

South East LEP Communications & Engagement

This document sets out the approach to managing Communications for the South East Local Enterprise Partnership and routes for sharing information to improve knowledge and perceptions of the organisation and how the Brand Ambassador supports this activity.

Current Channels

Channel	URL
Main SELEP website	www.southeastlep.com
News and press releases	southeastlep.com/news
Newsletter subscription and back issues	southeastlep.com/news/newsletter-archive
SEBH (Growth Hub) website	southeastbusiness.org.uk
SELEP Skills and DSP website	www.southeastskills.org.uk
LinkedIn – Company Page	www.linkedin.com/company/south-east-lep
LinkedIn – Profile	linkedin.com/in/southeastlep
Twitter	twitter.com/southeastlep
Digital Skills Partnership Twitter	twitter.com/jimdazwilks1
YouTube	www.youtube.com/channel/UCkA5b
Email newsletters (Campaign Master)	www.southeastlep.com/news/newsletter-archive/

Websites

Social Media

Hashtags

SELEP hashtags	Skills and Digital Skills Partnership hashtags
#SELEP #SouthEastLEP #SmarterFasterTogether	#DSP #DSPSE #DigialSkillsPartnership #SouthEastSkills

Content Sources

Working Groups	Clean Growth Coastal Enterprise Zones Housing Rural SECEN (South East Creatives) Skills Social Enterprise Tourism U9
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Capital Programme and Project Sponsors	Local Growth Fund Getting Building Fund Growing Places Fund Sector Support Fund
Data and Intelligence	
Skills and Digital Skills Partnership	Skills website Digital Skills Partnership Skills Advisory Panel
Growth Hub	Websites <ul style="list-style-type: none"> - South East Business Hub - Kent and Medway Growth Hub - Business East Sussex - BEST Growth Hub Case studies Blogs Events Meetings
Recovery and Renewal Strategy	Engagement sessions Maritime Group Major Projects Group Statement of Intent 2021
Boards	Strategic Board Accountability Board Federated Boards <ul style="list-style-type: none"> - Team East Sussex - Kent and Medway Economic Partnership - Opportunity South Essex - Success Essex
Economy	COVID-19 Response Funds Freeports UK Transition Lower Thames Crossing
External/Political	MP Roundtables MP offices Budget Local elections Local Authorities
Catalyst South	Ideas Labs Key sector examples Thought pieces Skills group

Content Management

Cascade

SELEP Communications team using the channels outlined above to share its news and stories, in addition to these routes our plan for 2021 is to use the scale of the SELEP network to develop a Brand Ambassador approach to SELEP communications to extend the reach of the LEP messaging. All



