

Argyll and Bute Council, and the area as a whole, face challenges and opportunities in building the prosperous future that the council and our communities want.

The nature and scope of what has to be achieved highlight the need for everyone who cares about



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1 Strategic alignment

This strategy is developed to support:

- The [council's vision](#) for a successful, vibrant Argyll and Bute with a growing population and a thriving economy; a place where people want to come to live, to work and to do business.
- [Connect for Success](#)

2 Delivering impact

Principles

Trusted voice

- o Our communication will be open, accurate and accessible, to provide information that can be trusted amidst the risk of mis/disinformation elsewhere.

Inform to involve

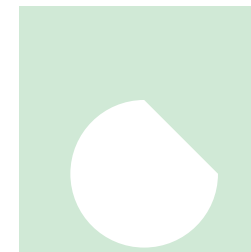
- o We will provide information and opportunities for those with a contribution to make to, to work with us for Argyll and Bute's success.

Evidence and insight

- o Communication activity is based on audience insight, and evaluated so that we do what works.

Proactive and reactive

- o We will adapt communication practices to resources and opportunities.



There is local, national and global competition for people's time and attention, from the considerable scale of information sources available.

We will use a range of channels to match communication activity to the right communication channel to reach our audiences.

These will include but not necessarily be limited to:





1. Key corporate guidance and policies delivered or updated through this strategy:

- a. Corporate council media protocol
- b. Social media policy
- c.

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Working together

To encourage people to work with the council, we must show that:

- the council listens to and acts on your contributions to consultation and engagement exercises.
- We produce better results by working together
 - #workingtogether
 - #thankyou

