

Communication Strategy

Mae'r ddogfen hon hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

Approved by Cabinet on 7 July 2026



Cyngor Sir
CEREDIGION
County Council



Caru Love
Ceredigion



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Communicating today

Ceredigion in numbers



71,500 people



46.8
average age



31,246
households



43 schools and
9,590 pupils

47.3% of residents
are Welsh speakers

Ofcom national research published in July 2025 tells us:



70%
of adults now look for news
on the internet regularly.

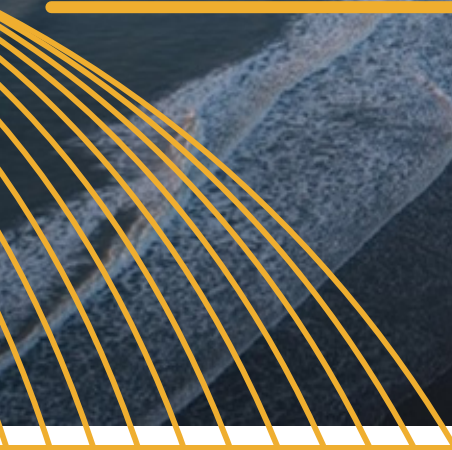


51% of over-16s
use social media as a news
source.



The Ofcom News Consumption
report (2025) shows that use of
newspapers has continued to
decline.

Communicating today



Since the last Communications Strategy, published in 2019, the communications landscape has changed significantly, in part due to changes in technology but also because of the pandemic which accelerated changes to the way all organisations communicate with the public.

Ceredigion County Council provides a wide range of essential services that support residents, businesses and communities.

Services across the Council have built many followers on our social media platforms in recent years which has been a cost-effective way of communicating with our residents.

We monitor our content carefully and work hard to communicate with residents in ways they will find useful and relevant.

We recognise that Ceredigion has an older population who might not have immersed themselves in the digital world, so it's important to continue to provide for them through our newsletter and press releases.

At the same time there have been substantial changes in the ways residents choose to receive and consume news, continuing the shift away from traditional and print news sources towards digital and social media platforms.



Insights

Facebook has the highest number of followers and engagement across our platforms, with the English account receiving over 100k reach in a single month. Instagram and LinkedIn are performing well. A TikTok account is being trialled by the Youth Service.

We also monitor data on the number of views, interactions and watch time of individual posts, as well of the demographics of our audience.

Followers



Welsh Page

3,389



English Page

21,216



2,395



3,399



202

Total of

30,601 followers

across all main channels

Correct as of May 2026



Insights



Newsletters

We also distribute a monthly bilingual free e-newsletters that residents can subscribe to by signing up to My Account. The e-newsletters include news from the Council and consultations and engagements.

The number of subscribers on both Welsh and English versions are gradually increasing, with **1,396** subscribers to the Welsh version and **2,205** subscribers to the English version, as of April 2026.



Newsletter: April 2026

01/04/2026



Newsletter: March 2026

03/03/2026

Our communication purpose

Our vision:

Ceredigion County Council delivers value for money, sustainable bilingual public services, that support a strong economy and healthy environment, while promoting well-being in our people and communities.

Our activities will:

Inform

Provide residents and service users with the information they need.

Inspire

Help all residents to make the best use of our services by giving them access to the information they need.

Reassure

Provide reassurance to residents during times of emergencies.

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Promote our success stories, raising the profile of Ceredigion as a place to learn, live, succeed and belong.



Our communication purpose

All communications activity needs a purpose that helps the Council to achieve its vision and achieve its Corporate Wellbeing Objectives.

Whenever our services communicate with residents and service users, we will use clear language and the most appropriate format to reach them, accepting this won't be the same format for every campaign, story, service or resident / service user.

How Ceredigion County Council communicates is key to realising our vision for the County.

Communicating well is the responsibility of everyone at the Council, not just the Communications Team. The Council has a Communications Team who support, advise and co-ordinate campaigns and enquiries on behalf of services.

A coherent narrative and clear voice ensures that our people, elected members, stakeholders, residents, and the people of Ceredigion understand our purpose and are part of our journey.

Our commitment is to use a consistent multi-channel approach to communications to reach as many residents, service users, businesses, partner organisations and stakeholders as possible.



