

# South West Wales Connected

Promoting leisure travel  
Knowing your audience and their perceptions  
In a social media world.

Written by: Ashley Morgan Community Rail Officer

Publication Date: 30/05/2022



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# Areas of focus

- Knowing your audience and their perceptions
- Targeted Areas on how to make a difference
- Brand Awareness & Establishment
- Laws of the virtual world
- Interpersonal Outreach
- Timings
- Sneaky Peek of what we have done



# Different Platforms

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DE ORLLEWIN CYMRU  
*Cysylltu*





# Shared Vision

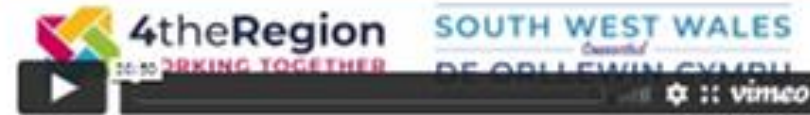
SOUTH WEST WALES  
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Part of our strategy involves hosting Shared Vision Meetings in communities around train stations in the region, bringing local people together to co-create a shared vision and set of priorities for improving their communities.

Asset Based Community Development is an approach that asks "what's strong, not what's wrong," within communities, and seeks to enable local people to make change happen for themselves on the things they care about. We have found that local people really appreciate the opportunity to talk to each other about what they want to see happen in their local areas; and that many community members have ideas and projects that they would like to work on.

From each meeting, we emerge with a list of potential project ideas for placemaking and improving well-being, and an enthusiastic group of local people keen to take them forward. Now, our goal is to support the community in turning these ideas into workable initiatives led by local people. It has become clear that this facilitation and practical support is the "missing link" between the energy, gifts, skills and assets of community members, and change actually happening.

- *Getting to know your audience*
- *Understanding their issues*
- *How they communicate*
- *Take on their advice and thoughts*
- *Showcase your region*





# Brand Awareness

Creating a brand awareness is easy as 1,2,3

1 What's at your core

2 How do you want to look

3 How do you want to be perceived

***\*\*Top Tip\*\****

*Always get feedback and others to look at what you have created.*

- Think about how you communicate as a brand
- Simplify your text
- Communicate through eye catching images showcasing your region, destinations and services.

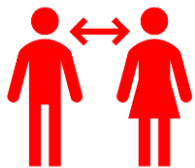
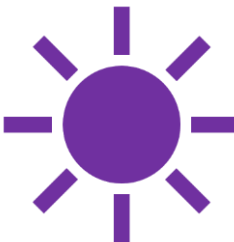
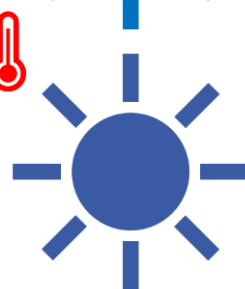
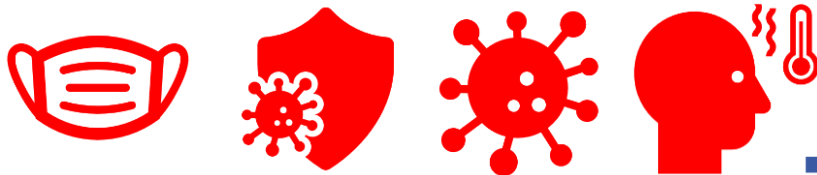
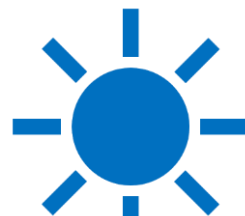
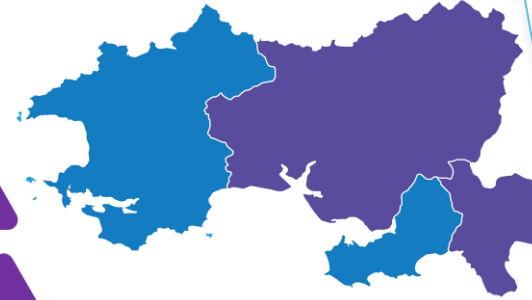
***\*\*Top Tip\*\****

