

# Comann nam Pàrant (Dùn Èideann): Comms Work Group

## Report to AGM: 22 May 2019

The Comann nam Pàrant (Dùn Èideann) (CnPDE) Comms working group met for the first time on the 20th May 2019.

### What are the current systems for communication and how effective are they?

Currently CnPDE has several channels for communication to the parent body and to . These are:

- A CnPDE mailing list managed by MailChimp with 304 subscribers from the wider parent body
- Communication via ParentMail, which is approved and sent out by Bun-sgoil Taobh na Pàirce to parents of children at the primary school and sgoil-araich.
- A Wordpress blog - <https://cnpduneideannblog.wordpress.com>
- A Pàrantan Gàidhlig Dùn Èideann Facebook page with over 500 followers <https://www.facebook.com/CnPEdinburgh/>
- A Twitter account with 780 followers <https://twitter.com/cnpedinburgh>

We have not yet conducted a detailed analysis of how effective these channels but thoughts from the group are below:

- The current communication is broad, but can be overwhelming to parents as there can be a lot of information conveyed at a time in both Gaelic and English.
- A typical message to the mailing list gets an open rate of around 50%. If there is a link to the blog or a detailed document the open rate is generally less than 10%.
- CnPDE communication to GME parents could benefit from considering using the channels above more effectively to convey key messages of what is happening, while still signposting the parent.

## How would we like to work with these channels

The group agreed that we would like to agree a workflow with the CnPDE committee and working groups. This framework would establish a comms contact on each CnP working group, to facilitate the timely and direct flow of information and expectations between the groups. Having a comms contact on each group would also enable the working groups to contact each other directly if needs be.

- Work with the other CnPDE working groups to understand what the timings of their work are and what their needs are for communicating to the wider parent body so we can establish a communication project plan so we can plan and coordinate our activities for greater impact and clarity.
- Request that any detailed information or documents passed over to the comms group contains an agreed brief summary (produced by the comms contact?) containing key messages that need to be conveyed to the parent body, or the wider community..
- Examples of how information could be shared to the parent body include:
  - Detailed documents - Posted as PDFs on the blog (in Gaelic and English)
  - Summary of key points of documents - posted on the blog
  - Key messages from the blog post - emailed out on CnPDE mailing list.
  - Short headlines from above for social media- (less than 30 words, with a clear call to action and a link to find out more linking to blog post or similar)
- The group will also look at ways of making sure social media is used to more widely celebrate Gaelic (for example like @theirishfor and celebrating minority languages).

## Other points for consideration

- The comms group will set up a single email address ([CnPDEComms@gmail.com](mailto:CnPDEComms@gmail.com)) and work on documents on Google Drive to allow for collaborative production of documents.
- We discussed how GME in Edinburgh can be difficult for new parents to grasp and that it may be beneficial to have some open events from Aug 2019 to introduce parents to what is happening. It is important that this is accessible and just conveying information (not asking for help).
- We need to communicate what each working group is doing and how they will engage with the parent body. As a snapshot it would be good to know:
  - Purpose of each group
  - Why a parent would get in touch with them
  - A single point of contact for each group
- The comms working group needs to establish a library of standard responses that can be easily accessible for use when responding to queries, whether these are from parents, the public, or the media.
- Does the comms group have access to a budget for printing of material (e.g. leaflets) if needed?

## Suggestions from the CnP AGM

When we shared our update at the AGM we got the following suggestion:

- Use video on Facebook/have a YouTube channel to explain about the expansion plan. I like this idea a lot, but it will take some planning to move it forward
- Schedule emails to go in the evening when people are more likely to follow links.
- We have had an offer of a source to create infographics if helpful