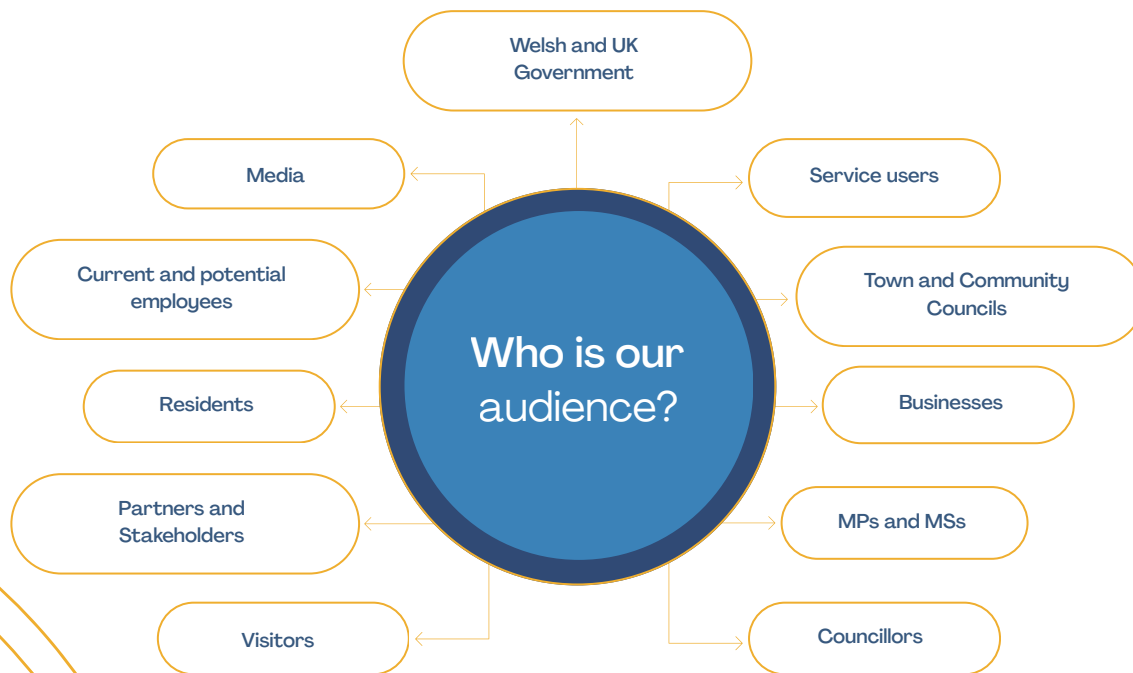
All communications should be:

- ✓ relevant to Council priorities
- ✓ without political bias
- ✓ objective, transparent and explanatory
- ✓ conducted in an appropriate and consistent way
- ✓ always a justifiable expenditure of public funds
- ✓ bilingual, in a style and tone appropriate to the channel
- ✓ accessible and in a format that is easy to understand

Our communication purpose

Our audience

The Council provides high quality, bilingual communications and support to a range of audiences:





Our main areas of focus

Focus 1

Prioritising digital communication by expanding email newsletters and strengthening our social media presence for residents who prefer to engage online.

- Become digital-first publishers, sharing our own stories and communicating news directly with residents online.
- Grow social media audiences across all platforms to reach a wide and diverse range of residents across the county.
- Develop and enhance social media content to improve quality, increase reach, and boost engagement.
- Monitor emerging platforms and take opportunities to join relevant local conversations as they happen.
- Work collaboratively as social media editors to plan content, share best practice, learn together, and test new approaches.
- We will aim for digital by default – ensure online services are so easy to access and view online that it becomes the channel of choice for residents who prefer to connect with us digitally.
- We will work with Council services to reduce the reliance on printed materials, working towards our climate change ambitions while making sure that we still provide information in the most appropriate format to reach all residents including those who are digitally excluded.
- We will work with Council services to accelerate and grow the use of e-newsletters to enable residents to subscribe to and receive regular and engaging news updates from services that interest them.
- We will make the best use of new and emerging technologies such as accessible animation and video to make sure we are reaching all our audiences.
- We will explore the opportunities artificial intelligence could bring to communications, keeping up with shifting audience behaviour.
- We will continue to support other internal services who use social media, by monitoring their content and advising them on how to maximise their engagement.

