

Dorset Coast Strategy Communication Toolkit



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This toolkit is designed to showcase to DCF members how they can use the Dorset Coast Strategy objectives as part of their communications. Using the strategy's objectives in partnership will provide a collaborative approach to promoting sustainable management and enhancement of our coast. It will also help align members work by making their policies and strategies relevant to the Dorset Coast Strategy #objectives.

Why hashtags?

The five #objectives are in the format of hashtags to:

- Keep the objectives simple.
- Make it easier to share in our communications and messaging.
- Bring together, highlight, celebrate and inspire the work of DCF members.
- Introduce the strategy to a wider audience.
- Extend their use to everyone living, working and involved with the coast.
- Provide a measurable element by using social media platforms searches on the #objectives and the DCF #DorsetCoast.

If members all work together to use and promote the objectives as part of their communications, we can maximise a collaborative approach of raising awareness of our work and inspiring others to enjoy, respect, protect and connect with our coast.

How can we use #objectives?

Under each objective is a set of deliverables highlighting the type of work or initiative that is relevant to that objective. We are asking DCF members to use the relevant #objective in their communications to support and link into the strategy. The audience may not even be aware of the strategy but by sharing members posts and using the same #objectives they will be promoting the strategy's vision and inspiring others.

The #objectives can be used in:

- Communications – newsletters, websites and blogs.
- Social media platforms – don't forget to @tag DCF into your posts!
 - Facebook – @DorsetCoastForum
 - Instagram – @dorsetcoastforum
 - Twitter/X – @Dorset_CF
 - YouTube – @dorsetcoastforum4847
- Community events and planned activities – posters and promotional material.
- Project/campaign delivery.
- Feel free to use more than one of the #objectives where relevant.
- When using a strategy #objective please also add #DorsetCoast which will help to refine searches on social media platforms when monitoring how the #objectives are being used.

#EnjoyTheCoast

Here are some ideas on when to use #EnjoyTheCoast:

- Community events
- Education activities
- Recreational activities
- Connecting with nature
- Wellbeing and blue health
- Team days out on the coast
- Accessibility and inclusivity on the coast
- Culture and heritage e.g., art installations and heritage trails
- Messages or images highlighting enjoyment of our coast



#RespectTheCoast

Here are some ideas on when to use #RespectTheCoast:

- Code of conducts
- Sustainable tourism
- Sustainable practices
- Behaviour change campaigns
- Wildlife protection and avoidance
- Beach cleans and taking litter home
- Safety relating to recreational activities
- Safety messages e.g., rockfalls, water safety
- Messages or images highlighting how to respect our coast



#CoastalInnovation

Here are some ideas on when to use #CoastalInnovation:

- Innovation in all sectors
- New strategies & policies
- New partnership collaboration
- Innovative project ideas or solutions
- Research, technology & development
- Investment opportunities e.g., funding & grants
- Socio-economic benefits to coastal communities
- New developments and coastal protection measures
- Messaging or images that demonstrate inspiring innovative projects or initiatives on our coast



#CoastalConnection

Here are some ideas on when to use #CoastalConnection:

- Citizen-science
- Community groups and events
- Wellbeing and blue health opportunities
- Accessibility and inclusivity on the coast
- Volunteering examples or opportunities
- Youth engagement & education activities
- Connecting with nature, wildlife or the sea
- Local stories e.g., coastal ambassadors or champions
- Culture and heritage e.g., art installations and heritage trails
- Messaging or images that demonstrate people connecting to the coast



#CoastalRecovery

Here are some ideas on when to use #CoastalRecovery:

- Water quality
- Sustainable tourism
- Biodiversity net gain
- Community resilience
- Nature-based solutions
- New strategies & policies
- Connecting people to nature
- Dorset Local Nature Recovery Strategy



Get Involved!

The Dorset Coast Strategy is for all our members, so please get involved!

Remember to consider if the Dorset Coast Strategy fits into your comms messaging and include #objectives #DorsetCoast and tag in @DCF.

We look forward to working with you and if you have any questions or ideas of a shared comms campaigns, please get in touch with the team at dorset.coast@dorsetcouncil.gov.uk





This strategy has been produced by the Dorset Coast Forum
in collaboration with our members.