, from 10:00am to 2:00pm, providing an opportunity for people to explore Cranbrook Country Park.

## Media coverage

<https://www.thedevondaily.co.uk/news/local-news/cranbooks-first-mobility-scooter-launches>

<https://eastdevonwatch.org/2024/09/26/cranbrooks-first-mobility-scooter-set-to-launch-this-week/>

<https://eastdevonnews.co.uk/2024/10/02/news-in-brief-from-around-east-devon-a-round-up-of-stories-from-exmouth-cranbrook-honiton-tithebarn/>

<https://www.midweekherald.co.uk/news/24625922.cranbrook-town-council-launched-mobility-scooter/>

<https://www.theexeterdaily.co.uk/news/local-news/cranbrook-launches-first-mobility-scooter-free-hire-enhance-accessibility>

<https://www.devonairradio.com/news/exeter-and-east-devon/mobility-scooters-project-launched-in-cranbrook/>

<https://www.exetertoday.co.uk/news/home/1624022/scooti-ng-to-a-more-accessible-future.html>

## Social media





## D. Suggest strategies

Building on the success of our recent marketing and media campaign, our ongoing strategy will focus on sustaining engagement with our target audience through both social media and traditional media. For our digital presence, we will continue creating and utilizing a variety of visual materials—including photographs, posters, and videos—which are essential for capturing attention and effectively spreading our message. Additionally, sharing regular updates with traditional media outlets will be crucial for gaining media coverage.

Planning ahead will play a vital role in our approach. Developing strong strategies, execution plans, and maintaining solid connections with key stakeholders for each campaign will ensure we steer our efforts in the right direction and maximize the impact of our initiatives.