*Create brand guidelines e.g. fonts, communication methods, colour schemes.*



# Infographics and emojis

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# Laws of the online world

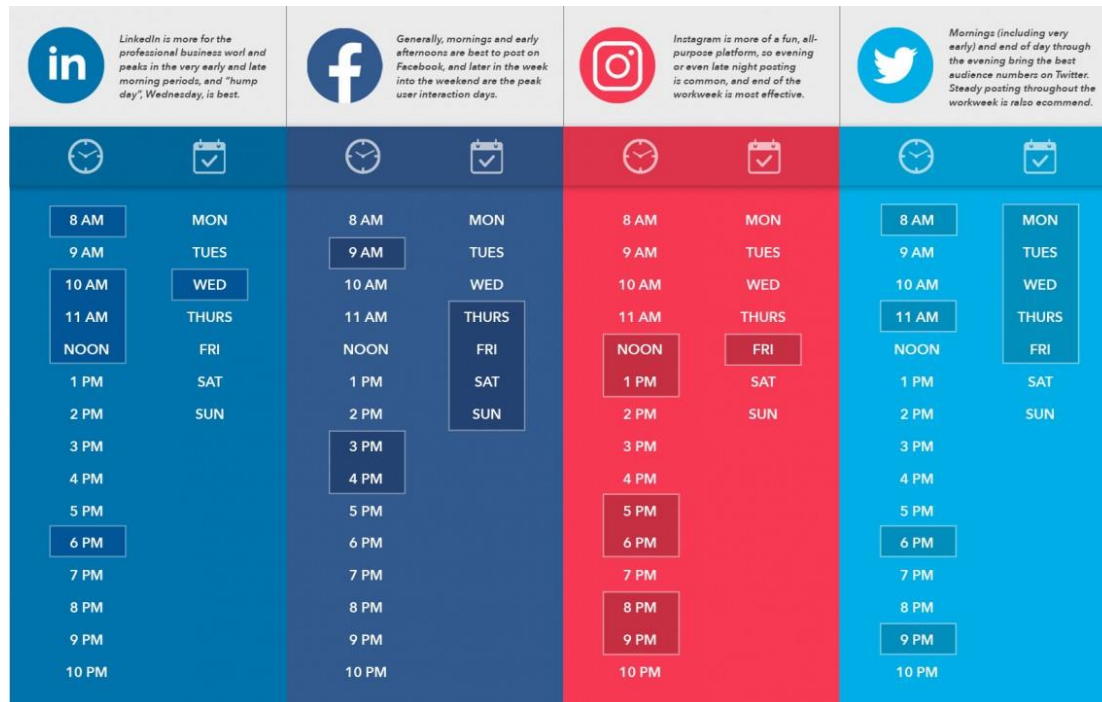
It's important to remember that the law is different online when it comes to things like copyright, publishing, and imagery.

- Only use royalty free images, audio and clips
- Remember information should be kept up to date
- People are more vocal online (trolls)
- Things can be made permanent and screenshots can be taken.
- Think carefully about the way things are worded keep it simple and factual and friendly
- Take nothing to heart.



# Who What When Where

Remember the 4 W's when communicating online it's important to know when people will see your posts. As a rule of thumb any important information that needs to be shared share it straight away, providing you have permission.





