

Strategic Digital PR Plan



BSM716 Digital Public Relations

Module Coordinator: Josh Bircham

Student Number: 2108276

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Glossary

AB – Aberdeen Inspired

DA – Domain Authority

GB – Greyhope Bay

HCB – Highlander Café Bus

HRP – Household Reference Person

P&J – Press and Journal

PR – Public Relation

SEO – Search Engine Optimisation

TA – Target Audience

Section 1. Understand

A. Digital PR Business Objective

As stated by Fiona McIntyre during the initial meeting (Client Video Meeting, 2022), Greyhope Bay (GB) is located on the south side of the Aberdeen Harbour, a not very well-known location as it is disconnected from the city. Therefore, the main objective of the Digital PR plan is to increase the visibility of this zone, resulting in raising awareness among the target audience. This is to be able to turn the area around Torry Battery into a place where the people from Aberdeen can go to enjoy the view and to honour the history of this place, since it was used during World War II, as emergency housing.

However, the Digital PR strategy is also based on an educational and informative goal, as it is by letting the audience know about all the positive things the company does that it is possible to attract and engage it. Thus, generating a positive sentiment about the brand, which allows to increase loyalty and to ensure Greyhope Bay remains in the public's mind (OneIMS, 2019).

B. Target Audience Definition

Aberdeen City Council, in its last update in June 2021, stated that compared to 2001 the number of households in Aberdeen City has increased by 12.3%, making it the 8th highest number of households in 2020 in Scotland (Aberdeen City Council, 2021).

Furthermore, between 2018 and 2028, the number of households in Aberdeen is expected to grow from 107,586 to 110,884. This is an increase of 3.1%, which compares to a projected rise of 4.9% for Scotland as a whole.

In terms of size, the 35-39 and 40-44 groups are forecast to witness some of the largest percentage increases (14.6% and 27.8%) in terms of the age group of a Household Reference Person (HRP) (Aberdeen City Council, 2018).

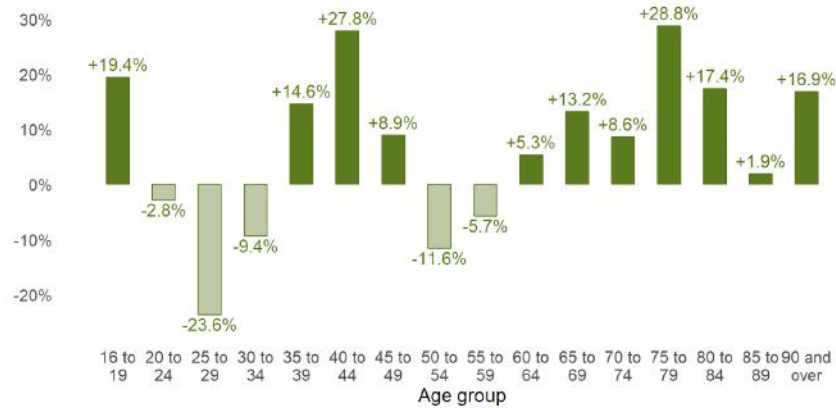


Figure 1: Percentage change in the projected number of HRPs, 2018-2028

In addition, childcare development is particularly important to consider because during the COVID-19 lockdown schools and most of the recreational activities for children were closed. Indeed, the average time spent on childcare development as the main activity among the population with children took place on 48% of diary days for men and 39% for women (Scottish Government, 2020).

In 2021, the age group identified (35-44) has as their second most common leisure activity away from home going to visitor attractions (29%) that are outdoors (35%), close to where they live (33%), and represent an escape from technology (38%). Furthermore, after the coronavirus pandemic, 28% of this age group aim to spend more time with their family (Mintel, 2021).

Looking at the “Mintel Global Consumer Trend 2022” report it is also relevant to note that consumers have a strong desire to return to pre-pandemic hobbies and to enjoy new experiences that have been limited to them for a long time.

Therefore, it is important to offer activities that anticipate consumers’ wish for fun and novelty by providing entertaining experiences (Mintel, 2021).

Another additional key information that has contributed to the definition of the target audience (TA), is that Mintel in the “Families – UK – January 2020” report

describes that 53% of families (between 35-54) chose “spending time outdoors” as an activity to do during a typical week with their children (Mintel, 2020).

Based on the crucial data above, the target audience selected for this Digital PR strategy is parents between 35-44 years old with their children based in Aberdeen, Scotland (Appendix 24: Audience persona).

C. Digital PR Solution

Enabling the company to build brand awareness and visibility means establishing strong relationships with its audience since this determines the success of a business (Fontanella, 2018).

Considering this and the fact that Greyhope Bay is a new Aberdeen activity that will open in March/April 2022 (Client Video Meeting, 2022), the Digital PR strategy primarily involves a relationship management solution. However, reputation management will also feature in the plan as it is essential to ensure that GB enjoys a positive public perception by being properly represented (Kalyadina, 2020).

Based on the key data outlined in the “*Target audience*” section, the Digital PR strategy will be about the leisure time that the parents wish to spend with their children, so it is essential to focus on connecting Greyhope Bay with the several families of Aberdeen.

To avoid the lack of motivation that can sometimes affect kids (ParentMap, 2021), this connection will be developed by starting from the children themselves; in particular, by involving a place that they all undoubtedly attend, the school.

For this reason, this Digital PR solution precisely involves a partnership between Primary Schools in Aberdeen and Greyhope Bay.

Indeed, interactive videos will be created to be shown in schools, in order to engage and attract the kids to the new venue. The Greyhope Bay mascot (Dot the Dolphin), who will accompany the young visitors during the multiple events organised, will also be involved, because children need to watch entertaining and motivating videos to keep their attention high (McLean, 2020).

Videos will represent the first campaign tactic because they are a versatile and engaging content format that allows users to increase their understanding of the company's service/product (Hayes, 2019).

Additionally, as society becomes increasingly dependent on technology, schools are investing more time and money in exploiting it as a means of communication (Lester, 2017). Particularly, one of the most popular contact options between schools and families is email, since with free and easy email services it is possible for both parents and teachers to give better and faster responses, at any time of the day (Lester, 2017).

Considering this and the partnership mentioned above, the schools will once again be harnessed to send an email with an eye-catching flyer, provided by GB, to families. Thus, the email will contain an infographic showing them the different activities that Greyhope Bay offers, thereby creating curiosity. It will also include an invitation to sign up for the client's newsletter to get a free coffee menu, which will entice parents to go to the company's website and subscribe. This is because 86.1% of parents say they prefer to receive digital flyers, rather than paper ones (Peachjar, 2022).

The 35-44 age group, or rather the one chosen to target, is the highest email consumer in the UK, as 82% of them send or receive email weekly (Zivkovic, 2021). Taking this into account, emails will continue to be employed in this Digital PR strategy to keep parents up to date about the latest Greyhope Bay news or events to provide them with new ideas to enjoy different experiences with their kids.

In fact, since Digital PR is a strategic communication process that aims to build a mutually beneficial relationship between a brand and its public, email marketing is one of the main tools to communicate straight with the audience, giving it pertinent and valuable information in a time-efficient manner (Campaign Monitor, 2020).

Moreover, Digital PR is also relevant to directly outreach the public by creating a dialogue with it (Digital Marketing Institute, 2018) and building its loyalty through storytelling content (The Business of Story, 2019).

Indeed, the plan will further include the use of Greyhope Bay's social media platforms since they allow the company to converse and interact with the audience, listen to what it needs and wants, and monitor the brand reputation (Digital Marketing Institute, 2018).

In this regard, influencer marketing will likewise be part of the strategy in order to improve the brand image and increase the trust of the public, thus raising the desire to find out more with a consequent boost in traffic to GB's website (Red Havas UK, 2021).

In conclusion, considering that the goal of journalists is to "Inform, educate, entertain" (BBC Mission, 2018) and the favourable relationship GB has with them (Client Video Meeting, 2022), this Digital PR solution will also involve writing press releases to achieve the main Digital PR business objectives.

D. Competitor PR Analysis

The competitors were chosen according to what Fiona McIntyre stated during the initial meeting (Client Video Meeting, 2022), specifically that the main competitors are other coffee shops along the Aberdeen beach, that people already know about.

Criteria	Competitor 1	Competitor 2
Business Name	Foodstory.Hut, the beach location of Foodstory.	Highlander Café Bus (HCB)
URL	https://foodstorycafe.co.uk/	https://coffeebusbeach.com/
Web Content	<p>There is only the main Foodstory website and not a specific one for Foodstory.hut, so it will be the one analysed.</p> <p>The content published on the website is aimed at the public, as it mainly shows the services, activities offered, and the sustainability carried out by Foodstory (Appendix 1).</p> <p>The "<i>Recipes and nutrition</i>" section could be interesting to engage users with recipes or articles on nutrition advice, but it has not been updated since April 2020.</p> <p>Some links on the website do not work as shown in Appendix 2.</p> <p>Regarding videos, in the "<i>Cooking and Coffee</i>" section Foodstory uploaded a few videos from its</p>	<p>The content on the HCB's website only concerns the food and drink menu with the possibility of ordering through the site (Appendix 7), therefore it is addressed to the public.</p> <p>HCB also has a section for reviews, but it is empty (Appendix 8). However, it has some reviews on Google My Business, so the company should incorporate Google reviews on this specific webpage. This is because almost 9/10 of consumers said that an online review is as important as a personal recommendation and 72% of them take an action only after reading a positive comment (Saleh, 2015).</p>

	<p>YouTube channel (like this one), while in other sections there are other videos, but from different YouTube channels, e.g. about yoga sessions or reggae music.</p> <p>The overall website does not like up to date, but this is a key aspect as an updated website help to build trust with customers and domain authority (DA) (Vermette, 2016).</p>	
<p>Digital Press Content</p>	<p>The number of inbound links is high, 3.9k (Moz, 2022) with national and local coverage (Appendix 3).</p> <p>Example:</p> <ul style="list-style-type: none"> - The Guardian - The BBCGoodFood - The Press and Journal <p>The publications have links to Foodstory’s website (Appendix 4) and most of them describe the venue as a recommended place to try in Aberdeen.</p>	<p>The number of inbound links is 8 (Moz, 2022) with mostly local coverage (Appendix 9).</p> <p>Example:</p> <ul style="list-style-type: none"> - VisitAberdeenshire - The Press and Journal <p>The publications have links to HCB’s website and social media platforms (Appendix 10) and they are mostly informative as they provide a description of the company.</p>
<p>Social Media Press</p>	<p>As with the website, the social media accounts are for the main Foodstory location, except for Instagram where there is a specific page for FoodStory.Hut (Appendix 5).</p> <ul style="list-style-type: none"> - Facebook and Instagram: yes 	<ul style="list-style-type: none"> - Facebook and Instagram: yes <p>HCB uses often these channels, posting various videos and images that show the food and drinks it offers, but repurposing the same content on Facebook and Instagram, as these two links demonstrate:</p>

	<p>Foodstory publishes almost daily on these platforms, with more images than videos.</p> <p>They are mainly about food and the “menu of the day” (Appendix 6), behind the scenes, and nice pictures of the locations. Only on Facebook, there is also content about events at the main venue.</p> <p>Not always correct use of hashtags (Appendix 6), therefore to be improved, as they are essential to allow the right people to reach the company’s content, thus boosting likes, views, and shares (O’Brien, 2022).</p> <p>- Twitter and YouTube: yes Twitter has not been used since March 2021, while the last video on YouTube was four years ago. The suggestions here can be two-fold:</p> <ul style="list-style-type: none"> • Post more regularly as it helps the business to increase brand awareness and loyalty, but it also enhances search engine rankings (Wigfield, 2021). • It is not necessary to be on every social media platform, so perhaps for FoodStory a Facebook and Instagram 	<ul style="list-style-type: none"> • Instagram • Facebook <p>- Twitter: yes</p> <p>HCB has not published here since October 2020, like Foodstory, hence see the “<i>Social Media Press</i>” section of Foodstory.</p>
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	account along with the website are the platforms it needs (Safford, 2021).	
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E. Client Digital PR Audit



Criteria	Client
<p>Web Content</p> <ul style="list-style-type: none"> - The content published on the client’s website can be defined as informative and educational. - Content is directed towards the public, rather than the press, to let it know about the latest initiatives, the story of the place or how to be part of the GB community. - They often use videos on the website, also collaborating with students or professionals to do so. 	<p><u>Current Outputs</u></p> <ol style="list-style-type: none"> 1. Educative content 2. Short videos by local filmmaker 3. Informative article <p><u>Recommendations</u></p> <ul style="list-style-type: none"> - The “<i>Journal</i>” section seems to be the website’s blog (Appendix 11), but any content must always include main elements, such as: <ul style="list-style-type: none"> • Valuable headline. • Useful subtitles to split the page and make it more visually appealing. • Powerful call to action. • Relevant internal link. (Totka, 2018) - Consider restructuring the website to try to synthesise the information and make it more UX-centric. In this way, navigation will be more intuitive and consistent, allowing users to find information easier (McConnell, 2021). - Every page in the “<i>Journal</i>” section has a part to be deleted at the end (Appendix 12).
<p>Digital Press Content</p> <ul style="list-style-type: none"> - 141 inbound links to the GB homepage 	<p><u>Current Outputs</u></p> <ul style="list-style-type: none"> - The Press and Journal - Aberdeen Live



