

Appendix 1 – Overarching Goals

Overarching Goal				
Increased participation in all services and events run by EDLC				
Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
Improve working practices and processes	Better understanding of core audiences	Increase engagement on social media channels	Increase newsletter subscribers and create regular newsletters	Improve website, including site structure and design with regular updated content
Rationale				
Key issues to come out of the research included being able to update accounts in real time, strategic oversight of content and timings and being able to find/gather suitable images and video	Some work has been done to better understand the wants and needs of the core audiences for EDLC, however it is important this work is ongoing so EDLC can continue to develop targeted content for the right audiences	It is important content created is useful and interesting for our residents and customers. The algorithms makes it hard for people to see our content, but creating engaging and relevant content will help.	Social media is currently used for important information that could be missed. Newsletters can better ensure the right people are seeing the information about events, classes and services direct to their inbox	A new website is being developed for EDLC, it is vital this is easy to navigate and has up to date information on it that is SEO friendly to make it as easy as possible for customers to find the information they require.