

# Marketing & Communications Strategy FY 23- 25

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- 15/2/23

# Marcomms strategy summary

## 1. CORPORATE COMMUNICATION

1. Internal communication
  - The Board
  - Management
  - Staff

## 2. PR & EVENTS PROMOTIONS

1. YC events
2. Local Community events

## 3. DIGITAL STRATEGY

1. Facebook
2. Instagram
3. YouTube
4. TikTok

## 4. WEBSITE

1. Website Info
2. SEO

## 5. SALES

1. Sites
2. Programs
3. Services

## 6. RECRUITMENT/ EMPLOYER BRANDING

1. Current Staff
2. Future Staff



# THE TARGET AUDIENCE

## 1. PARTICIPANT TARGET AUDIENCE:

Age 6 – 40

Disability / mental health diagnosis

Central Coast/ Newcastle

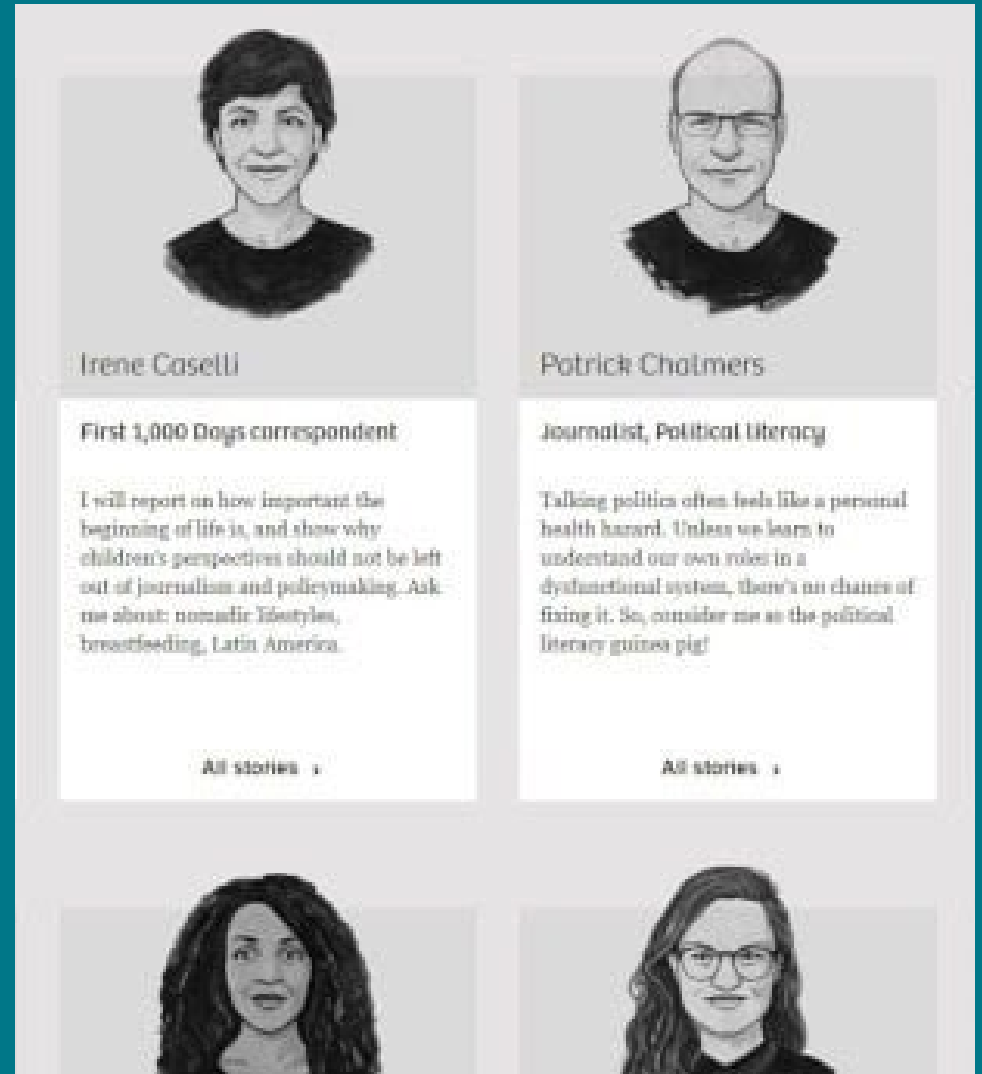
Requiring different levels of support, capacity building, accommodation

## 2. CAREGIVER TARGET AUDIENCE

People responsible for decisions of participants  
(Actual participant/ parent/ caregiver/ CoS/LAC)

# 1. CORPORATE COMMUNICATION

- Bi-monthly Staff Newsletter
- Private Staff Gallery on Website





# KEY MESSAGE

- ✓ You Connect is achieving great things and we are in awe of our staff.
- ✓ This is what it is like to be a support worker
- ✓ This is how you can gain career progression.
- ✓ You Connect has a great workplace culture and is a great place to work

## 2. PR/ EVENTS

- Art Exhibition in June
- Attending local community events – being 'part of community'





# KEY MESSAGE

✓ We are here

✓ We Understand

# 3. DIGITAL STRATEGY

- Good news stories across
  - Facebook
  - Instagram
  - TikTok







# KEY MESSAGE

- ✓ We are premium providers of Disability and Mental Health Support for the Central Coast and Newcastle.
- ✓ We are involved, present and reliable in community
- ✓ These are the services we provide and this is how you access them
- ✓ We are in awe of our Support Workers. It is a hard job and they genuinely make a difference in the lives of people with a vulnerability.

# 4. WEBSITE

- Website: easy and accessible information that showcases our sites, programs and services
- Relevant Search Engine Optimisation (SEO)





# KEY MESSAGE

- ✓ This is who we are
- ✓ These are the programs we run
- ✓ These are the services we provide
- ✓ These are our policies

# 5. SALES & BUSINESS

- Develop new and trackable sales funnel and CMS
- Work with Jackie and Site Leaders





# KEY MESSAGE

- ✓ We are a united team
- ✓ We have systems in place to make things easier for everyone



# 6. RECRUITMENT / EMPLOYER BRANDING

- Connecting with YOU  
Private Photo page with staff photo and blurb
- #imadeadifferencetoday promoting how we made a difference today





# KEY MESSAGE

- ✓ You Connect is achieving great things and we are in awe of our staff.
  - ✓
  - ✓ This is what it is like to be a support worker
  - ✓
  - ✓ This is how you can gain career progression.
  - ✓
  - ✓ You Connect has a great workplace culture and is a great place to work
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