# Sneak Peak

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# Social Media Examples

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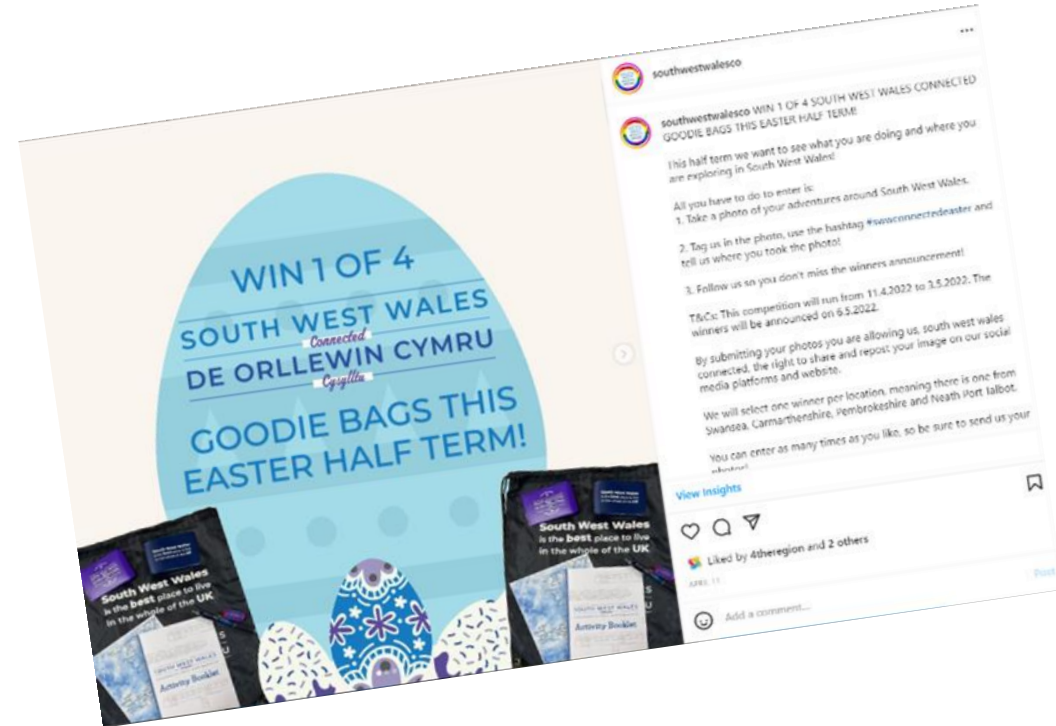






# Social Media Examples

## SOUTH WEST WALES *Connected* DE ORLLEWIN CYMRU *Cysylltu*







# Social Media Examples

## SOUTH WEST WALES *Connected* DE ORLLEWIN CYMRU *Cysylltu*



Great  
Western  
Railway



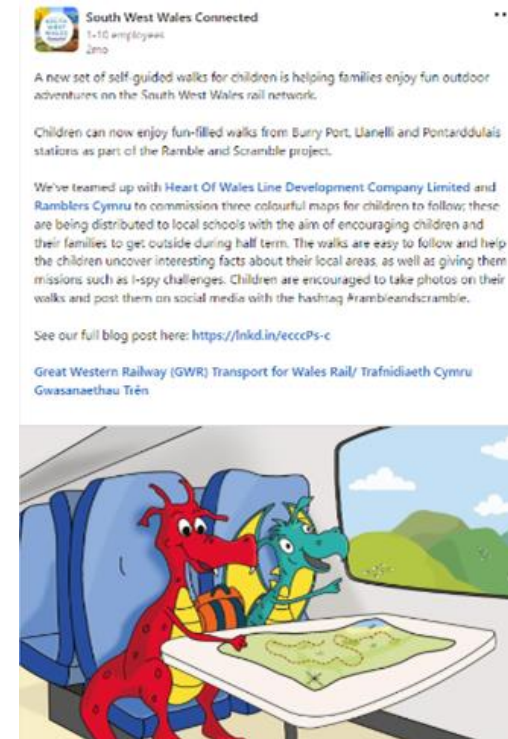
TRAFNIDIAETH CYMRU  
TRANSPORT FOR WALES





# Social Media Examples

## SOUTH WEST WALES *Connected* DE ORLLEWIN CYMRU *Cysylltu*





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# SOUTH WEST WALES

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*Connected*

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# DE ORLLEWIN CYMRU

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[www.southwestwales.co](http://www.southwestwales.co)