<p>(Moz, 2022) with local and national coverage (Appendix 13).</p> <ul style="list-style-type: none"> - The online articles are mostly informative, explaining what Greyhope Bay is and what the project behind it is. - Only <i>The Press and Journal</i> uses links to the client's website that work effectively. 	<ul style="list-style-type: none"> - The Guardian - Aberdeen & Grampian Chamber of Commerce <p><u>Recommendations</u></p> <ul style="list-style-type: none"> - Except for the "<i>The Press and Journal</i>" case, Greyhope Bay should try to maintain a relationship with the journalists who have already mentioned it once through interacting, e.g. following on social media and commenting on their articles. Since successful media coverage is not a one-off, but it is about finding a way to facilitate ongoing coverage for the company (Patel, 2015).
<p>Social Media Press</p> <ul style="list-style-type: none"> - Facebook and Instagram: yes <p>Frequently used platforms, but almost all the posts on them are equivalent. They are mostly about company updates and news, job opportunities, and sharing nice pictures of the venue, taken by GB or users.</p> <p>Using of highlights on Instagram.</p> <ul style="list-style-type: none"> - Twitter: yes <p>Some of the posts are the same as those on Facebook,</p>	<p><u>Current Outputs</u></p> <ul style="list-style-type: none"> - Facebook - Twitter - Instagram <p><u>Recommendations</u></p> <p>Facebook, Instagram</p> <ul style="list-style-type: none"> - Increase the use of video posts since they have the highest organic engagement on Facebook, 13.9% (Dodds, 2020) and 21% more interactions than images on Instagram (Brooks, 2019). - GB can exploit the cross-posting tactic, but each content must respect the requirements of each platform. Conversely, posting identical content on different social media without modifying it

<p>so mainly informative, and use images or retweets of people who have mentioned GB.</p> <p>- LinkedIn and YouTube: yes</p> <p>GB utilises these platforms more sporadically than others (both were last updated two months ago).</p>	<p>for the specific characteristics of those platforms, can make GB appear amateurish, robotic, or untrustworthy, causing audience boredom and making the social media strategy flat (Beveridge, 2021).</p> <ul style="list-style-type: none"> - Considering that Instagram is a visual-first network, it is important to always maintain high-quality images and videos (Sprout Social, 2019). - Evaluating contests and challenges, in order to involve the audience and enhance the sense of community (Lee, 2021). <p>Twitter</p> <ul style="list-style-type: none"> - As shown in the example above, GB does not always use hashtags, but it should as they are one of the main features of Twitter. Indeed, Twitter with appropriate hashtags gets 100% more engagement (Kolowich, 2021). - They should tweet more often as the best practice for Twitter is 1-2 per day (McLachlan, 2021). <p>LinkedIn</p> <ul style="list-style-type: none"> - Considering the main business objective of the company, GB should increase the use of LinkedIn since it would give the chance to build credibility and expertise, which is
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	<p>important especially for the press and its reputation (Martin, 2022).</p> <p>YouTube</p> <ul style="list-style-type: none"> - Since videos represent an important initial part of the strategy (see p.6), YouTube should be leveraged more to help to create a community with the chosen target audience by sharing videos that keep it engaged. <ul style="list-style-type: none"> • Example: footage of events for family memories or publishing new videos such as those shown at school for the kids. <p>Additionally, to enhance SEO and overall online presence (Business Queensland, 2022).</p>
<p>Other</p> <p>GB on the website also offers the possibility to subscribe to the newsletter service.</p>	<p><u>Current Outputs</u></p> <p>Appendix 20.</p> <p><u>Recommendations</u></p> <ul style="list-style-type: none"> - 61% of users declared they would like to receive at least one email per week and the best day to send it is Monday (CampaignMonitor, 2022), so GB should consider sending its newsletter once a week on Mondays (Appendix 21).

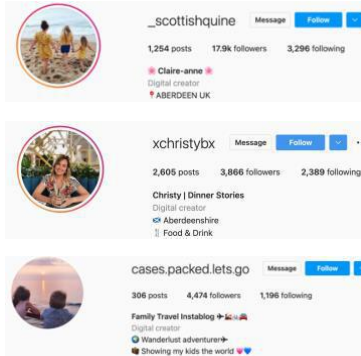
F. PR Partner Analysis

Type of Site	Site Name	Justification
<p>Mainstream National/Local Press</p>	<p>The Press and Journal</p> <p>National press, such as:</p>  	<ul style="list-style-type: none"> - GB should maintain its relationship with The Press and Journal, despite already having multiple mentions (Appendix 14), because it is a daily regional newspaper serving GB's area of interest, northern and highland Scotland, with a DA of 77, regarded as excellent (Vivian, 2019). Thus, obtaining backlinks from P&J is beneficial for the DA and SEO rankings of GB (Patel, 2017). Furthermore, the second-highest percentage of P&J readers coincides with the 35-44 age group (Media Pack, 2014), the one chosen as TA (Appendix 15). - Establishing strong relationships with the national press can also ensure that GB increases

		<p>its credibility and authenticity (3E PR, 2019).</p>
<p>Independent Media/Niche Websites</p>	<p>POST</p> <div data-bbox="539 1077 879 1417" style="border: 1px solid black; padding: 10px; text-align: center;">  <p>ABERDEEN <i>inspired</i> <small>BUSINESS IMPROVEMENT DISTRICT</small></p> </div>	<ul style="list-style-type: none"> - Post is a platform offering Aberdeen residents a space where share their stories. Having the largest Twitter community in Aberdeen (Post, 2022), Post can be a valuable opportunity for GB to make the new centre known, thus attracting people to Torry Battery. - Aberdeen Inspired (AB) is an organisation that aims to provide initiatives and improvements to the city of Aberdeen. <p>Therefore, creating a relationship between GB and AB could help the client reach even more Aberdeen’s families, since AB boasts 9,467 followers on Instagram, 10,016 on Twitter, and 17,650 on Facebook.</p>
<p>Blogs/Influencers</p>		<p>Considering the main business objective mentioned on p.4, GB</p>

DOWTK

Day Out With The Kids







should leverage influencers' marketing in its Digital PR campaign, since a survey conducted by Influencer MarketingHub (2022) reported that the first reason an influencer campaign is run is *awareness* (36.7%) (Geysler, 2022).

Furthermore, Marketing Charts (2021) stated that a good percentage of the chosen target audience follows brands and influencers on social media (Appendix 16).

Therefore, GB should implement some influencers/bloggers in its plan as it is a cost-effective strategy and they can help GB to build credibility and trust since they should be genuinely and humanely involved in the company's activities (The Business of Story, 2019).

To achieve this, the chosen influencers must have the same target audience as the brand (House Digital, 2021) in order to get focused and relevant partnerships.

		<p>For this reason, the suggestions on the left are all relevant ones for the TA:</p> <ul style="list-style-type: none"> - Day out with the kids is a blog that provides lots of different ideas on how to spend family days out around the UK. - _Scottishquine and Cases.packed.lets.go are mums based in Aberdeen that show their life. - Xchristybx is a blogger girl based in Aberdeen with a passion for food, drink, and travel. <p>Except for DOWTK, all of them belong to the nano-influencer category (1,000-10,000 followers).</p> <p>Despite being the influencers' category with the fewest followers, it has the highest engagement rate, 8.8%, which together with the fact that it is also the most affordable, represents the best choice for a new small business (Sanders, 2020).</p>
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<p>Social Media</p>	  	<p>Considering that Mintel (2022) reported that the most used platforms within the 35-44 age group in the last 3 months are Facebook, Instagram, and YouTube (Appendix 17), the advice is to focus primarily on these, although GB is already using other social media channels as well, as mentioned in the "<i>Client Digital PR Audit</i>".</p>
<p>Other</p>		<ul style="list-style-type: none"> - As 90% of the UK population listens to the radio for more than 20 hours each week (Relations Group, 2022), it is a valuable tool to increase visibility and awareness, resulting in improved SEO and social media engagement (Ravenscroft, 2022). <p>In particular, the ideal radio station for GB would be Northsound 1 as it has 133,000 total listeners per week (Media.info, 2021) and its target audience is between 25-45 years old (GetMeMedia.com, 2010).</p>

		<ul style="list-style-type: none">- Considering the overall Digital PR solution (p.6), one of the main partners will be Aberdeen Primary Schools. See p.6 for more details.
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Section 2. Plan

A. Digital PR Recommendations

	<i>Ideas</i>	<i>Explanation</i>
<i>Short-term recommendations</i>	<ol style="list-style-type: none"> 1. Produce video content to share in schools. 2. Create a digital infographic flyer to be shared via email with families, through schools. 3. Set up a more frequent and dynamic newsletter marketing plan. 	<ol style="list-style-type: none"> 1. Please see "<i>Digital PR solution</i>" and "<i>Client Digital PR Audit</i>" for justifications about video in schools and the email marketing plan. 2. Since the human attention span is only 8 seconds (Doyle, 2017), the infographic was chosen because it allows the message to get across faster and more effectively, as it is visually appealing. <p>It also helps the brand to tell its story, leading parents to act and improving the chances of sharing the content (Alves, 2022).</p>

<p>Medium-term recommendations</p>	<ol style="list-style-type: none"> 1. Increase Facebook and Instagram engagement through more videos, high-quality images, contests, and events. 2. Improve the “<i>Journal</i>” section (blog) on the website by adding relevant content more frequently (Appendix 18). 3. Establish relationships with nano-influencers or bloggers to create content on-site, on social media, or for a guest blog. 4. Ensure that each press release is digitally optimised. 	<ol style="list-style-type: none"> 1. Please see “<i>Social Media Press</i>” (p.14) for explanation. 2. A regularly published, high-quality blog with images, keywords, and useful content for the TA helps SEO and brand loyalty. Considering GB’s first goal and its business size (Appendix 19), it should publish one blog per week (Carmicheal, 2022). 3. Involving influencers/bloggers in a Digital PR strategy is important, especially to aid brand awareness, credibility, and reputation (Sessionmedia, 2022) by sharing valuable content. Please see the “<i>Blog/Influencers</i>” (p.18) for more.
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		<p>4. To increase its chances of being published, a digital press release must have a specific format (Bircham, 2022), such as containing images, links, social buttons, headline, quotes, and contact (B2Press, 2022).</p>
<p>Long-term recommendations</p>	<ol style="list-style-type: none"> 1. Restructuring the website to guarantee better navigation. 2. Establish social media relationships with journalists, by commenting or reposting their content. 3. Improve the YouTube channel by adding new, high-quality content. 	<ol style="list-style-type: none"> 1. Please see "Web Content" (p.13) for justification. 2. Please see recommendations in "Digital Press Content" (p.13) for justification. 3. Please see "Social Media Press" (p.14) and "Social Media" (p.21) for justification.

B. SMART Objective Planning

Smart Objective 1

Increase the number of newsletter subscriptions from the website by 20%, by the end of 2022.

Smart Objective 2

Increase Instagram and Facebook engagement by 15% through the creation of more interactive content such as videos or contests by the end of summer 2022.

Smart Objective 3

Gain 6 new authority backlinks (3 from local/national press and 3 from bloggers/influencers) by the end of 2022.

C. Content Planner

Please see Appendix 22.

D. Editorial Calendar

The channels chosen for the Editorial Calendar are mostly based on the recommendations made in this strategic Digital PR plan, thus preferring the website, the newsletter, Facebook, Instagram and YouTube.

