

COP26 Communications Round-Up

Sefton Council 

COP26 was an international climate change conference hosted in the UK.

The conference represented a fantastic opportunity to publicise some exciting green projects across Sefton.

COP26 ran from 1st November to 12th November 2021



Press Releases

A press release went out every day of COP26 to publicise a project or initiative happening in Sefton. These releases corresponded with the national theme of the day.

I Pledge Campaign

The #IPledge campaign ran throughout COP26 and encouraged local businesses, schools, residents and staff to take a pledge to go #OneStepGreener and do a small thing for the planet.

Daily COP Beauty Shot

Beautiful shots of our borough were shared on social media to illustrate why we must change.

Internal Comms

Internal comms focused on promoting green schemes in the Council and encouraging take up of training among council officers.

Social Media Promotion

Social media promotion focused on national themes on each day, covering what the Council are doing and asking our residents if they can do more



Press Releases

Numerous press releases were sent during COP26 on topics ranging from LED Street Lights to Coastal Management.

All releases were posted to our Sefton local press, regional journalists and to our MySefton news site.

Businesses, residents, young people and politicians made up our target audience.



12 Press Releases

A press release went out every day of COP26 to publicise a project or initiative happening in Sefton. These releases corresponded with the national theme of the day.

5 Cabinet Members

The topics of the releases ranged from health and wellbeing, to highways infrastructure and children and young people and statements came from across cabinet.

Coverage

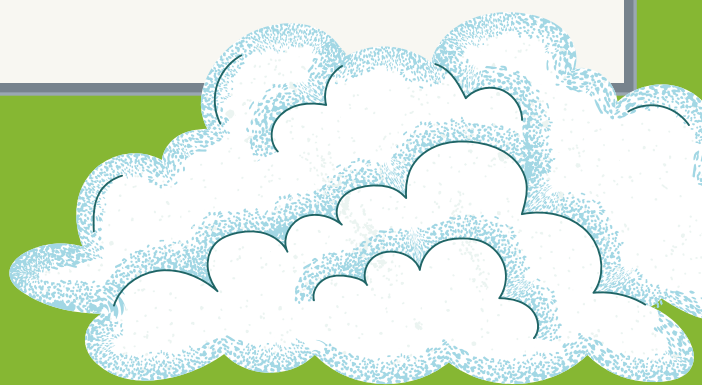
Our content was included in over 30 online articles and appeared in the print editions of local papers including The Champion and The Liverpool Echo

Sentiment

Most press releases were covered word for word and presented positively by news outlets. Our message was clear and direct and was a celebration of progress so far towards net zero carbon.

MySefton News

Over 400 views of COP26 related news on MySefton site. Most viewed was the Coast Day release focusing on Green Sefton efforts to protect our coast.



I Pledge Campaign

The #IPledge campaign was a campaign aimed at prompting behaviour change and encouraging participation in the face of a huge crisis.

The campaign will continue beyond COP26 and will form the basis of our communications going forward.



#IPledge Video

Members of SLB and colleagues from across the Council took part in our #IPledge video which laid out the various pledges and targets for the Council. Our final pledge being our 2030 target.

5K Impressions

The video was seen over 5,000 times across our social media channels and shared by partner agencies across Sefton. CVS in particular worked well with us

1.5K Views

The video was watched in full over 1,500 times and received good interaction, particularly on Twitter. Comments mixed following Orell Mount incident.