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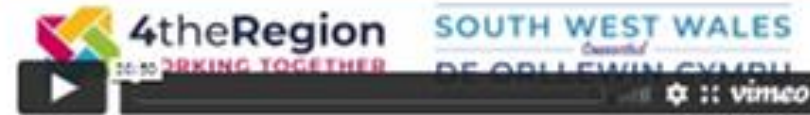
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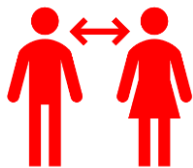
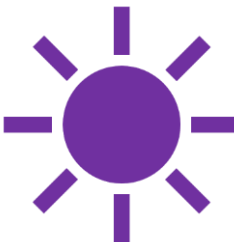
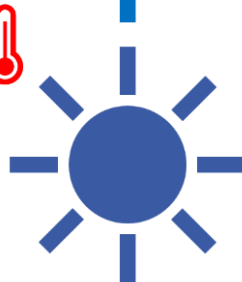
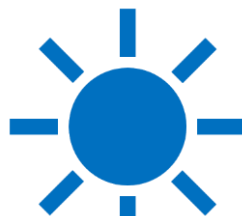
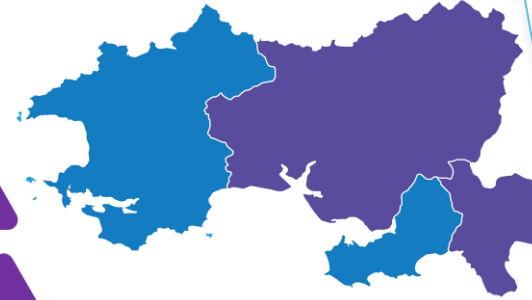
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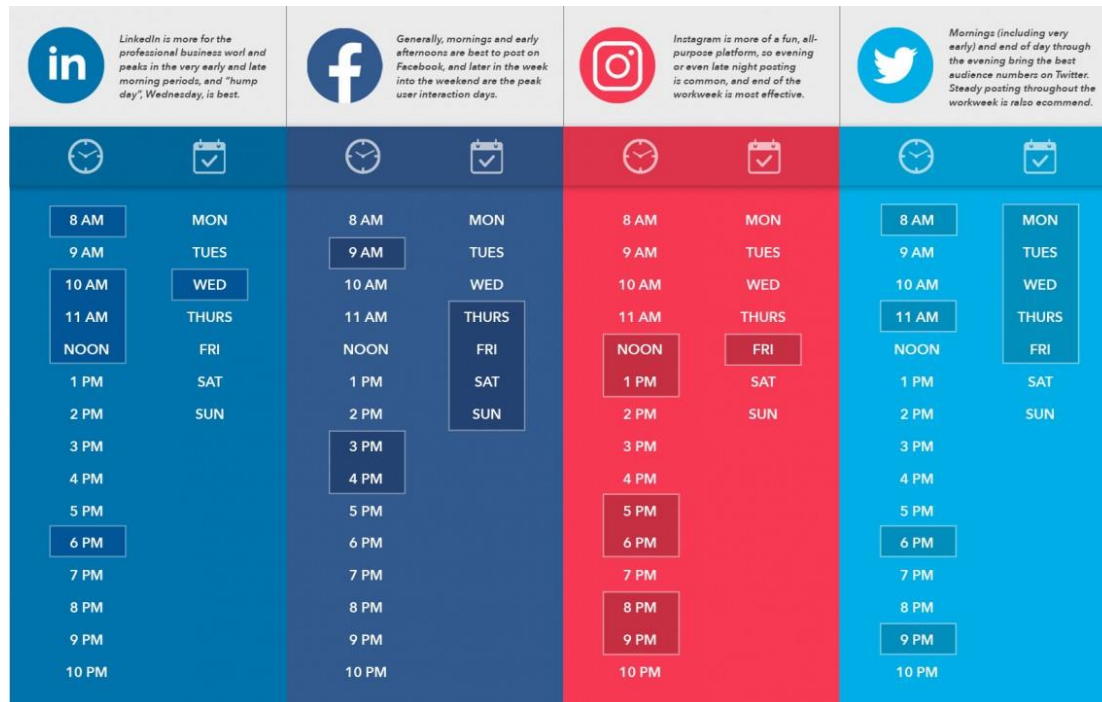
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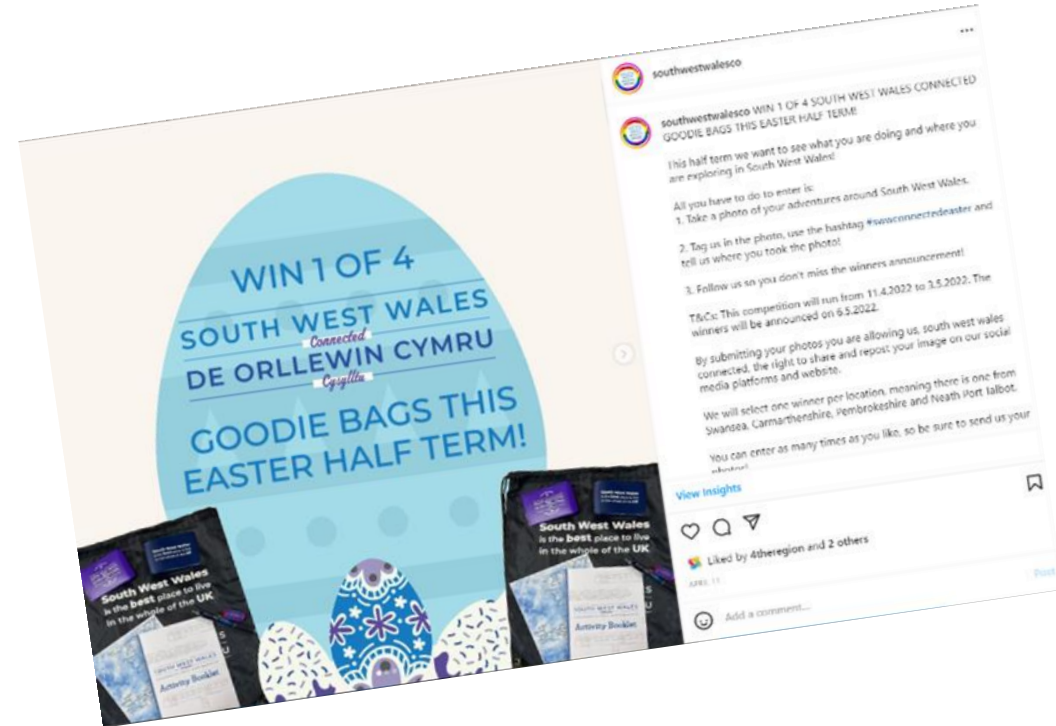