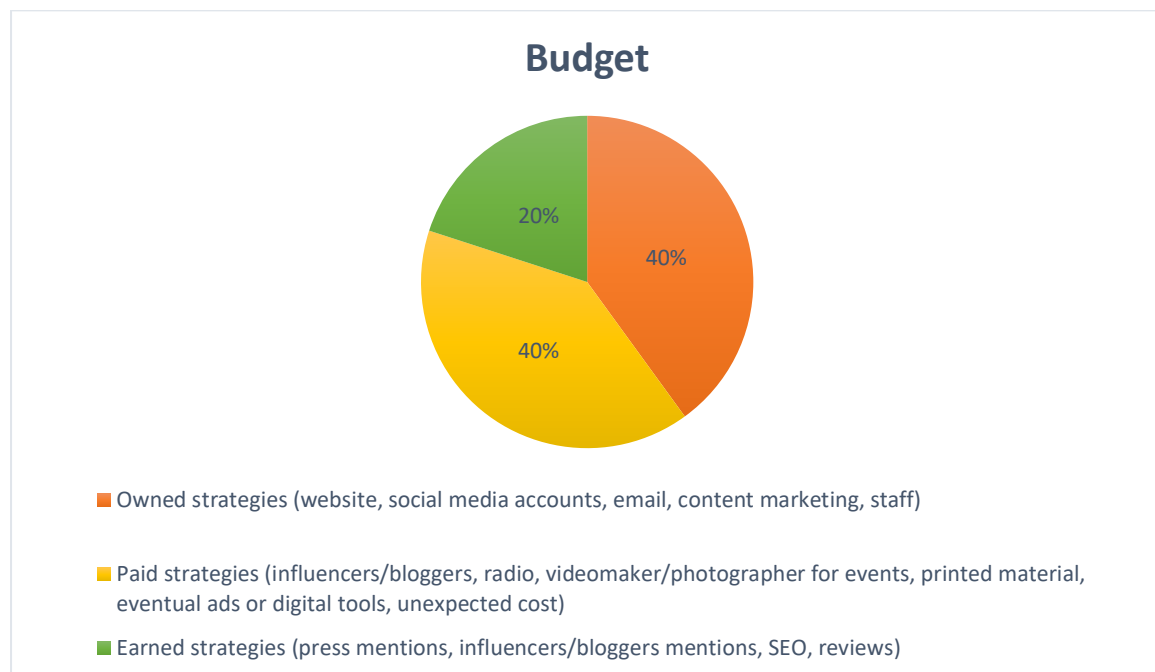
However, and considering that Greyhope Bay also has a LinkedIn and Twitter account, the schedule includes a post once a week on these platforms as well.

In addition to the Editorial Calendar, Greyhope Bay should also leverage Instagram and Facebook stories to engage more with users through daily publications (e.g. sharing content where people tag it), thereby offering a more personal way of interacting with the audience (Chickering, 2022).

Furthermore, it is specified that the creation of this Editorial Calendar took place before the actual opening of the new venue.

Please see Appendix 23.

E. Cost Breakdown



Section 3. Create

A. Press Release (300-400 words)

EMBARGOED FOR:

IMMEDIATE RELEASE

CONTACT: [Contact's name and title]

ORGANISATION: Greyhope Bay

EMAIL: hello@greyhopebay.com

WEB: www.greyhopebay.com

Aberdeen Primary Schools partner with Greyhope Bay to revitalise the family leisure time

Aberdeen, Aberdeenshire, 09th May 2022

Aberdeen Primary Schools are lending their voice to Greyhope Bay's Digital PR campaign, which focuses on reaching Aberdonian families, particularly the 35-44 age group chosen as the target audience, to enable them to discover new educational and creative ways of spending time with their children (insert [link](#) to Greyhope Bay calendar activities).

Since the Coronavirus, childcare has become an even more essential part of daily life for almost half of all households in Scotland.

The closure of schools has had a major impact on the daily lives of families, who now just want to spend their time outdoors having fun experiences with their kids.

Greyhope Bay stated: "***We offer a year-round mix of outdoor, creative and educational programmes***".

Considering the new needs of families post COVID-19, the new charitable organisation has all the attributes to be a key place for Aberdeen families to spend

their free time doing something close to where they live, but away from the technology that accompanied most quarantine days.

Thus, the support of schools aims to help the Greyhope Bay campaign to:

- Attract children to the new place through videos shown in schools (insert [link](#) to the videos created).
- Encourage Aberdonian parents to visit the new centre by giving them new ideas on how to spend leisure time.
- Promote eco-sustainable activities to help improve the city and the marine world.

Therefore, the campaign intends to raise awareness of the new activity, in particular by showing the many engaging educational and interactive opportunities it offers.

The campaign will take place mainly on Facebook, Instagram, YouTube, and through emails from the opening of the venue in April 2022 to the end of October's school holidays (around the end of October). For more information, visit www.greyhopebay.com.

END OF PRESS RELEASE

NOTE TO EDITORS:

- If publishing online, please include a link to the organisation's website at the end of the article: www.greyhopebay.com

Greyhope Bay is a charitable organization based on the south side of Aberdeen Harbour, near Torry Battery. The center is an off-grid ecological facility featuring a café with views of dolphins and various activities to engage Aberdeen residents in an educational way.

B. Shareable Blog Article (300-400 words)

What is Greyhope Bay?

A big welcome to you

After years of preparation and construction, the long-awaited date has arrived and Greyhope Bay is finally open and operational, so we want to start by giving you a big welcome!

Probably if you are here, it means that you have found out about our new centre, but you do not know exactly what it is.

If so, you've come to the right place!



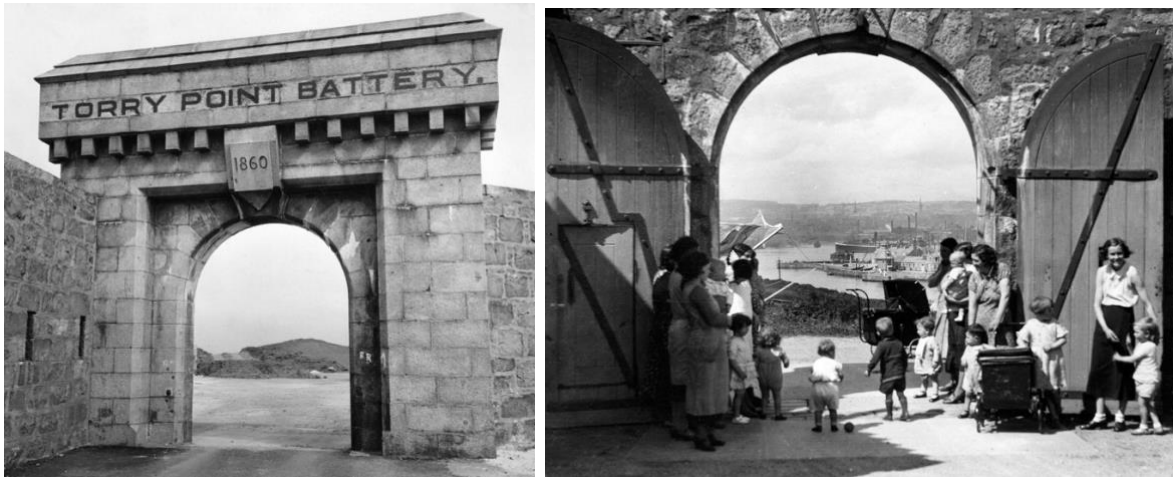
Why?

Fiona McIntyre, the founder, established this **charitable organisation** in 2016 with the main ambition of highlighting the incredible **coastal environment** and **marine wildlife**.

We don't know what you've already heard about our new activity, however, it's important to note that Greyhope Bay is not just a café with a beautiful view, BUT it aims to create a space for Aberdeen residents to connect and experience our

natural heritage, thus creating more opportunities for the city by making it part of a unique project.

Indeed, the location of our centre is no coincidence, as it is close to **Torry Battery**, an area whose history we want to preserve as it was used during the Second World War as emergency housing.



Let's discover more

Having introduced in general what Greyhope Bay is, we would now like to guide you through the different specific and unique features of the organisation.

1. Sustainability
2. Dolphin view
3. Café
4. Community

We'll cover the first two points in this specific article, so stay tuned to learn more about what the café and community benefits of Greyhope Bay are as well.

Afraid you'll miss the next article? Don't worry, we'll remind you, just sign up for our **newsletter** [here](#).

1. Sustainability

Greyhope Bay is an “off-grid” **eco-friendly** facility based on the idea of reusing shipping containers, finished with wood cladding.



In this way, the centre will support the circular economy, as by **recycling** the materials we can reduce the overall carbon footprint of the project and at the same time make it more accessible.

Do you know that our café is totally **plastic-free**?

So, when you come to visit us, you will leave with a great sense of contribution of keeping our oceans and environment clean. Do you know a better feeling?

If you are interested in being on the front line to ensure a change in our city, click [here](#) to become a new member of our exclusive crew and discover all its benefits.

2. Dolphin view

The area of Torry Battery is considered one of the best places in Scotland to see Blue Nose **dolphins** and Minke **whales**.

What does this mean?

Now that the centre is finally open, you and your family will be able to enjoy a tasty snack while viewing these incredible cetaceans in comfort from Aberdeen for the first time.

Learn more about the different types and characteristics of animals that can be seen swimming in the sea reading this [article](#) on our website.



As you have probably guessed, Greyhope Bay is much more than just a stand-alone building. Rather, it is a **multi-layered experience** for visitors that allows them to interact with the community in a variety of ways.

Visit our [website](#) to explore many new aspects and opportunities that Greyhope Bay offers your family.

(The blog article only covered two of the four bullet points listed below mainly to respect the word limit, but also as a strategy to entice the reader to read the next article as well).

C. Shareable Infographic (A4 page) or Digital Video (Max 1 Minute)

Please see the "Greyhope Bay infographic" PDF.

D. Social Media Copy

- Twitter

!! IT'S FINALLY OPEN !!

Greyhope Bay has opened its doors to you ✨

Already heard of [#GreyhopeBay](#), but don't know exactly what it offers?

Our latest article "What is Greyhope Bay?" is out on the website, let's read it to find out more [↓](#)


[#aberdeen](#) [#sustainability](#) [#dolphin](#)

-


(Insert link to blog article)

- **Facebook**


! Families of Aberdeen attention !

The long-awaited date has arrived  and [#GreyhopeBay](#) has finally opened its doors to you and your children ✨

Looking for something different and unique in [#Aberdeen](#) to enjoy time with your [#family](#)?

Sign up for our newsletter 

Why?

Because you will immediately receive a special flyer with the various creative and educational experiences we offer to have fun with your children 100, and also an exclusive discount 

- (Insert link to newsletter subscription)

