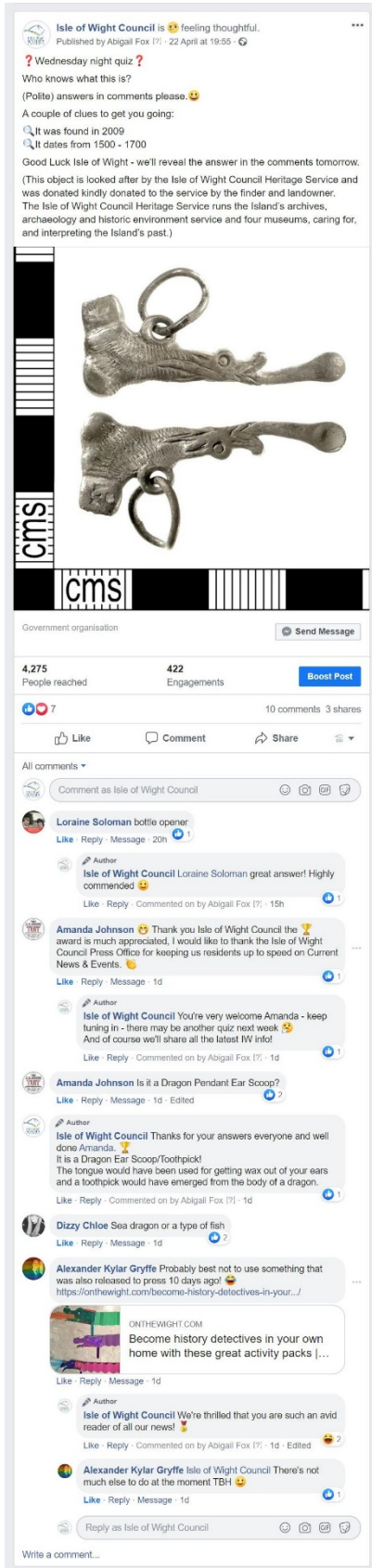
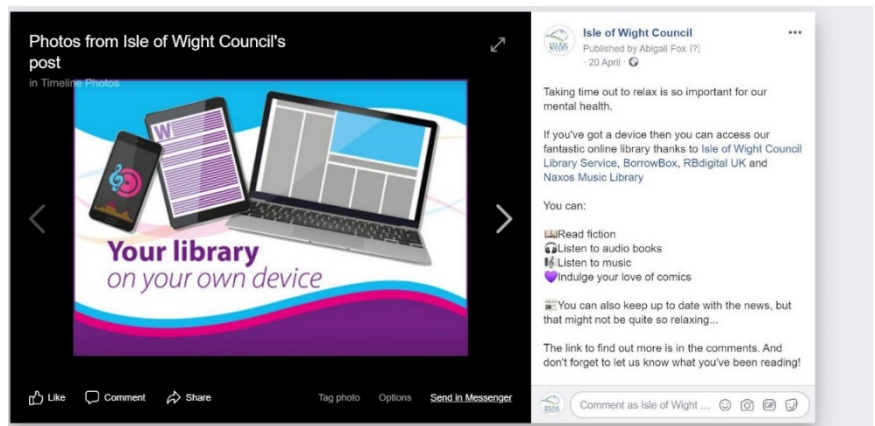


Appendix F: Sample communication campaigns undertaken



Campaigns undertaken to deliver something different in response to the Covid-19 pandemic, helping to show the wide range of council operations that residents might not be aware of and to continue supporting residents with their wellbeing and offering stress relieving things to do.



The No 1 social media post in this particular week, (109 shares and over 17,000 people reached). This post meant that it was possible to pass on key messages to residents and provide them with the information they need

Isle of Wight Council
Published by Kellie White [?] · 15 April at 07:00


Please share Green bin recycle week

Just a reminder that our crews will take excess recycling and textiles at the kerbside on green bin recycle week.

- ✔ Clothes/textiles can be put in clear or white bags.
- ✔ Extra cardboard can be flattened and tied in bundles.
- ✔ Just place them next to your green recycle bin.

For more information on our waste services please see the link in the comments below.