Our main areas of focus



Focus 2

Continue to make our communications and promotional campaigns insight-driven

- We will make sure the most affected people know the information first and we will target relevant residents appropriately to what we're talking about.
- We will use the insights provided by our e-newsletter and social media platforms to ensure we provide more of the information our residents are interested in hearing about in the most appropriate format.
- We will actively seek feedback, evaluate all activity based on outcomes, and share learning with our colleagues.
- We will use feedback, insight, social media and our website analytics to continually improve our communication activities.



Focus 3

Providing a professional press office service to our media partners and to the authority's own service areas

- Provide a steady flow of news releases with ready-to-use copy, images and links to maximise media coverage across print and digital.
- Respond quickly to media enquiries and proactively share stories, while challenging and correcting inaccurate reporting.
- Maximise coverage of events by issuing timely press materials and content immediately afterwards.
- Produce and promote regular e-newsletters to keep residents informed with key updates, projects and news.
- Proactively work with media to share key stories and ensure accurate coverage.
- Challenge and correct misinformation to make sure reporting reflects the facts.
- Produce regular e-newsletters summarising key updates, projects, and news.
- Encourage residents to subscribe to e-newsletters for timely, relevant information.



Our main areas of focus

Focus 4

Continue to communicate equally in Welsh and English, ensuring that bilingualism and accessibility are at the foundation of our communication activity

- All our communication will be in both Welsh and English, aligning with the Welsh Language Standards.
- We will communicate in plain Welsh and English, ensuring that information is accessible to our residents.
- We will make our website accessible, aligning with the Digital Strategy.
- We will continue to ensure our social media content including images can be accessed by disabled residents.
- We will ensure our communication formats are accessible and appropriate to the needs of the resident.
- We will use digital tools to ensure that the language we use is easy to understand and reflects the UK national reading age.
- We will aim to make our communication content and design clear and simple enough so that most people can use it without needing to adapt it, while supporting those who do need to adapt things.
- We are mindful that not all residents have access to digital channels and provide information in a range of formats including print to make sure we are not excluding anyone.
- We will be clear about what we are consulting on and tell people how their views can influence decisions.
- We will be proactive and transparent – even when we know the news will be unwelcomed.

Corporate identity

Consistency and professionalism in how we present ourselves as Ceredigion County Council are essential to our corporate brand, shaping first impressions. Our Corporate Brand Guidelines are available to all staff to ensure communications, including literature, promotional materials, policies and website content, are presented consistently in a clear and recognisable corporate style.

Internal/employee communication

Internal communications plays a vital role in supporting the Council to deliver its vision and achieve its Corporate Wellbeing Objectives. While focused on employees, it remains closely aligned with wider communications goals, ensuring a consistent and joined-up approach.

Its purpose is to ensure that staff feel informed, valued, connected to their colleagues, and united by a shared sense of purpose. Through clear and timely communication, employees are better equipped to understand their role in delivering services and supporting the Council's priorities.



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Our Team Ceredigion approach promotes transparency, encourages employee voice, and celebrates achievements. This helps to enhance the overall employee experience and empowers staff to deliver excellent services to our communities.

Although internal and external communications serve different purposes, they often overlap during periods of change, emergencies, and key organisational milestones. Effective internal communication ensures colleagues understand the Council's vision, values, and priorities, enabling them to act as confident ambassadors and reinforce Ceredigion's reputation as a great place to learn, live, succeed, and belong.