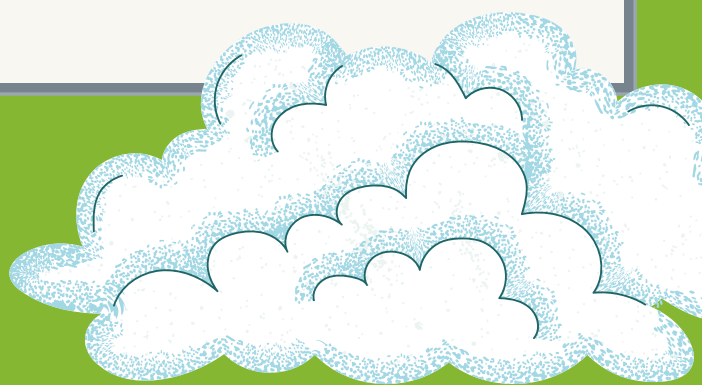
Sefton Pledges

Schools across Sefton took part in a mock COP26 event and all took pledges following the session. These focused on waste, water, lighting and eco-councils.

A business event run in conjunction with LJMJU saw over 40 businesses make a pledge

Partner Pledges

CVS Annual Conference will encourage all attendees to make a pledge for the planet following the event.



Daily COP Beauty Shot

Sefton Council



Every day on social media, we posted a shot from across our borough, north and south.

This included shots from Crosby Beach, Marine Lake, Formby Pinewoods and Seaforth Docks.



Social Media

Our social media activity across the two weeks of COP26 covered Facebook, Twitter, Instagram and LinkedIn.

We did two 'social media takeovers' where our comms team attended live events and communicated it across the borough. This included a live ranger walk on our dunes and a mock COP26 conference in our schools.



40K on Facebook

We reached over 40,000 people with our messages on Facebook. Content with schools and Green Sefton were the most popular on this platform. Attracted some conspiracy theorist backlash

30K on Twitter

Over 30,000 people saw our content on Twitter. Partners were good at sharing our messages, especially CVS but could be better.

10K on Instagram

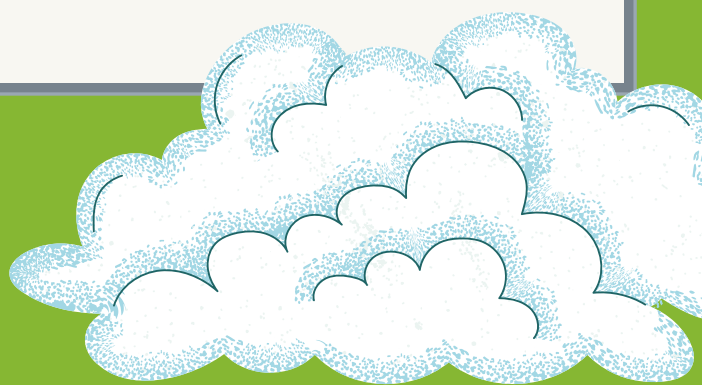
We reached around 10,000 people across the two weeks on our Instagram channel. The story function was used to do quizzes and polls.

4K on Ranger Walk

We did a live walk around with our rangers to learn about climate change and our coast, wildlife and landscape generally. This content was seen by over 4,000 people and shared by partners including Sefton CVS.

Quizzes and Polls

We ran quizzes on social media to gain an understanding of climate knowledge in the community. Over 80% of respondents knew what Sefton's targets were and why it was important to Sefton



Conclusions

We can draw some conclusions from our communications during COP26.

Overall, the campaign had good engagement and press coverage was broadly positive.

The period of COP26 was a good opportunity to publicise progress so far and introduce some new projects for the future.



Internal Comms

Over 1,000 staff members have seen our #IPledge video and 63 new staff members have undertaken the climate emergency training.

Website Traffic

Climate Emergency webpages have now been viewed over 1,300 times, this spiked during the two weeks of COP26 by around 50%.

Pledges

Over 40 businesses and 8 schools in Sefton have pledged to go #OneStepGreener and make a small change. Attendees of CVS Annual Conference will only add to this.

Coverage

Local press coverage was very positive on the whole and there was a recognition that Sefton is taking this problem seriously. There was some community backlash in relation to hypocrisy over developments e.g. Orell Mount redevelopment

Lessons Learned

Paid communications would have increased reach
Community projects are popular
Content that maximises the beauty spots in Sefton was popular.