Appendix

Appendix 1



Figure 2: Main menu of Foodstory's website

Appendix 2

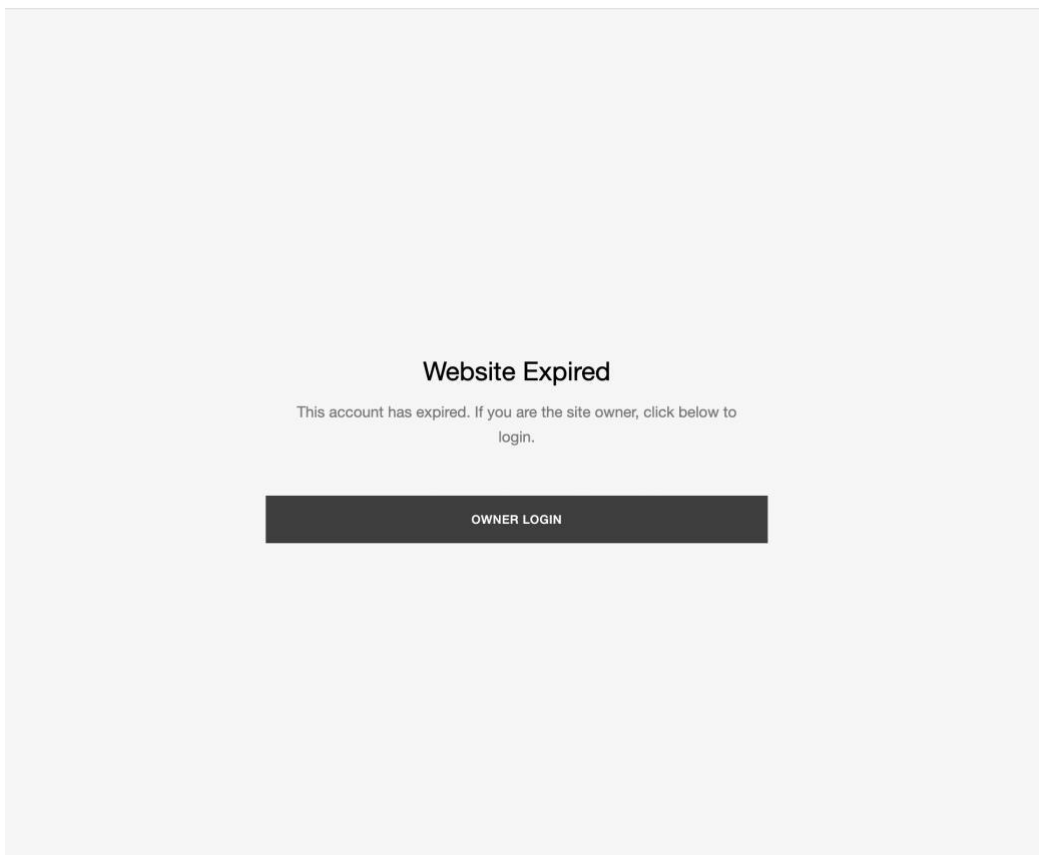


Figure 3: Foodstory's website error

Appendix 3

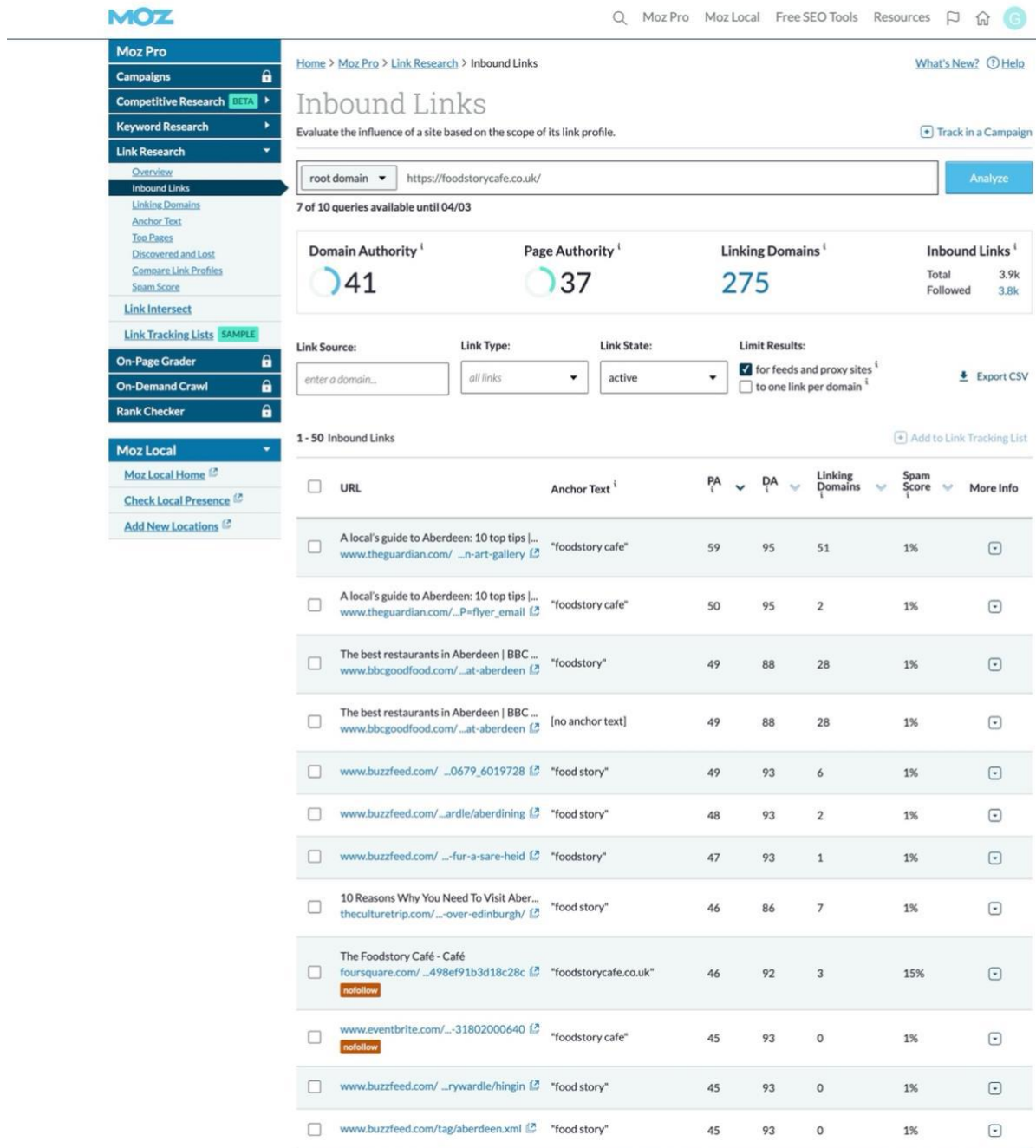


Figure 4: Foodstory inbound links

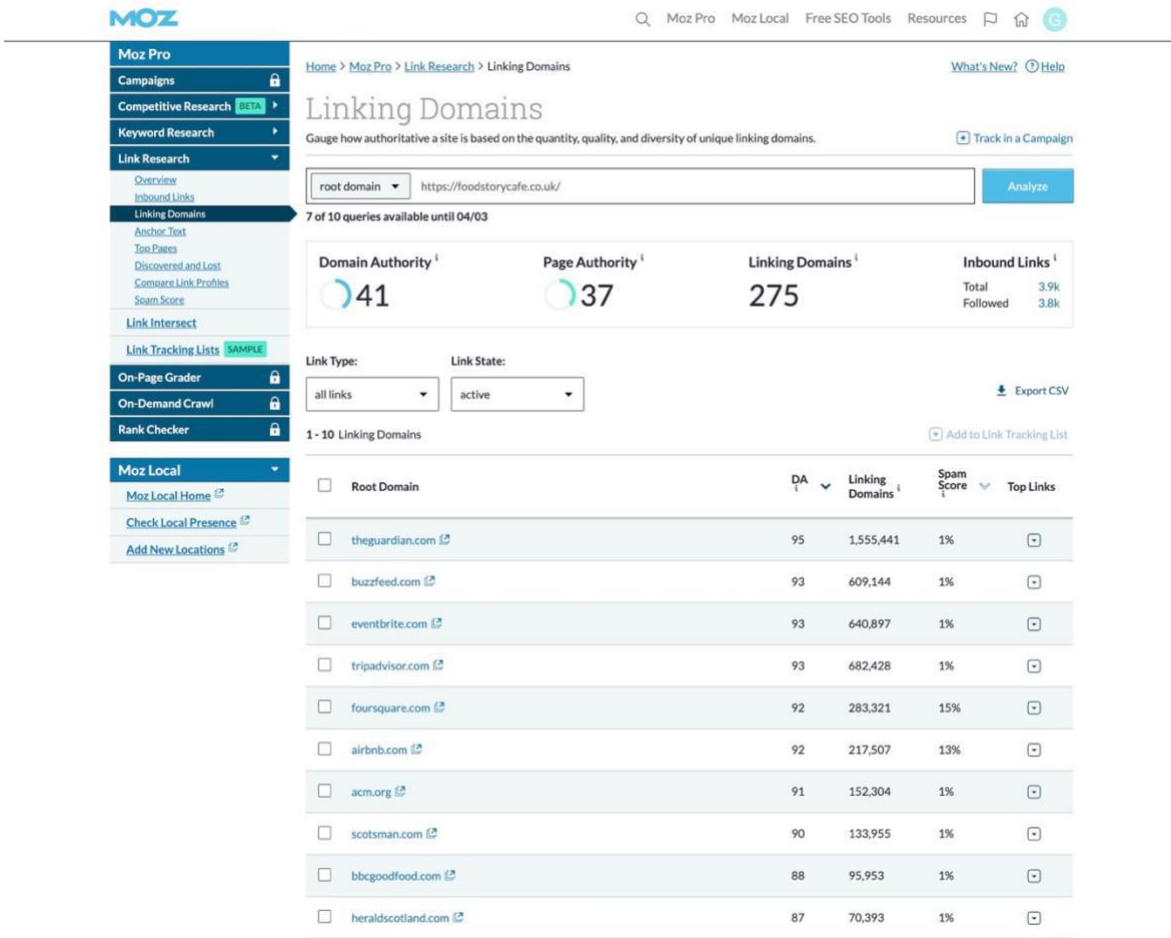


Figure 5: Foodstory inbound links domain

Appendix 4

Foodstory

Casual dining, cheap eats, kid-friendly



Foodstory offers healthy eating with flavour and flair. Head here for locally sourced food, tasty brewed coffee and regular events including yoga and life drawing classes. It makes for a great alternative stop in the city centre. Lunch from £4.50.