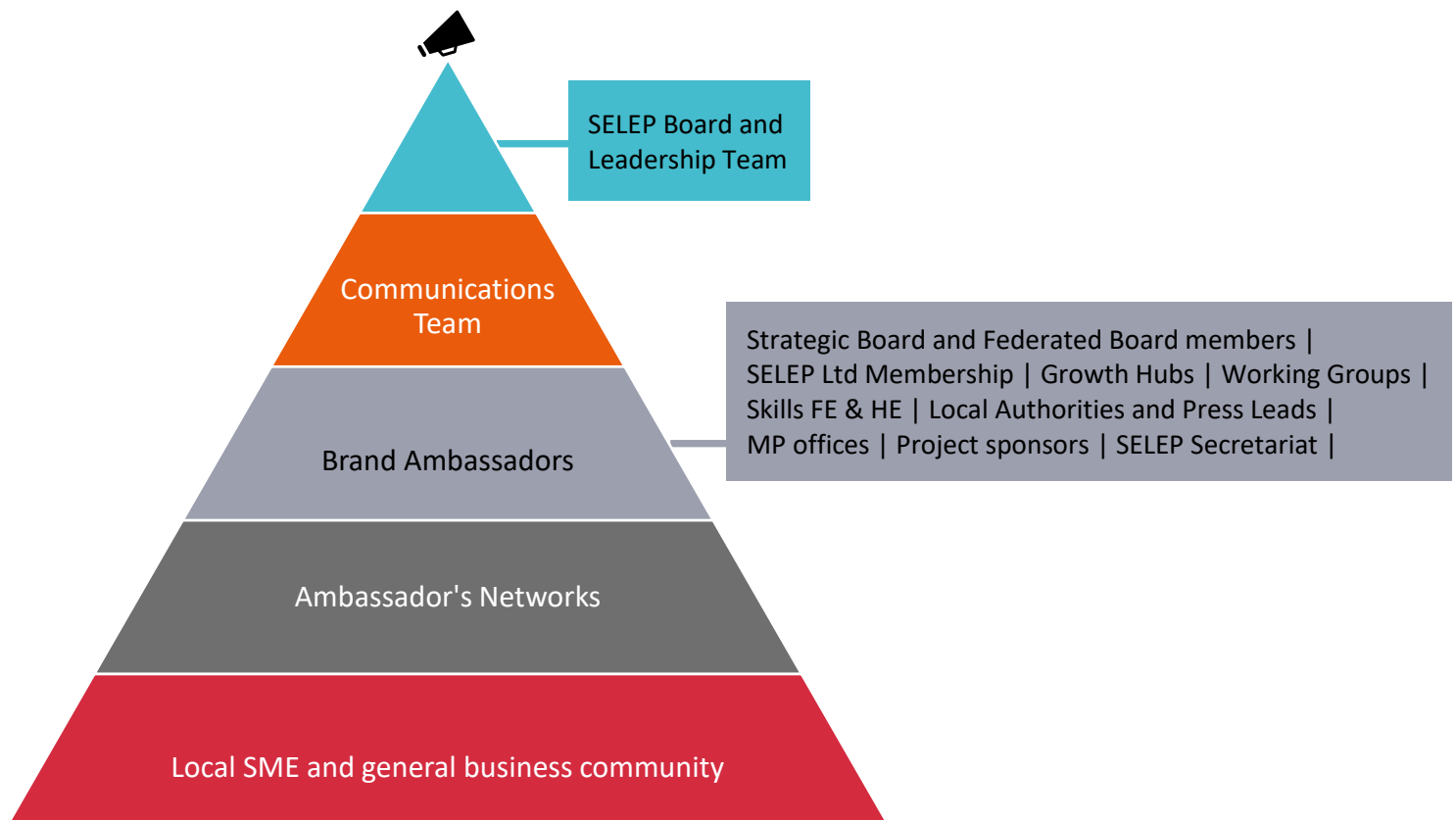
ambassadors will receive notifications on how to cascade messages from the LEP down to their networks, guidance is available including social media guidance later in this document.

Who we aim to communicate with

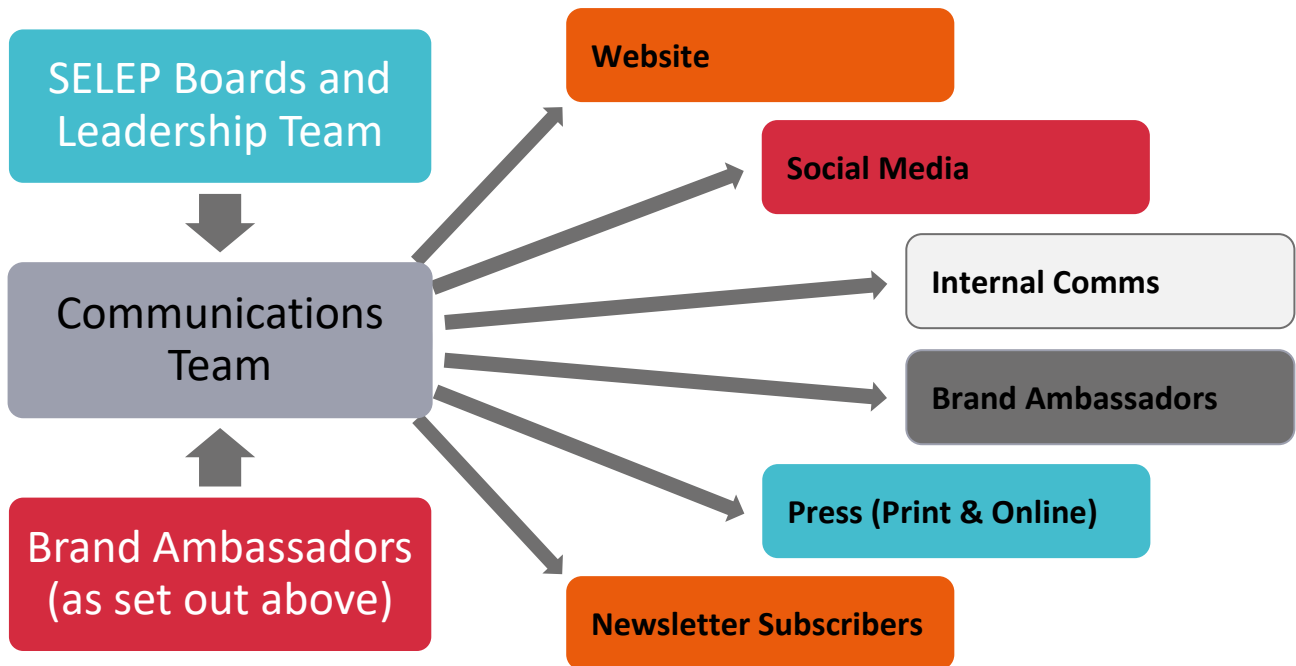
External	Internal (within Partnership)
Businesses Business representative groups MPs Ministers Whitehall officials Other LEPs	Board members Federated Boards Working Group members Skills: Colleges and University Partners Growth Hubs Local Authorities

