



COMMUNICATIONS STRATEGY

Report by Chief Executive

PURPOSE

- 1.1 The purpose of the Report is to set a strategy for the Comhairle's internal and external communications.

EXECUTIVE SUMMARY

- 2.1 Comhairle nan Eilean Siar's Communications Strategy sets out the organisations approach to external and internal communications with stakeholders including employees, members of the public and the media.
- 2.2 Communications within a local authority reflect a fast changing political and service environment and the Comhairle needs to be flexible enough to recognise and implement new technologies and adapt where appropriate.
- 2.3 To communicate effectively with the public and other key stakeholders the Comhairle makes use of social media platforms, our website and engages directly with media organisations and stakeholders.
- 2.4 The 2024 Communication's Strategy outlines the Comhairle's aims to communicate information to stakeholders using language that they can understand, on platforms that are accessible to them and in a style that is recognisable.
- 2.5 The continued cooperation of Members and Officers is essential to the achievement of the report's objectives and the delivery of good communications. Good communications are key to informing the public of the Comhairle's work and ensuring positive relationships with key stakeholders are developed and maintained.
- 2.6 The Strategy seeks to improve external communications by increasing engagement between Members, Officers and the Communications Team.
- 2.7 In line with Comhairle's Gaelic Language Policy the Strategy outlines the importance of Gaelic in internal and external communications.

RECOMMENDATIONS

- 3.1 **It is recommended that the Comhairle:**
 - (a) **approves the Communications Policy;**
 - (b) **approves the creation of brand guidelines by November 2024.**

- (c) approves the undertaking of a review of Comhairle nan Eilean Siar social media accounts and new social media policy by November 2024;
- (d) approves the creation of an emergency communications plan by November 2024; and
- (e) would engage directly with the communications team on external and internal communications.

IMPLICATIONS

4.1 The following implications are applicable in terms of the Report.

Resource Implications	Implications/None
Financial	None
Legal	None
Staffing	None
Assets and Property	None
Strategic Implications	Implications/None
Risk	None
Equalities	None
Corporate Strategy	This supports delivery of the following Corporate Strategy commitments.
Environmental Impact	None
Consultation	None

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 Appendices: Appendix 1 Communications Strategy 2024

BACKGROUND

- 5.1 Comhairle nan Eilean Siar delivers a range of services to the people of the Western Isles. As part of this service delivery, it is the Comhairle's duty to provide the public, stakeholders and employees with timely and relevant updates on matters impacting them.
- 5.2 The 2024-2027 policy builds on the previous document to ensure that the Comhairle's communications make use of modern techniques and make information more accessible to the public.