

Interim Communications Strategy

1 January 2026 to 30 April 2026

This is Our Salford

This is our council-wide interim communications strategy.

It takes our Corporate Plan, our priorities, our values and our insight into residents and employees and brings them all together in a plan. **Our goal, is to make it all make sense, for everyone.**

It's our shared strategy, good communication is the responsibility of everyone within our organisation and every employee has a part to play in supporting and delivering good communications.

Our Values

We'll deliver effective communications to our audiences, underpinned by Salford City Council values:

- ▶ Pride
- ▶ Passion
- ▶ People
- ▶ Personal responsibility.

Our 'Right'

We'll work to ensure our communications is right.

Right time, right message, right way, to the right people.

Our Purpose

To communicate to our residents, businesses, partners, stakeholders and staff how the council is working for them and how we are delivering on our Corporate Plan priorities.

Our Focus

Delivering clear, relevant, timely and proactive communications that support the council's objective of building a fairer, greener, healthier and more inclusive Salford for all.

Ensuring we link audiences to council services and information and increase engagement through the right channels.

Raising the profile of Salford City Council, shining a spotlight on the work of the organisation, and supporting the reputation of the city and council, while continually seeking to improve every piece of work.

Our Priorities

- ▶ Salford Centenary – leading the city-wide celebration of Salford's 100th birthday
- ▶ Transformation of adult social care services through the Unify programme and CQC inspection response, as well as the delivery of the significant Genesis council-wide change programme
- ▶ Elections – developing a targeted and robust elections campaign to support the delivery of the city's local elections in May 2026
- ▶ Delivering Life in Salford
- ▶ Child Friendly Salford – ensuring the council's commitment is front and centre in corporate communications
- ▶ Buile Hill Mansion refurbishment and relaunch
- ▶ Council Tax mailing and final budget position/budget cabinet and council
- ▶ #TeamSalford – supporting our entire workforce through targeted communications activity to enable our staff to support residents across the city.



Our Approach

Be brave

Be creative

Be audience focused

Be obsessed with outcomes, not just outputs

Be supportive

Be curious

Be analytical

Be realistic.

Our Strategy

Introduce the new-look Comms Team to the organisation, post-team redesign

Improve workflow solutions

Ensure we are there at the start

Develop and grow audience-specific communications channels

Enable self-serve opportunities.

Show our working out...

Our Cornerstones

- ▶ Digital
- ▶ Social media
- ▶ Creative
- ▶ Public Relations
- ▶ Internal Comms

Our Track Record

Knowledge, experience, understanding, commitment, local expertise

Our Ambition

Create the best communications activity to tell the story of Salford and the city council.

Our Success Benchmark

Residents are informed and engaged

Services are supported

Channel use is increasing

Positive Salford stories are being told locally, regional and nationally

Highlighting wins

Learning from losses

Our Work in Numbers

Our Reach

We've got a lot to say to a lot of people

A growing population
of around 295,000

- ▶ 20 wards
- ▶ More than 50 community groups
- ▶ Circa 3,800 total workforce number
- ▶ Spending almost £400m on supporting our residents
- ▶ Delivering 700 public services from adult social care to waste management.



Salford City Council

Our Channels by numbers, as of January 2026

Facebook

26k followers

71.1% women 28.9% males

Age group	Female	Male
18-24	1.2%	0.7%
25-34	11.6%	5.5%
35-44	25.2%	9.4%
45-54	17.7%	6.7%
55-64	9.9%	4.1%
65+	5.5%	2.5%

Top Country 95.7% UK

Top cities: Salford 56.3%,
Manchester 7.5%, Bolton 3.2%,
Tyldesley 1.2%

Salford City Council News site

Since launching in May 2025

Over **200** stories posted online

38,782 page views

Average of **20** new stories
posted each month

LinkedIn

20k followers – what we know
of our audience on there.

Top cities: Manchester 57.1%,
London 4.8%, Greater Liverpool
3.4%, Greater Leeds 2.3%

Job function: Business
Development 11.5%, Operations
9.4% Community and social
services 7%, Education 6.7%.

Company size (employees):
10001+ 24.4%, 1001-5000 14.2%,
11-50 10.3%, 51-200 10.2%

Industry: Government Administration
20.3%, Public Policy Offices 4.4%,
Higher Education 3.7%, Non-
Profit Organisations 3.5%

Seniority of job: Senior 32.8%, Entry
29.3%, Director, 12% Manager 8%

E-newsletters

Over **5,100** subscribers across
5 different e-newsletters

Salford City Council News: **400**

Centenary: **503**

Business Bulletin: **206**

Skills and Work: **680**

Visit Salford: **3,684**

Instagram

3k followers – what we know
of our audience on there.

Age group	Female	Male
18-24	2.7%	2.9%
25-34	16.1%	10.3%
35-44	26%	11.1%
45-54	13.1%	5.4%

Top Country 95% UK

Top cities: Salford 52.8%,
Manchester 9.7%, Bolton
3.3%, London 1.9%

X

37.9k followers

60% male 40% female

Life in Salford

Produced every quarter and
delivered to over **136,000**
households across the city.