Community flow

Messages flow up and down this community pyramid, we need a network and routes which allow a smooth flow of information and which maximises the reach of the partnership. The communications team works with all to cultivate the content and messages. The Brand Ambassador model allows SELEP messages to be directly shared into a wider network and broader business community.



Content flow



Social media engagement

SELEP Brand Ambassadors are encouraged to promote the LEP and their involvement through their social media channels and profiles, particularly LinkedIn and Twitter, as well as engage with the LEP's communications activities through other online mediums such as the website and newsletter.

Brand Ambassadors are encouraged to:

- > Connect with the SELEP LinkedIn and Twitter accounts
- > Be active in engaging with content published by the LEP by liking and commenting, as well as sharing to wider networks to increase exposure
- > Follow SELEP's LinkedIn Company Page and Twitter account, as well as connect with SELEP's LinkedIn Profile
- > Sign up to the SELEP digital newsletter, which is sent out on a monthly basis, and share this with relevant contacts
- > Keep up to date with the LEP's press releases, which detail its activities and that of its partners, which will be shared with the network but are also available through the News section on the SELEP website

Brand Ambassadors are also asked to include information regarding their involvement in the LEP on their own social media profiles.



Guidance on wording for LinkedIn

Examples:

Experience




Board Member - Success Essex Federated Board & SELEP Strategic Board
South East Local Enterprise Partnership
Sep 2019 – Present · 4 mos
Chelmsford

Experience



Board Member - Success Essex Federated Board
South East Local Enterprise Partnership
Oct 2019 – Present · 3 mos
Chelmsford, United Kingdom

Experience



Board Member - SELEP Skills Advisory Panel
South East Local Enterprise Partnership
Sep 2019 – Present · 4 mos
Chelmsford

Description:

The South East Local Enterprise Partnership (SELEP) is the business-led organisation that champions the economic growth of East Sussex, Essex, Kent, Medway, Southend and Thurrock.

SELEP works with its local partners operating under a federated model to secure investment to help deliver new homes, infrastructure, skills, business support and investment in economic growth. It is responsible for determining the area's strategic economic priorities while making investments and delivering activities to drive growth and create local jobs.

Additional wording:

Board members can also include additional wording if they champion a specific sector or industry on their respective Board, for example Higher Education, Business, Energy or Construction. The South East LEP Communications team are happy to support with wording if this is needed.



Guidance on wording for Twitter

Profile biographies

Examples:

Skills Advisory Panel member [@southeastlep](#) – championing growth across the South East

Board member for KMEP [@southeastlep](#) – championing growth across the South East

Team East Sussex Board member & Strategic Board member [@southeastlep](#) – championing growth across the South East

Tweets

Tag [@southeastlep](#) in relevant tweets.

Example Hashtags:

- #SELEP
- #SouthEast
- #Growth
- #DigitalSkillsPartnership

Additional hashtags are developed for specific events and themed areas of work, these will be shared as they are developed.

Where can I find out more?

The South East LEP communications team can be reached at zoe.gordon@southeastlep.com and eleanor.clow@southeastlep.com

Additional resources for Brand Ambassadors are available at southeastlep.com/brand-ambassadors

