










## Appendix 1C - Social media delivery plan

Date	Channel/audience	Text	Image
Week 1 13/10	Facebook organic post. All audiences	<p>We're reviewing our home to school transport policy. We would like to hear your views on our proposals.</p> <p>Find out about the background to the consultation, details of our proposals, and how to have your say:  <a href="https://www.buckinghamshire.gov.uk/news/transport-and-home-school-transport-policy-consultation/">https://www.buckinghamshire.gov.uk/news/transport-and-home-school-transport-policy-consultation/</a></p>	
	Twitter	<p>We're reviewing our home to school transport policy. We would like to hear your views on our proposals.  <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a> #HaveYourSay</p>	As above
Week 2 19/10	Facebook – 1 of 3 paid ads to reach SEND families and stakeholders	<p>Do you or does someone you know use post-16 #SEND transport? We're reviewing this service please take a look at the proposed changes and let us know your views  <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a></p>	
	Twitter	<p>Do you or does someone you know use post-16 #SEND transport? We're reviewing this service please take a look at the proposed changes and let us know your views  <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a> #HaveYourSay</p>	As above

Date	Channel/audience	Text	Image
Week 3 26/10	Facebook – 1 of 3 paid ads to reach wider families of school-age children, and general stakeholders	Does your child use home to school transport? Find out more about the proposed changes to this service and give us your views at Your Voice Bucks: <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a>	
	Twitter	Does your child use home to school transport? Find out more about the proposed changes to this service and give us your views. <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a>	As above
Week 4 2/11	Facebook – 2 of 3 paid ads to reach SEND families and stakeholders	Have your say on the proposed options for transport for post-16 young people with SEND at Your Voice Bucks: <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a>	
	Twitter	#Haveyoursay on the proposed options for transport for post-16 young people with #SEND <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a>	As above

Date	Channel/audience	Text	Image
	Facebook organic post. All audiences	<p>Home to School Transport Policy consultation: Join us at our online consultation event to hear about possible changes to our home to school transport policy and ask us any questions. Thursday 19 November at 10.30am-11.30am.</p> <p>To book a place please email us on <a href="mailto:H2STpolicyconsultation@buckinghamshire.gov.uk">H2STpolicyconsultation@buckinghamshire.gov.uk</a> or phone us on 01296 382891. <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a></p>	
	Twitter	<p>Hear about possible changes to our home to school transport policy and ask us any questions at our online consultation event 7pm Tues 10 Nov. Booking details here: <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a> #HaveYourSay</p>	As above
Week 5 9/11	Facebook – 2 of 3 paid ads to reach wider families of school-age children, and general stakeholders. Also posted organically.	<p>Find out more and give us your views on the review of our home to school transport policy at Your Voice Bucks: <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a></p>	
	Twitter	<p>Find out more and give us your views on the review of our home to school transport policy. <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a> #Haveyoursay</p>	As above

Date	Channel/audience	Text	Image
Week 6 16/11	Facebook – 3 of 3 paid ads to reach SEND families and stakeholders. Also posted organically.	Let us have your views on our proposed options for transport for post-16 young people with SEND at Your Voice Bucks <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a>	<div data-bbox="1368 156 1608 464" style="background-color: #333; color: white; padding: 10px;"> <p><b>Home to school transport.</b></p> <p>Have your say.</p> </div> 
	Twitter	Let us have your views on our proposed options for transport for post-16 young people with #SEND <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a> #Haveyoursay	As above
Week 7 23/11	Facebook – 3 of 3 paid ads to reach wider families of school-age children, and general stakeholders. Also posted organically.	If you've got school-age children complete our consultation survey to help us review our home to school transport policy.  To find out more and to take part, go to Your Voice Bucks: <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a>	<div data-bbox="1368 683 1608 991" style="background-color: #000080; color: white; padding: 10px;"> <p><b>Home to school transport.</b></p> <p>Have your say.</p> </div> 
	Twitter	If you've got school-age children complete our consultation survey to help us review our home to school transport policy. <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a>	As above

Date	Channel/audience	Text	Image
Week 8 30/11	Facebook – organic post, all audiences	<p>You've a few days left to take part in our home to school transport consultation.</p> <p>To find out about the background to the consultation, details of our proposals, and to have your say, go to Your Voice Bucks:  <a href="https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/">https://yourvoicebucks.citizenspace.com/schools/htst-2021-consultation/</a></p>	
	Twitter	<p>You've a few days left to take part in our home to school transport consultation. <a href="https://bit.ly/34VXX7N">https://bit.ly/34VXX7N</a></p>	As above