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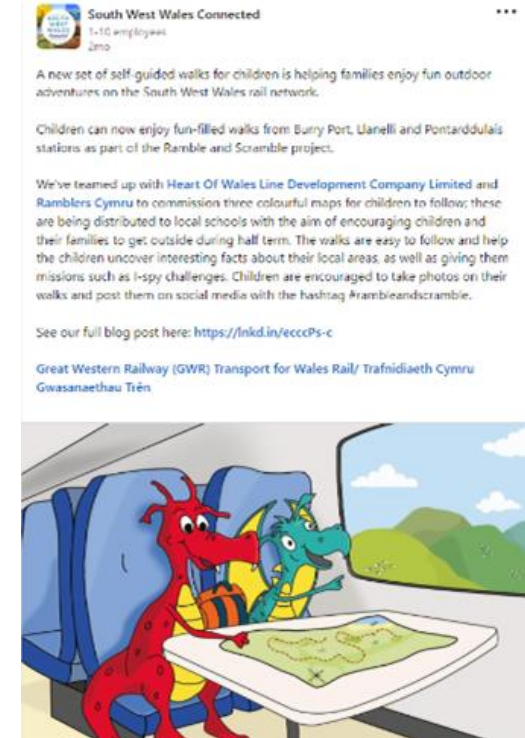






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