Figure 6: Link on BBCGoodFood's website to Foodstory's website

Appendix 5

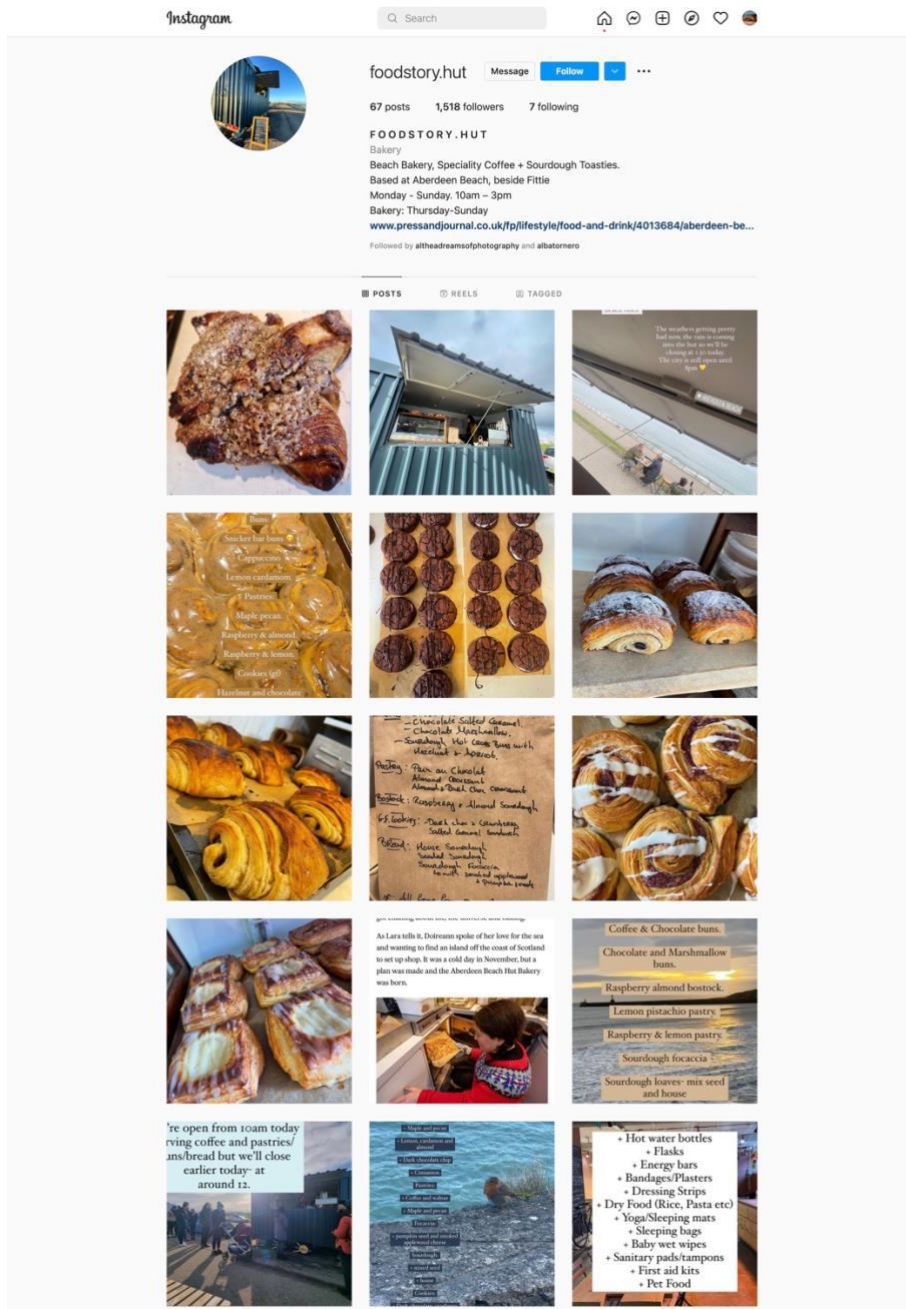


Figure 7: Foodstory.hut Instagram page

Appendix 6



Figure 8: Foodstory content on the Facebook page

Appendix 7

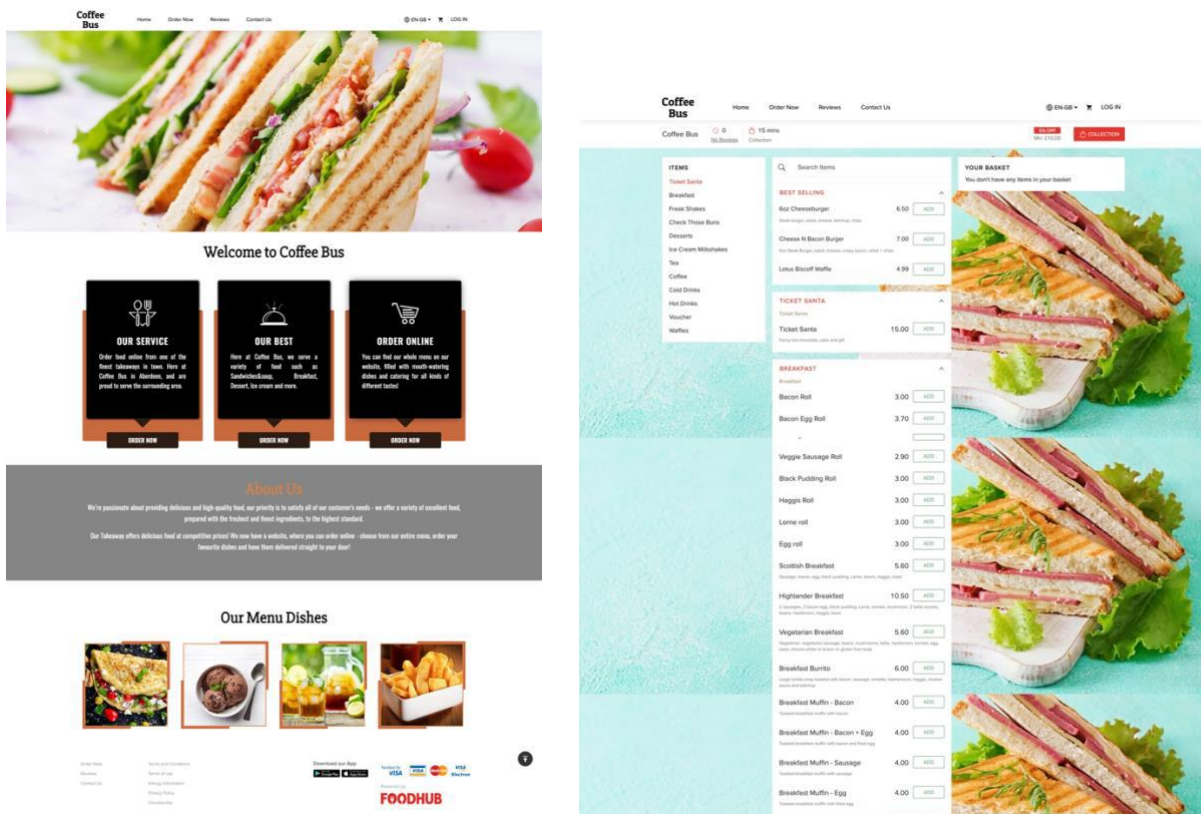


Figure 9: Higlander Cafè Bus website

Appendix 8

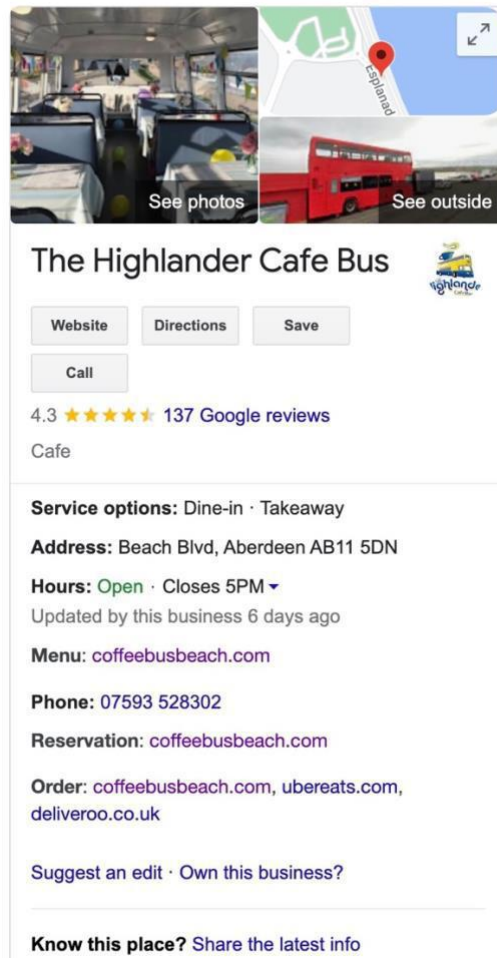
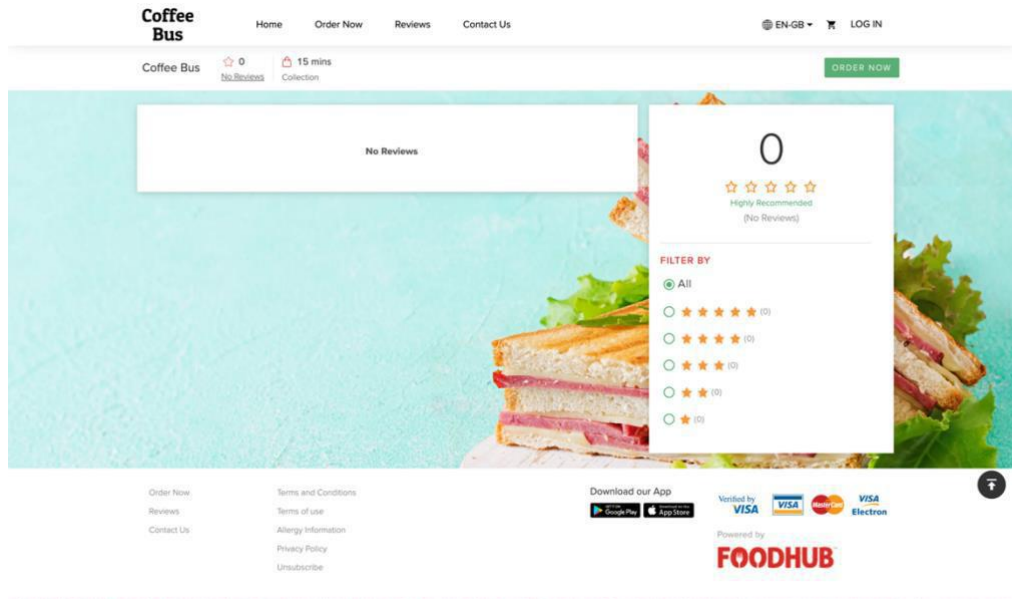


Figure 10: Highlander Café Bus's reviews on the website and Google

Appendix 9

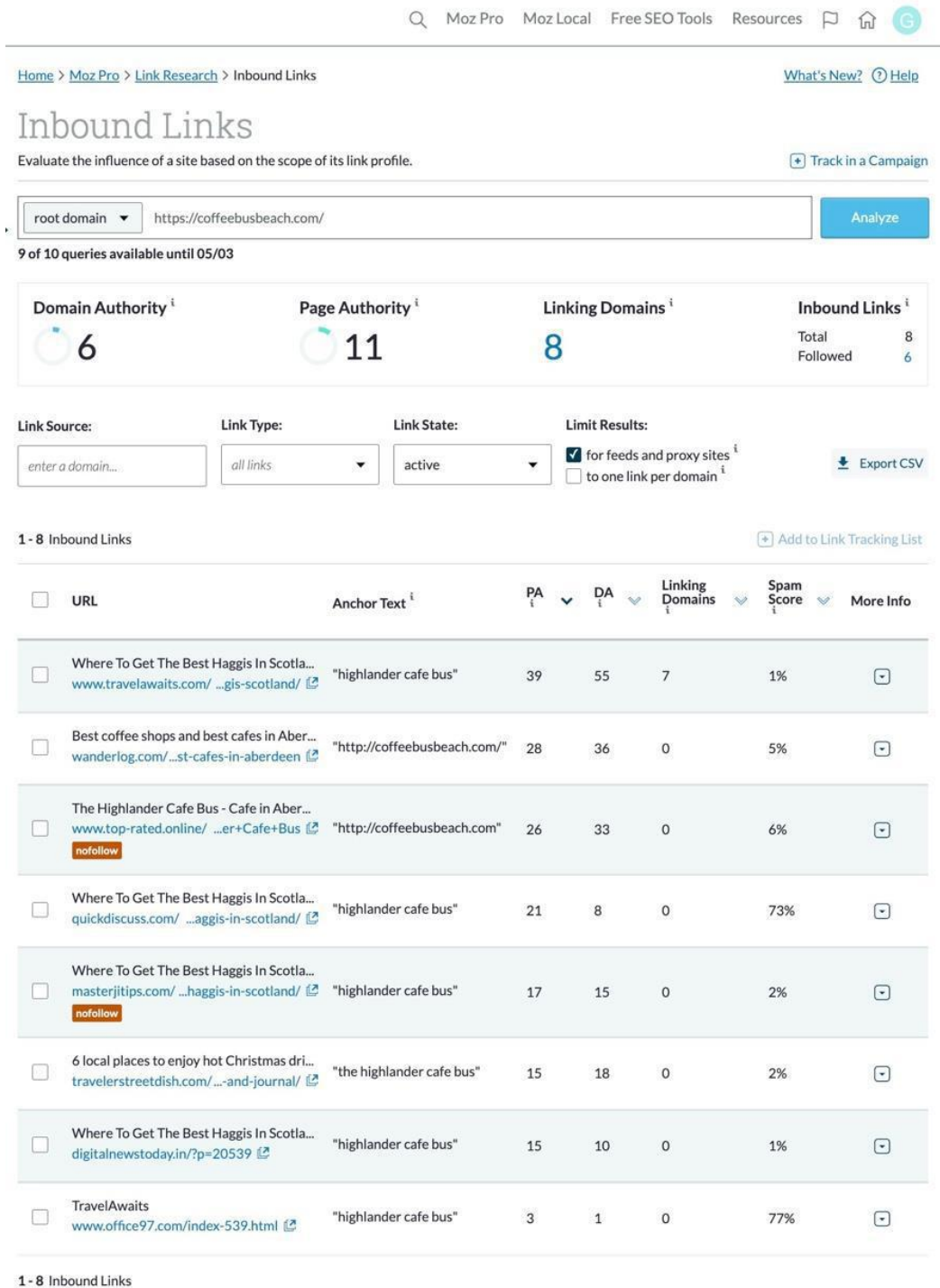


Figure 11: Highlander Café Bus inbound links

Home > [Moz Pro](#) > [Link Research](#) > Linking Domains

[What's New?](#) [Help](#)

Linking Domains

Gauge how authoritative a site is based on the quantity, quality, and diversity of unique linking domains.

[Track in a Campaign](#)

9 of 10 queries available until 05/03

Domain Authorityⁱ 6	Page Authorityⁱ 11	Linking Domainsⁱ 8	Inbound Linksⁱ Total 8 Followed 6
---	--	--	---

Link Type:
 Link State:

[Export CSV](#)

1 - 8 Linking Domains

[Add to Link Tracking List](#)

<input type="checkbox"/>	Root Domain	DA ⁱ	Linking Domains ⁱ	Spam Score ⁱ	Top Links
<input type="checkbox"/>	travelawaits.com	55	12,955	1%	<input type="text"/>
<input type="checkbox"/>	wanderlog.com	36	3,922	5%	<input type="text"/>
<input type="checkbox"/>	top-rated.online	33	2,393	6%	<input type="text"/>
<input type="checkbox"/>	travelerstreetdish.com	18	86	2%	<input type="text"/>
<input type="checkbox"/>	masterjittips.com	15	160	2%	<input type="text"/>
<input type="checkbox"/>	digitalnewstoday.in	10	73	1%	<input type="text"/>
<input type="checkbox"/>	quickdiscuss.com	8	446	73%	<input type="text"/>
<input type="checkbox"/>	office97.com	1	1	77%	<input type="text"/>

1 - 8 Linking Domains

Figure 12: Highlander Café Bus inbound links domain

Appendix 10

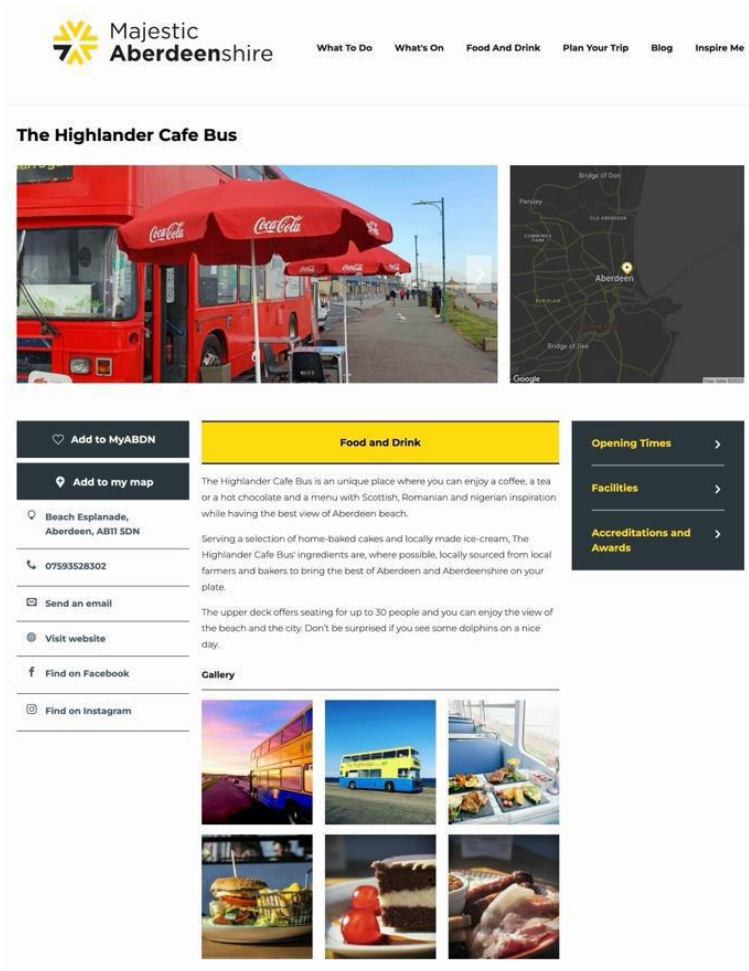
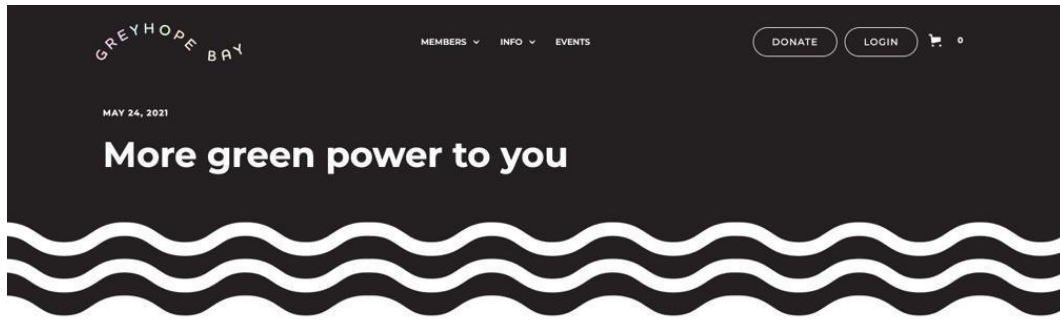


Figure 13: Link on VisitAberdeenshire website to Highlander Café Bus's website and social media

Appendix 11



Fiona and Carole were welcomed by the JCE Energy team at the JCE Group workshop earlier this month to broadcast to 15 classrooms around the NE of Scotland as part of TechFest's Early Years and Primary Programme. Together they showcased the solar panels, the batteries they will charge, and cutting edge tech that are getting ready to go to site at Torry Battery and provide green power to our off-grid café and community space.

