

Communication channels review

Thank you for taking part in the review of communication channels across Children's Services. By completing this audit form you'll help us to identify all our audiences and the channels of communication we use to reach them.

By communication channels, we mean any planned method of communication you use to share information, consult and promote. Please see the list of channels below for suggestions.

Please give us as much information as possible about the channels of communication you are responsible for, and the audiences they target. Any detail you can share will help us get a full picture of communications across Children's Services.

We'd like to know about **all** the audiences you communicate with, including colleagues in your team, service or organisation; partners; other agencies; and children, young people and their families.

Where possible, please provide a link to your communication channel, email a copy or send hard copies to Catherine Wright, leadership support service, 10th floor east, Merrion House, Leeds, LS2 8DT

Our next steps will be carrying out detailed analysis of our target audiences to find out their needs, including questionnaires, telephone interviews and focus group sessions. We'll also review the current channels of communication, to establish if they meet these needs

Once these stages are completed, we'll make recommendations on the efficacy of our current channels, and proposals for new channels. We'll follow a social marketing approach of building our message and channels to meet the needs of audiences.

We'll keep you informed about our findings, and what recommendations we're going to make. If you need any more information please contact Catherine Wright on 247 4160, email catherine.wright@educationleeds.co.uk. For any questions about the pdf form please contact Carl Whalley on 224 3323, email carl.whalley@educationleeds.co.uk

Please note – the form is an electronic pdf. It can be submitted automatically by email. To exit the full screen view, please press Esc

Communication channels

Publications – including newsletters, reports, booklets,

E-comms – including email updates, electronic newsletters, clickable pdfs,

Intranet sites - including InfoBase, Leeds Learning Network, Leeds City Council intranet, NHS staff portal

Websites – Children Leeds, Education Leeds, Leeds City Council, Leeds NHS, social networking sites

Events – roadshows, conferences,

Campaigns – promotional materials, posters, flyers