#StayatHomeSaveLives #recyclewight #OnTheFrontLine #ThereForYou #IsleOfWight



17,923 People reached 2,419 Engagements [Boost Post](#)

74 Likes 38 comments 109 shares

[Like](#) [Comment](#) [Share](#)

All comments

[Comment as Isle of Wight Council](#)

Claire Frisby Chris Frisby
Like · Reply · Message · 1w

Emma Theunissen Renico Theunissen
Like · Reply · Message · 1w

Rachel Jose Chris Jose
Like · Reply · Message · 1w

Sophie Smith Darren Howe
Like · Reply · Message · 1w

Laura Wilkes Simon Williams
Like · Reply · Message · 1w

Rowan M Matt Middleton-Leal
Like · Reply · Message · 1w

Rob Gayle Kay Gayle
Like · Reply · Message · 1w

Bev Kattenhorn Emma Gandolf Chris Kattenhorn
Like · Reply · Message · 1w

Sofie Louise Dyer George
Like · Reply · Message · 1w

Charlotte Reddecliff Chris Reddecliff
Like · Reply · Message · 1w

Kayleigh Wyatt Jay Prior
Like · Reply · Message · 1w

Alex Grover Barry Grover Hilary Newlyn
Like · Reply · Message · 1w

Like · Reply · Message · 1w

Jade Thorn That's brilliant! Much better than putting any excess in the black bins.
And a big THANK YOU to the fellas doing the bins, we've been at our window clapping them every Friday morning, my little girl is fascinated by it all and we are so grateful of the hard work you're all doing and the risk you're taking, you're awesome!
Like · Reply · Message · 1w

Isle of Wight Council Thank you, we will pass the message on!
Like · Reply · Commented on by Abigail Fox [?] · 1w

Fred Woodworth You have forgotten to remind us to sanitise the handle before and after collection.
Like · Reply · Message · 1w

Isle of Wight Council Thanks for the reminder Fred 😊
Like · Reply · Commented on by Abigail Fox [?] · 6d

Simone Brett I've stuck a wee note on my bin for them this week. They do a great job 🙌🙌
Like · Reply · Message · 1w

Moiria Steven Really pleased that the binmen are managing to maintain our usual level of service despite the increase there must be in refuse being generated by people at home all day. Thank you.
Like · Reply · Message · 1w

Karen Granger A huge thank you to our lovely bin men ❤️❤️❤️
Like · Reply · Message · 1w

Sarah Dover That's great and thank you for continued great service... can I ask though, with people at home now and this nice weather... why they're not taking gardening waste... everyone's doing their gardening and not being able to go to LynBottom and not being picked up will encourage fly tipping... is there any arrangement in place for gardening waste?
Like · Reply · Message · 1w

Isle of Wight Council For more information on our waste services please see the following link www.iwight.com/waste



Like · Reply · Commented on by Kellie White [?] · Remove Preview · 1w

Neil Titt Hartland Obviously some residents in George Street in Ryde have no idea of the rules about waste collection. Can't remember the last time the pavement hadn't got any crap left out on it.
Like · Reply · Message · 1w

RhonaJenkins AlanJenkins A big thank you to all, but this is no different to normal surely? 😊
Like · Reply · Message · 1w

Amanda Johnson No different for us that already know. However it would appear a lot of residents don't know what you can recycle on Green Bin Day. 😊
Like · Reply · Message · 1w

RhonaJenkins AlanJenkins Amanda Johnson. That is true!
Like · Reply · Message · 1w

[Reply as Isle of Wight Council](#)

Like · Reply · Message · 1w

Amanda Johnson No different for us that already know. However it would appear a lot of residents don't know what you can recycle on Green Bin Day. 😊
Like · Reply · Message · 1w


RhonaJenkins AlanJenkins Amanda Johnson. That is true!
Like · Reply · Message · 1w

[Reply as Isle of Wight Council](#)

Pat Butcher Brilliant idea 🙌
Like · Reply · Message · 1w

Jade Marie Lawrence Will the clothes get recycled or thrown in landfill?
Like · Reply · Message · 1w

Tash Dix Jade Marie Lawrence textiles collected on the recycling rounds go to the same destination as those in textile banks. To this textile recycling company <https://biugroup.co.uk/>



Like · Reply · Message · 1w

Jade Marie Lawrence Tash Dix fab thanks for confirming 😊
Like · Reply · Message · 1w

[Reply as Isle of Wight Council](#)


Barry Reeves Thanks to the bin men. Great job they all do.
Like · Reply · Message · 6d

Chris Frisby Hi. Great idea. What happens to clothes I would normally take to the charity shop?
Like · Reply · Message · 1w

Amanda Johnson You pop them in a clear or white sack and place them by your Green Bin on Collection Day. 😊
Like · Reply · Message · 1w

Chris Frisby Will they still go to charity or do they get recycled or binned
Like · Reply · Message · 1w

Tash Dix Textiles collected on the recycling rounds go to the same destination as those in textile banks. To this textile recycling company <https://biugroup.co.uk/>