TechFest, whose focus is on bringing real-life STEM education to kids, has gone digital this year making it possible for over 400 kids to tune-in and learn about our green energy power system. That would have been a tight fit in-person!

A big thank you to everyone at JCE Group and TechFest for making it all possible and a huge thank you to the teachers and students for their brilliant questions! You can see some of them below.



Fiona with Marco and Jim from the JCE Energy, getting ready to go live and stream from the workshop

The students had many interesting questions for us. Here are a few taken from our Q&A!

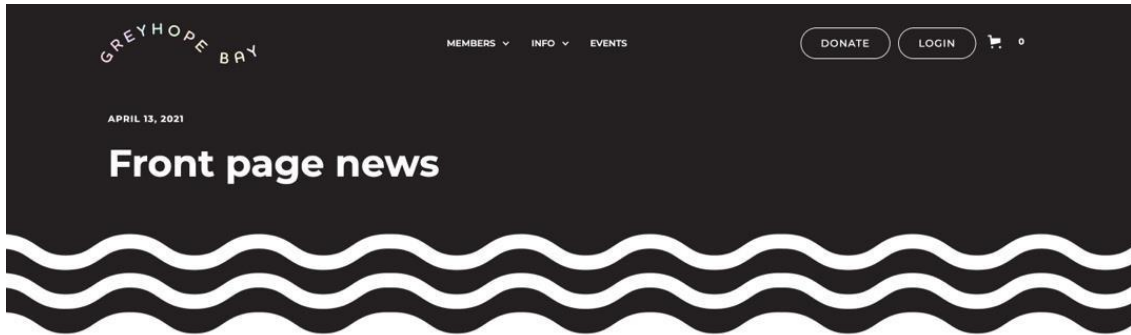
if you shone a torch at a solar panel, would it create electricity? Yes, but not as much as natural light

How much do the solar panels weigh? Each individual solar panel weighs around 15 KG, like your average Cocker Spaniel

How powerful are the solar panels? Each panel produces 250W, enough power to use your x-box, or laptop for 8 hrs

Can you use the batteries more than once? How long do they last? Yes, they can be recharged over and over again for 9-10 years. They can provide power for up to 2 days depending how much power we use at the café

What happens if it's not sunny? The solar panels can still continue to charge on a cloudy day as long as there is light



IT CAN BE DONE!

You may have seen the news - on Thursday last week, we initiated step one of our build programme with **Greenwell Equipment** donating two 40 ft shipping containers to the project, **Colin Lawson Transport** offering transport to pick up the containers and deliver them to the **Dynamix Modular** workshop in Arbroath where the next step will be transformation into a cafe and education space!

Step one has already created an exceptional buzz around Aberdeen with front page news, trends on social media and our contributing organisations enjoying banding together to make this project a reality.

Dean Berry from **NorDan UK** who are contributing all windows and doors for the facility, expressed his delight:

"It is so encouraging to see everyone in the community give such positive praise. We always knew this would be a fantastic cause to be involved in but working with yourself and the other companies involved, makes it all worthwhile."

[Read the article](#)

A big thank you to all of our build team - visit [Build It page](#)

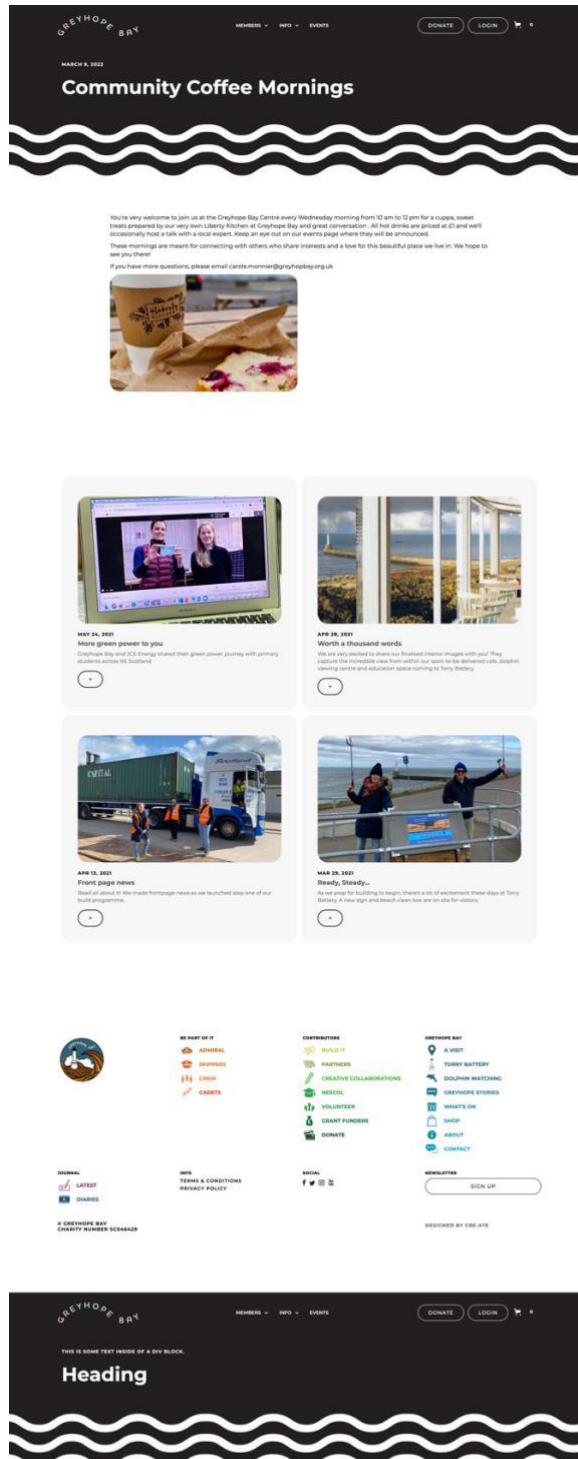


(from left) Fiona with Richy (Greenwell Equipment), Bryan (Dynamix Modular), and Jodie (Colin Lawson)



Figure 14: "Journal" section on Greyhope Bay's website

Appendix 12



What's a Rich Text element?

The rich text element allows you to create and format headings, paragraphs, blockquotes, images, and video all in one place instead of having to add and format them individually. Just double-click and easily create content.

Static and dynamic content editing

A rich text element can be used with static or dynamic content. For static content, just drag it into any page and begin editing. For dynamic content, add a rich text field to any collection and then connect a rich text element to that field in the settings panel.

How to customize formatting for each rich text

Headings, paragraphs, blockquotes, figures, images, and figure captions can all be styled after a class is added to the rich text element using the "when inside of" nested selection system.

Figure 15: Greyhope Bay's website mistake

Appendix 13

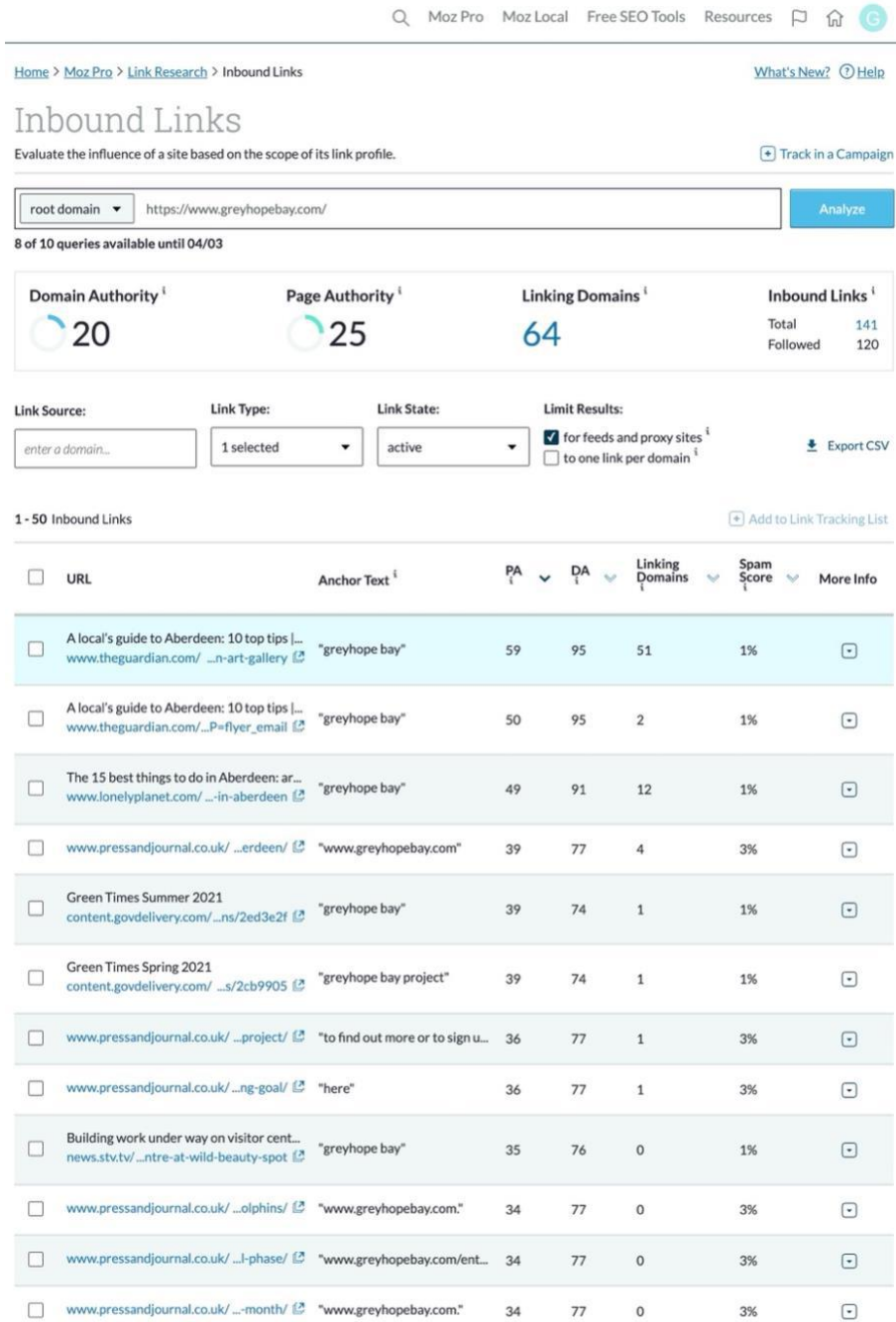


Figure 16: Greyhope Bay inbound links

Linking Domains

Gauge how authoritative a site is based on the quantity, quality, and diversity of unique linking domains.

