

## TEAM EAST SUSSEX - SUBGROUP COMMUNICATION STRATEGY - DRAFT

Name of Subgroup: \_\_\_\_\_

This document forms a framework for each TES subgroup to consider the key elements of its Communication Strategy, and for TES to ensure there's a cohesive and connected approach to consistent and clear messaging. The goal is to have a unified approach that is easy to administrate and oversee.

Name of Responsible Person in the Subgroup: \_\_\_\_\_

Prime Target Audience (s): \_\_\_\_\_

Secondary Target Audience (s): \_\_\_\_\_

Principle Network Groups: (Such as Town Chambers, Public Bodies, Business Networks etc)


Social Media Platforms (Commit to only those you can realistically maintain)


Timetable: \_\_\_\_\_

Tone of Voice: \_\_\_\_\_

Overall Objectives: \_\_\_\_\_

Please return to TES Chair, David Sheppard [d.sheppard0@me.com](mailto:d.sheppard0@me.com)