Like · Reply · Message · 1w


Chris Frisby Great thanks.
Like · Reply · Message · 1w

[Reply as Isle of Wight Council](#)

John Chaundy When will street cleaning 're commence my road is a mess with litter
Like · Reply · Message · 1w

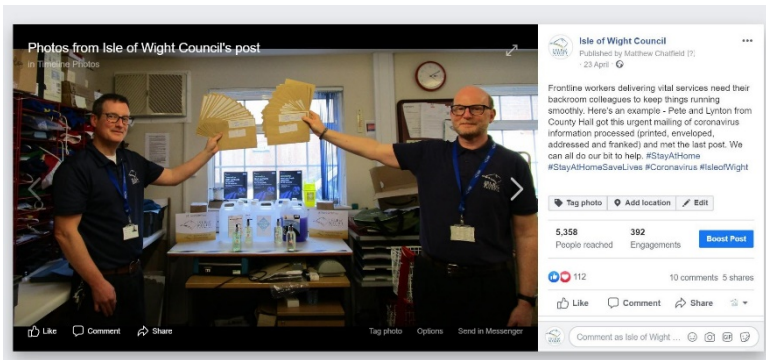
Kirstie Carrot Will they take old carpet?
Like · Reply · Message · 1w

Amanda Johnson <https://www.iow.gov.uk/.../House-.../Bin-day-getting-it-right>



Like · Reply · Message · 1w

[Reply as Isle of Wight Council](#)



Example posts which provided opportunity to show the council working to support the community and forum to provide a response to concerns as well as an opportunity to provide feedback.



Resident: "Thank you to the person for putting out all these updates 😊 Stay safe"

IWC: "Ah thank you – that's made my day 😊 It's not just me but I'm here now and I'll pass on your thanks to the others. Stay Safe"



The No 1 post this week - (65 shares and

Isle of Wight Council is at Dinosaur Isle.
Published by Abigail Fox [?] · 30 April at 12:41 · Sandown

Ever wondered what Mammoth teeth, the vertebrae of a Sauropod, ammonites or parts of a Polacanthus skeleton look like?
Join our colleagues from Dinosaur Isle as they take part in BBC Arts's #MuseumFromHome today.

Isle of Wight Council
Published by Abigail Fox [?] · 2 May at 07:14

The Island's #Coronavirus testing facility is open today Saturday 2 May, 8.30 am to 3 pm at 1 Leisure Medina.
☎ 03333 218865 to make an appointment for a test.
Please do not turn up on spec. Staff may not be able to test you and you may have a wasted journey. ... See more

Isle of Wight Council
Published by Kellie White [?] · 5 May at 20:00

We are all doing this to help keep the rate of infection down.
Keep going for the ones you love.
Keep going for our #keyworkers.
Keep going for you.
So we can get back to what (or who) we love sooner... See more

English
Español

Inform
Privacy
Cookie
Facebook

Isle of Wight Council
Published by Kellie White [?] · 5 May at 15:00

Friday 8 May is the 75th anniversary of VE Day - the date of the Allied Forces victory in Europe in 1945.
We can't get together like we normally would, but we can mark this important date by celebrating at home.
There's plenty happening on the day from toasts to speeches... See more

Isle of Wight Council
Published by Abigail Fox [?] · 29 April at 18:31

Where on the Island is Maddie?
The Isle of Wight was featured on CBeebies 'Maddie's Do You Know?' earlier today - did you see it?
Watch now and don't forget to let us know if you can guess where on the Island she is...
Dinosaur Isle
Link in comments

13,917 People reached 1,356 Engagements Boost Post

32 62 comments 16 shares

Like Comment Share Buffer

Most relevant

153 Engagements Boost Post

Isle of Wight Council
Published by Abigail Fox [?] · 6 May at 12:21

The Recycling Centres are opening next week, but you MUST pre-book a slot to get access.
Thank you for storing your recycling safely while our recycling centres have been closed. If you've got a build-up of items that our bin men couldn't take away, you can now book a slot for the Recycling Centres.
Households should only book an appointment at the Recycling Centre if it is essential to do so. You should only travel to re-opened HWRCs if it is essential - if your waste is ... See more

Lynnbottom Household Waste Recycling Centre

We are only accepting the following items:

Garden waste	Electrical no larger than an under-counter fridge	Hard plastics	General waste, Black sacks Rubble or soil
Wood man-made and natural	Batteries	Asbestos and plasterboard - with a permit only Requires booking slot	DIY waste will not be accepted on site

14,582 People reached 2,247 Engagements Boost Post

41 89 comments 164 shares

Like Comment Share Buffer