

# Promotion of Community Councils' Elections

# Election Promotion Programme

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1. Community Promotion for Elections
2. Promotional Tools
3. January 2025 Promotion Start

# Community Promotion for Elections

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1. Drop-in Sessions in Communities
2. CCs raising profile with local organisation
3. Create Local Media Connections

# Promotion Tools

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1. Creation of templates for promotional material for the Election
2. Training to aid CCs & EACC in promoting themselves before the elections

# Community Council Elections: Campaign Approach

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£5,000 Budget

1. Council Recommendations
2. Discretionary Election Spend

# Council Recommendations

## Nominations Awareness Campaign

Channel	Volume	Aim	Cost	Target audiences
<b>Paid activities: AWARENESS RAISING – essential items/as a minimum</b>				
Posters	Print and distribution to libraries and community centres (approx 70 venues)	Raise awareness of election and encourage nominations	260	Residents and groups in community council areas
Lamp post wraps	Four weeks; 1 wrap per community council area, two locations (1 move mid-campaign)	Raise awareness of election and encourage nominations	2,303	Residents and groups in community council areas
Meta Sponsored posts (Facebook/Instagram)	Three weeks; targeting community council areas	Raise awareness of election and encourage nominations	100	Residents and groups in community council areas
<b>Subtotal</b>			<b>£2663</b>	

Further £1500 can be spent on this Phase. See Slide 9 for suggested additional spend.

# Council Recommendations

## Elections Promotion

Paid activities: election voting – essential items/as a minimum (if elections taking place)				
Posters	Print and distribution to libraries and community centres (approx 70 venues)	Vote/awareness raising	150	Residents and groups in community council areas
Lamp post wraps	Two weeks; 1 wrap per community council area with an election	Vote/awareness raising	200	
Meta Sponsored posts (Facebook/Instagram)	Two weeks; targeting community council area with an election	Vote/awareness raising	50	Residents and groups in community council areas
<b>Subtotal</b>			<b>£400</b>	

# Unpaid activities Council will undertake

Channel	Aim	Target audiences
Council website	Raise awareness of election and encourage nominations	Residents
Council internal online news website	Raise awareness of election and encourage nominations	18,000 employees Council elected members
Nextdoor.co.uk	Raise awareness of election and encourage nominations	Target neighbourhoods with community councils (up to 83,300 members in up to 136 neighbourhoods in total)
EVOC online news noticeboard	Raise awareness of election and encourage nominations	Target EVOC members (community groups, third sector, etc)
Media release	Raise awareness of election and encourage nominations	Local/community media
Campaign toolkit: social media assets, newsletter articles,	Raise awareness of election and encourage nominations	Community councils Elected members in CC areas



# Discretionary Deliverables

## Potential Promotional Options with Contributions from CCs

Channel	Volume	Aim	Cost	Target audiences
Google Display Network	Standard Display activity targeted to sites related to local news sites such as Edinburgh Live, Edinburgh Evening News, The Scotsman, etc. Geotargeted to community council areas	Raise awareness of election and encourage nominations	1,500	Residents and groups in community council areas
Bus rears	30 x Bus Rears running for 4 weeks from Edinburgh depots. Cost includes production cost.	Raise awareness of election and encourage nominations	3,600	Residents and groups in community council areas
Daily Record (East) - 2 adverts	2 placements	Raise awareness of election and encourage nominations	750	Residents and groups in community council areas
Total Forth	1 week 30s Station Endorsed trails, 'Bauer loves....! Weekly delivery: 1,100,544 impacts, 274,577 reach (22.7%), 35 spots.	Raise awareness of election and encourage nominations	1,800	Residents and groups in community council areas
<b>Total</b>			<b>£7,650</b>	