[Track in a Campaign](#)

8 of 10 queries available until 04/03

Domain Authority ⁱ  20	Page Authority ⁱ  25	Linking Domains ⁱ 64	Inbound Links ⁱ Total 141 Followed 120
--	--	---	--

Link Type:

Link State:

[Export CSV](#)

1 - 10 Linking Domains

[Add to Link Tracking List](#)

<input type="checkbox"/>	Root Domain	DA ⁱ	Linking Domains ⁱ	Spam Score ⁱ	Top Links
<input type="checkbox"/>	theguardian.com 🔗	95	1,554,557	1%	🔍
<input type="checkbox"/>	lonelyplanet.com 🔗	91	190,907	1%	🔍
<input type="checkbox"/>	style.yahoo.com 🔗	85	51,779	--	🔍
<input type="checkbox"/>	pressandjournal.co.uk 🔗	77	22,641	3%	🔍
<input type="checkbox"/>	stv.tv 🔗	76	31,197	1%	🔍
<input type="checkbox"/>	govdelivery.com 🔗	74	62,651	1%	🔍
<input type="checkbox"/>	rgu.ac.uk 🔗	62	11,631	5%	🔍
<input type="checkbox"/>	aberdeenairport.com 🔗	53	3,576	1%	🔍
<input type="checkbox"/>	northlinkferries.co.uk 🔗	53	2,917	2%	🔍
<input type="checkbox"/>	agcc.co.uk 🔗	44	1,116	1%	🔍

Figure 17: Greyhope Bay inbound links domain

Appendix 14

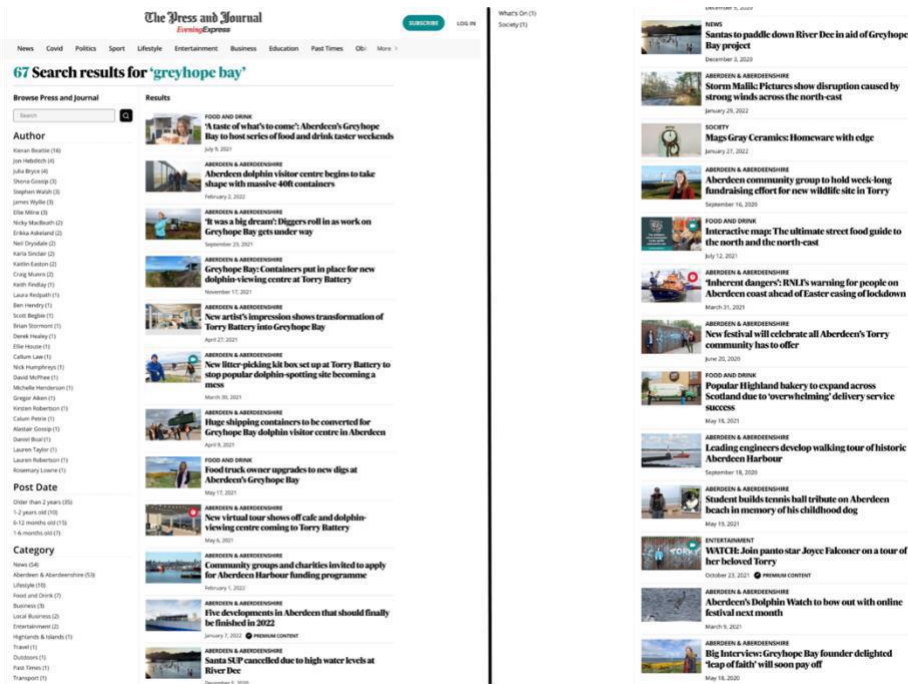
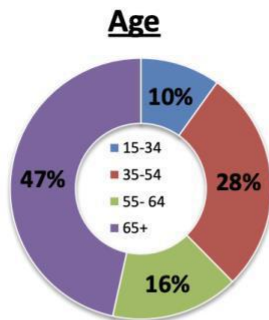


Figure 18: Press and Journal articles mentioning Greyhope Bay

Appendix 15



The Press and Journal reaches **285,000** adults every week.

The Press and Journal

Figure 19: Press and Journal readers by age

Appendix 16

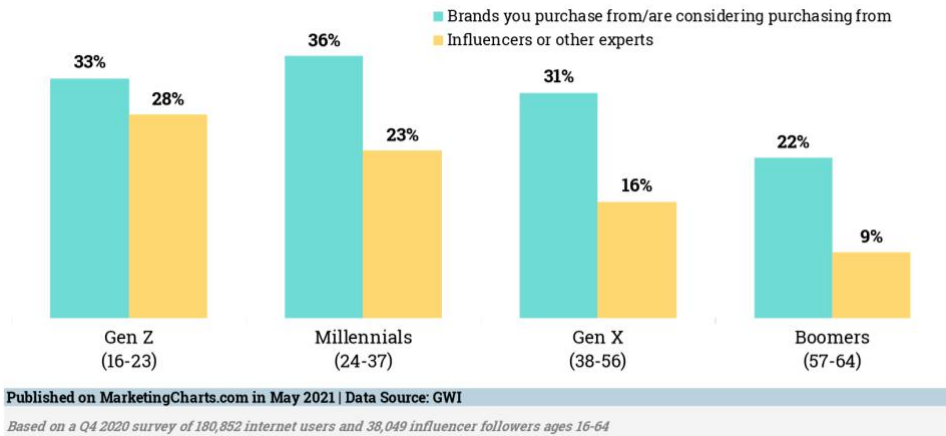


Figure 20: % in each generation who subscribe to the following social media accounts

Appendix 17

	Sample	Facebook	YouTube	Instagram	Twitter	Snapchat	TikTok	Pinterest
All	2,000	68%	59%	43%	31%	23%	21%	18%
Age								
16-19	114	46%	85%	83%	35%	79%	66%	29%
20-24	164	55%	83%	74%	40%	65%	51%	21%
25-34	354	75%	75%	70%	41%	42%	38%	25%
35-44	332	76%	67%	51%	36%	16%	21%	22%
45-54	346	70%	58%	34%	35%	10%	12%	18%
55-64	316	65%	48%	19%	23%	4%	5%	11%
65-74	234	69%	36%	21%	18%	4%	3%	9%
75+	140	59%	23%	7%	11%	0%	0%	8%

Figure 21: Mintel - Social media platforms used in the last three months UK

Appendix 18

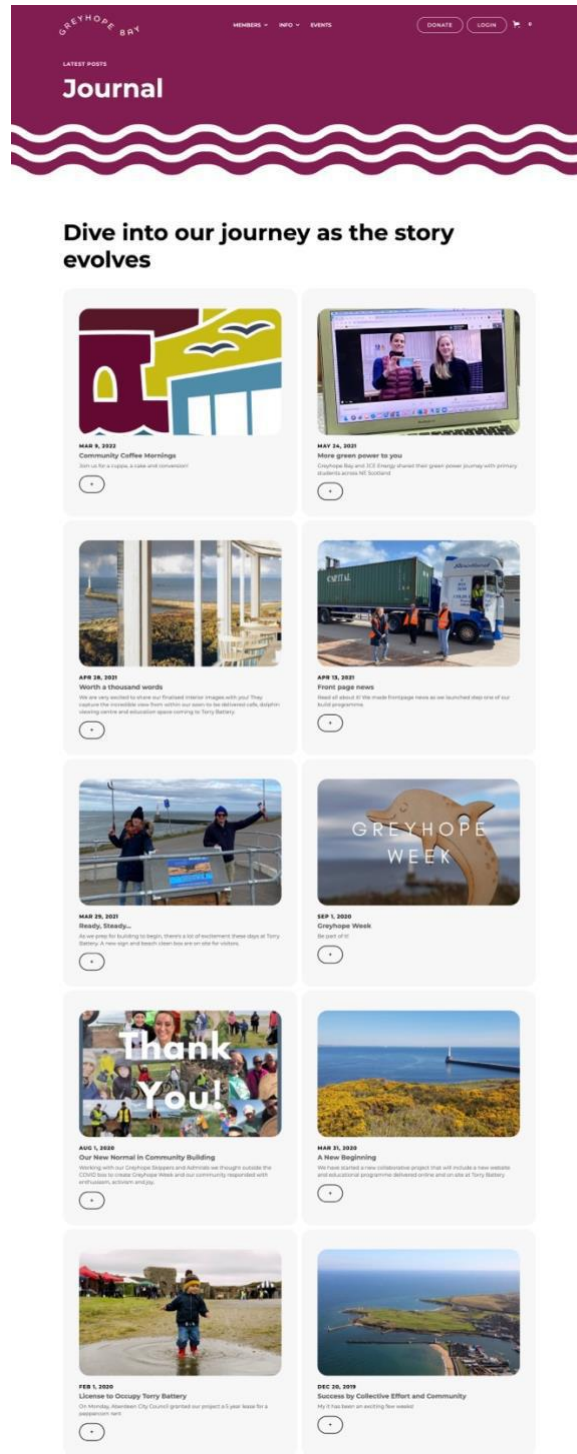


Figure 22: Journal section of Greyhope Bay's website

Appendix 19



Figure 23: Hubspot's infographic on blog frequency

Appendix 20

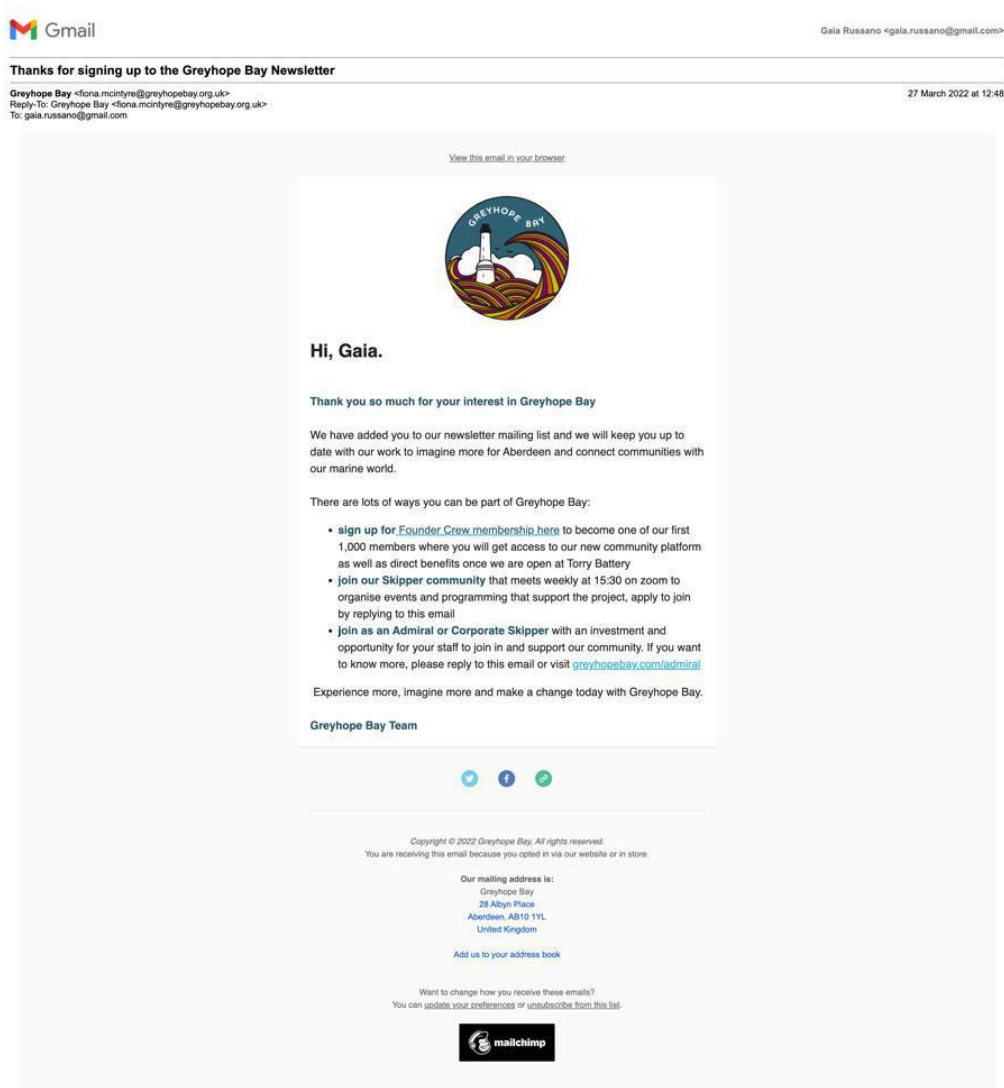


Figure 24: Greyhope Bay newsletter

Appendix 21

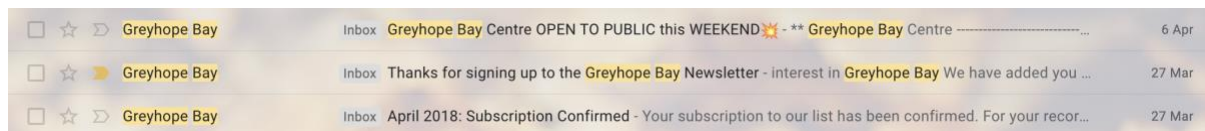


Figure 25: Greyhope Bay newsletter frequency

Appendix 22. Content Planner

Content Type	Content Idea	Content Platform	Measurement
1. Video	<p>Title: Let's explore Greyhope Bay with Dot the dolphin.</p> <p>Description: Video to be shown to children in schools, where, through Dot the dolphin (the mascot of Greyhope Bay), they discover what Greyhope Bay is and how they can have fun there.</p> <p>Justification: This video represents the initial part of the Digital PR strategy to attract young visitors to the new place.</p>	<p>The video will be provided to Aberdeen Primary Schools.</p> <p>After the initial projection in schools, the video will also be uploaded on the YouTube channel, other social media, and its own website.</p>	<p>The number of children's tickets sold.</p> <p>Video views.</p> <p>Engagement on social media (likes, shares, comments, and saves).</p>
2. Digital flyer with an infographic	<p>Title: Greyhope Bay: new activities in Aberdeen for you and your kids.</p> <p>Description: Digital flyer with an eye-</p>	<p>Digital flyer provided by Greyhope Bay to Aberdeen Primary Schools to be sent to</p>	<p>The Conversion Rate (% of new subscriptions to the newsletter).</p> <p>The number of families that</p>