Evaluation



We will use the following methods to listen to feedback from residents, inform our services, evaluate and measure our success:

- Social media analytics
- E-mail analytics
- Print media monitoring
- Public consultation feedback
- Website analytics

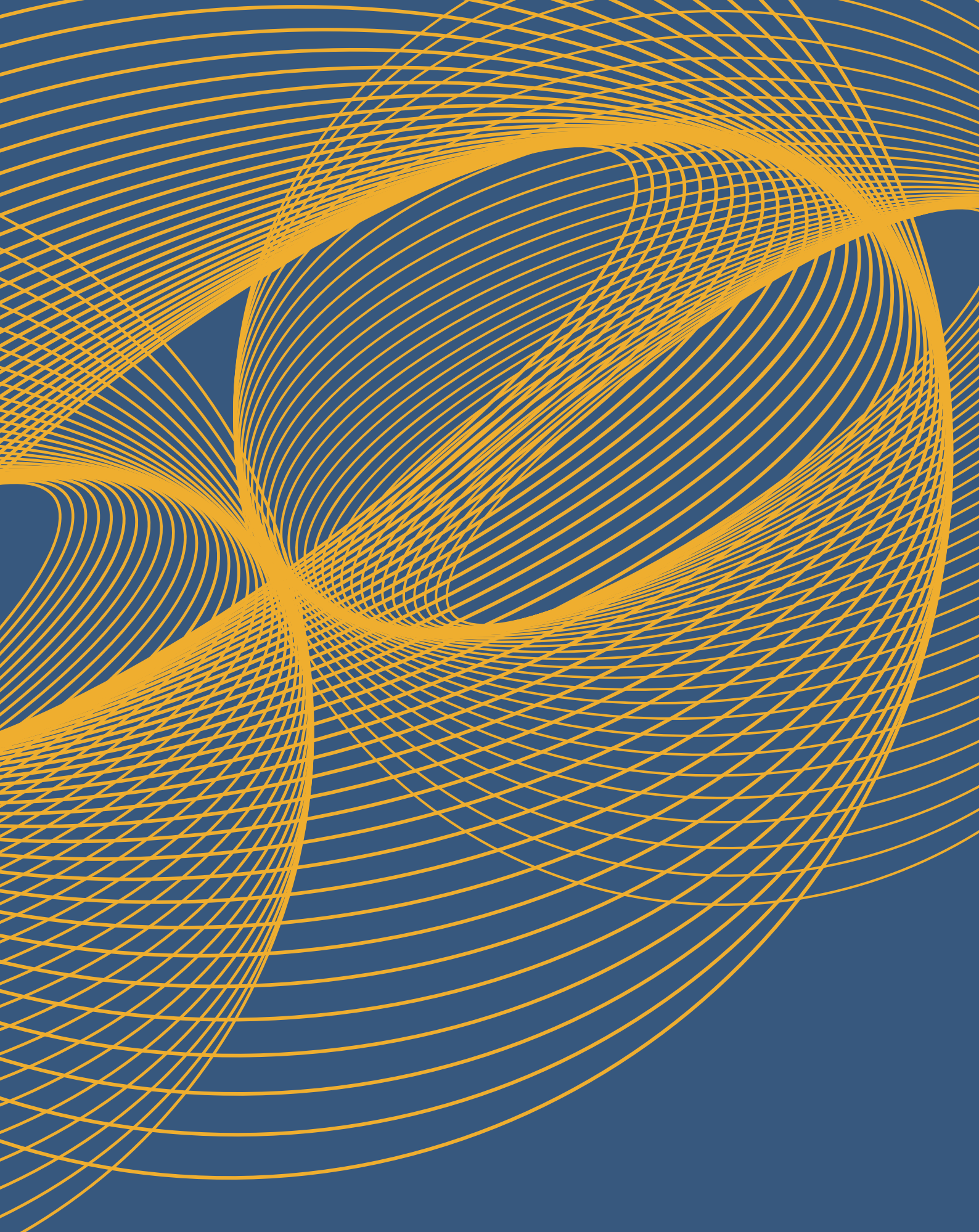
We will also seek feedback from colleagues as part of post-campaign and project reviews to continually inform and improve our services.

Other strategies

There are several strategies, policies and plans that contribute and link to the Communications Strategy and these are available on the Council's website:

- Customer Charter
- Corporate Strategy
- Digital Strategy
- Engagement and Participation Policy
- Welsh Language Strategy and Welsh Language Standards
- Strategic Equality Plan
- Through Age Wellbeing Strategy
- Economic Strategy
- Workforce Plan

The Communications Strategy stands alone from the above strategies; however, it advises, supports and promotes their vision and activities.



For more information, please contact:
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Communication Strategy 2026-2031