	<p>catching infographic to send to parents' emails.</p> <p>It will show:</p> <ul style="list-style-type: none"> - The different creative and fun activities that families can do together at the new venue. - An invitation (link) to sign up to the Greyhope Bay newsletter for a free coffee menu. <p>Justification: Considering the target audience defined for this Digital PR strategy, this email is the first step to make parents aware of the existence of Greyhope Bay and get them curious to subscribe to the newsletter.</p>	<p>the parents' emails.</p>	<p>will use the discount for the free coffee menu.</p>
<p>3. Press release</p>	<p>Title: Aberdeen Primary Schools partner with Greyhope Bay to encourage and introduce new</p>	<p>Sent to the local and national press.</p> <p>Own website.</p>	<p>Links and mentions from the press.</p>

	<p>outdoor, creative, and educational activities in Aberdeen.</p> <p>Description: This press release provides details of the new digital PR campaign that Greyhope Bay has undertaken with families as its target audience.</p> <p>Justification: Making the press aware of the schools' attention to the new venue, giving them all the information to produce online and offline articles about it.</p>		<p>Time spent on the website.</p> <p>Number of page views.</p> <p>Traffic source.</p>
<p>4. Social media contest</p>	<p>Title: A family contest to try to win 5 free coffee menus!</p> <p>Description: The contest consists of taking a family photo with Dot the dolphin and sharing it on social media by tagging Greyhope Bay</p>	<p>Social media.</p>	<p>Number of social media mentions.</p> <p>Number of impressions and visitors on social media pages.</p> <p>Social media engagement</p>

	<p>for a chance to win 5 free coffee menus!</p> <p>Justification: The contest allows the production of user-generated content to get families more involved with Greyhope Bay.</p>		(likes, shares, comments, and saves).
5. Video	<p>Title: Moments together.</p> <p>Description: Video showing photos and clips of a specific Greyhope Bay event.</p> <p>Justification: Creating memories for the customers of Greyhope Bay, thus also building an emotional connection with the company.</p>	<p>Social media.</p> <p>Own website.</p>	<p>Video views.</p> <p>Social media engagement (likes, shares, comments, and saves).</p> <p>Time spent on the website.</p> <p>CTR from social media to the website to find out more about other events.</p>
6. Blog article	<p>Title: What is Greyhope Bay.</p> <p>Description: Blog explaining why Greyhope Bay was</p>	<p>Own website.</p> <p>A snippet of the blog content to be published on social media.</p>	<p>Time spent on the website.</p> <p>Number of page views.</p>

	<p>born and its main features.</p> <p>Justification: Allowing users to better understand what Greyhope Bay is all about, thus bringing out the humanity behind the company, to create a connection with it.</p>		<p>Social media engagement (likes, shares, comments, and saves).</p> <p>CTR from social media to the website to read the full blog post.</p>
7. Infographic	<p>Title: Let's find out more about the marine world.</p> <p>Description: This infographic will include key and interesting information to help people discover the marine world.</p> <p>Justification: To show that one of the objectives of Greyhope Bay is also to provide educational content, in this case through a visual element that can capture attention faster.</p>	Social media.	<p>Social media engagement (likes, shares, comments, and saves).</p> <p>CTR from social media to website to understand more about Greyhope Bay.</p>

<p>8. Press release</p>	<p>Title: Greyhope Bay and its educational initiatives for the city of Aberdeen.</p> <p>Description: Providing information about Greyhope Bay’s various educative events to make people and the press aware of the great contribution they can make to their city.</p> <p>Justification: Building brand awareness and increasing its visibility with the aim of creating a community.</p>	<p>Sent to the local and national press.</p> <p>Own website.</p>	<p>Links and mentions from the press.</p> <p>Time spent on the website.</p> <p>Number of page views.</p> <p>Traffic source.</p>
<p>9. Newsletter</p>	<p>Title: New events for your family!</p> <p>Description: Email sent to the target audience to give it information on what the new events will be.</p> <p>Justification: Keeping customers up</p>	<p>Email.</p>	<p>The Conversion Rate (% of people who sign up for any events).</p> <p>The number of CTR from the email to the website.</p> <p>Opening rate.</p>

	to date, providing them with personalised information, thus increasing their loyalty to Greyhope Bay.		Traffic source.
10. Guest blog article	<p>Title: The guest talks about his experience with Greyhope Bay.</p> <p>Description: Engaging a guest relevant to the target audience to talk about their positive experience with the company.</p> <p>Justification: Building trust and credibility towards Greyhope Bay.</p>	<p>Own website.</p> <p>A snippet of the blog content to be published on social media.</p> <p>Social media/website of the guest.</p>	<p>Time spent on the website.</p> <p>Number of page views.</p> <p>Social media engagement (likes, shares, comments, and saves).</p> <p>CTR from social media to the website to read the full blog post.</p> <p>Traffic source.</p>

Appendix 23. Editorial Calendar

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p>Week 1</p> <p>04.04 - 10.04</p>	<p>Video to be shown in schools: "Let's explore Greyhope Bay with Dot the dolphin"</p> <p>Digital flyer with an infographic to be sent to parents' emails: "Welcome to Greyhope Bay!"</p>	<p>Social media post: to show the new location finished and ready for opening – <u>video</u></p> <p>12pm Facebook</p> <p>6pm Instagram</p>	<p>12pm Blog post: about what is Greyhope Bay – <u>website's blog</u></p> <p>2pm Share blog post on social media – <u>image</u> (Facebook)</p>	<p>Social media post: to show partnership with schools – <u>image</u></p> <p>12pm LinkedIn</p> <p>6pm Twitter</p>	<p>10am Digital optimised press release: about the partnership with Aberdeen Primary Schools – <u>website + sent to local/national press</u></p>	<p>Welcome to Greyhope Bay <u>event</u></p>	
<p>Week 2</p> <p>11.04 - 17.04</p>	<p>10am newsletter: about the "Clean the beach competition" event: an interactive activity to get the family more involved,</p>	<p>Social media post: about the marine world – <u>video</u></p> <p>12pm Facebook</p>	<p>12pm Blog post: about the marine world – <u>website's blog</u></p>	<p>12pm Social media post: to present the "Easter" event</p>	<p>12pm YouTube video: high-quality footage as a memory of the "Welcome" event</p>	<p>Clean the beach <u>competition event</u></p>	<p>Easter <u>event</u></p>

	especially children, to enjoy this volunteering experience like a fun game	6pm Instagram	Share blog post on social media – <u>image</u> 2pm LinkedIn 6pm Twitter	– <u>infographic</u> (Instagram)			
<i>Week 3</i> <i>18.04 - 24.04</i>	10am newsletter: about the “ <i>Interactive workshop (1) for family</i> ” event: various activities for fun and family time outdoors	Social media post: to share content from a guest (nano-influencer/blogger) – <u>video</u> 12pm Facebook 6pm Instagram	12pm Blog post: about the guest experience – <u>website’s blog</u> 2pm Share blog post on social media – <u>image</u> (Facebook)	Social media post: about which activities will be part of the “ <i>Interactive workshop (1) for family</i> ” event – <u>image</u> 12pm LinkedIn 6pm Twitter	12pm YouTube video: high-quality footage as a memory of the “ <i>Clean the beach competition</i> ” and “ <i>Easter</i> ” event	<i>Interactive workshop (1) for family event</i>	
<i>Week 4</i>	10am newsletter: about the “ <i>Walk and</i>	<u><i>Start of social media contest</i></u>	12pm Blog post:	12pm social media post:	12pm	<i>Walk and learn event</i>	

<p>25.04 - 01.05</p>	<p><i>learn</i>" event: a walk along Aberdeen Beach listening to an interesting explanation of the nature and history of the area</p>	<p>Social media post: to explain the social media contest – video</p> <p>12pm Facebook 6pm Instagram</p>	<p>about Greyhope Bay as an "off-grid" ecological facility – website's blog</p> <p>Share blog post on social media – image</p> <p>2pm LinkedIn 6pm Twitter</p>	<p>about the coming "<i>Walk and learn</i>" event – image (Instagram)</p>	<p>YouTube video: high-quality footage as a memory of the "<i>Interactive workshop (1) for family</i>" event</p>		
<p>Week 5 02.05 - 08.05</p>	<p>10am newsletter: about the sustainability of Greyhope Bay</p>	<p>Social media post: to share kids playing with Dot the Dolphin – video</p> <p>12pm Facebook 6pm Instagram</p>	<p>12pm Blog post: about what it means to be part of the Greyhope Bay community – website's blog</p>	<p>12pm Social media post: to share an article where The Press and Journal talks about</p>	<p>10am Digital optimised press release about the several educative events offered by Greyhope Bay – website + sent to</p>	<p><i>Clean the beach competition event</i></p>	

			<p>2pm Share blog post on social media – <u>image</u> (Facebook)</p>	<p>Greyhope Bay – <u>image</u></p> <p>12pm LinkedIn 6pm Twitter</p>	<p><u>local/national press</u></p> <p>12pm YouTube video: high-quality footage as a memory of the “<i>Walk and learn</i>” event</p>		
<p>Week 6 09.05 - 15.05</p>	<p>10am newsletter: about the “<i>Cycling together</i>” event: Cycling around Aberdeen City</p>	<p>Social media post: to share content from a guest (nano-influencer) – <u>video</u></p> <p>12pm Facebook 6pm Instagram</p>	<p>12pm Blog post about the partnership with Northsound 1 radio – <u>website’s blog</u></p> <p>Share blog post on social media – <u>image</u></p>	<p>12pm Social media post: about what it is necessary for the “<i>Cycling together</i>” event – <u>infographic</u> (Instagram)</p>	<p>12pm YouTube video: high-quality footage as a memory of the “<i>Clean the beach competition</i>” event</p>	<p><i>Cycling together</i> <u>event</u></p>	

			<p>2pm LinkedIn 6pm Twitter</p>				
<p>Week 7 16.05 - 22.05</p>	<p>10am newsletter: about the “Interactive workshop (2) for family” event: various activities for fun and family time outdoors</p>	<p><u>End of social media contest</u></p> <p>Social media post: to announce contest winners – <u>video</u></p> <p>12pm Facebook 6pm Instagram</p>	<p>12pm Blog post: about Q&A with the founder of Greyhope Bay – <u>website’s blog</u></p> <p>Share blog post on social media – image</p> <p>2pm Share blog post on social media – <u>image</u> (Facebook)</p>	<p>12pm social media post: about which activities will be part of the “Interactive workshop (2) for family” event – <u>image</u></p> <p>12pm LinkedIn 6pm Twitter</p>	<p>12pm YouTube video: high-quality footage as a memory of the “Cycling together” event</p>	<p><i>Interactive workshop (2) for family <u>event</u></i></p>	

<p>Week 8 23.05 - 29.05</p>	<p>10am newsletter: about the “Welcome Summer” event</p>	<p>Social media post: to share the Greyhope Bay radio experience – <u>video</u></p> <p>12pm Facebook 6pm Instagram</p>	<p>12pm Blog post: about new school trips to Greyhope Bay – <u>website’s blog</u></p> <p>Share blog post on social media – <u>image</u></p> <p>2pm LinkedIn 6pm Twitter</p>	<p>12pm social media post: about the special menu for the “Welcome Summer” event – <u>image</u> (Instagram)</p>	<p>12pm YouTube video: high-quality footage as a memory of the “Interactive workshop (2) for family” event</p>	<p><i>Welcome Summer <u>event</u></i></p>	
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Appendix 24. Audience Persona

Persona demographics	Digital habits	Motivations, goals, and needs	What do we want to deliver?
<p><u>Name</u> Smith's family</p> <p><u>Age</u> Children: 7 and 11 Mum: 36 Dad: 38</p> <p><u>Location</u> Aberdeen</p>	<p><u>Social media and tools</u> Instagram, Facebook, email.</p> <p><u>Local Interest Groups/News</u> <i>Aberdeen Inspired</i>, as it shows unique initiatives that represent something new in Aberdeen.</p> <p><i>Press and Journal</i>, as it allows to stay up to date with the latest important news.</p>	<p><u>Motivations</u> Strong desire for sustainability and great love for family.</p> <p><u>Goals</u> Enjoy time outdoors after the long period of COVID-19.</p> <p><u>Needs</u> Find new and interesting activities to spend time with the whole family.</p> <p>These activities should be fun and educational at the same time for their children.</p>	<p>A Digital PR campaign that can provide new ideas and activities in Aberdeen for parents and their children to spend time together.</p> <p>Relevant and engaging content for the target audience to increase awareness of Greyhope Bay.</p>

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