

IOT COMMS TOOLKIT

June 2022

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INTRODUCTION

The second moment of activity to bring together Institutes of Technology (IoTs) is centred around a new thought leadership report; *'The Skills to Succeed: Meeting the country's evolving technical skills needs'*. The report looks at some of the challenges we face nationally and regionally, and the skills IoTs are teaching that will equip the workforce to deal with them.

Kindred will be issuing the report, alongside new research into consumers' attitudes towards some of these challenges, to national media, with a view to securing earned media coverage that raises awareness of the IoT Network as a whole.

The report will be uploaded to the [IoT Network website](#) on Wednesday 15th June.

Alongside the report, we've created a selection of assets for you to use in your comms – including social media assets and supporting copy, and regionalised press releases and spokesperson briefing document.

The moment will launch on **16th June**. This toolkit provides all the information you need to take part.



WHERE TO FIND THE REPORT

- The full report can be downloaded directly from the [Content Hub](#) as a PDF file. This is for internal viewing only. No traffic should be driven to the Content Hub to access the report.
- You can also upload the report to your own websites if you wish. However, we will be driving all national traffic to the Spotlight page on the [IoT Network site](#) to view the report.

Please do not share the report with external contacts or publish anywhere before 16th June.



SOCIAL MEDIA ASSETS AND SUPPORTING COPY

- A selection of **social media assets** can also be downloaded directly from the [Content Hub](#) for use on Facebook, Twitter, LinkedIn and Instagram. These have been created in the following aspect ratios:
 - 1x1 – for Instagram feed posts and Facebook
 - 16x9 – for Twitter and LinkedIn
 - 9x16 – for Instagram Stories
- To accompany the assets mentioned above, we have developed **supporting social media copy** you can use to promote the report. Please feel free to tailor the copy to fit your social media channels, or simply post verbatim. You can find supporting social media copy on the [Content Hub](#).



PRESS RELEASES AND SPOKESPERSON BRIEFS

- The template regional press release can be downloaded from the [Content Hub](#) – this includes bespoke data for each region and space for a bespoke quote you can draft on behalf of your IoT.
 - The angle for the media story focuses on consumer demand for sustainability in homes and how IoTs are helping to upskill people in areas which will support these ambitions. We've chosen this angle as it is particularly newsworthy and topical, however the subjects it covers (construction and energy) won't be relevant to all IoTs. We suggest using the quote to incorporate courses which are specific to your IoT into the release. You are also welcome to add in any of the data cited in the report if you feel it will add weight and help showcase the work you do. Should you require any further data to build your narrative, please contact Kindred at IoT@kindredagency.com and we will provide this, where we can.
 - Once you have updated the template press release to make it relevant to your IoT, you can then sell it in to your local media publications, **under strict embargo for Thursday 16th June**, which is when the national release will also be launched.
- A **template spokesperson briefing document** can also be found on the [Content Hub](#). We suggest sharing this with your chosen spokesperson ahead of any media interviews, to provide background on the story, report and key messaging. This can be used for any broadcast, print or online media opportunity you secure, and should be updated to include your bespoke press release, data and quote before being shared with your spokesperson.

EVALUATION

We need your help to tell us how successful the moment has been. So we can evaluate this fully, we'll send a short survey to you to get your thoughts and feedback so we can optimise all future activity.

We'll also need details about the reach of and engagement with your content. For social media specifically, you'll find this data in the platform analytics for each social media platform.

Please provide us with the stats detailed in the table opposite within two weeks of the moment ending.

We also request that you share details of your website analytics so we can monitor any increase in local traffic following the national campaign. If you decide to upload the report to your own IoT website*, we would also appreciate it you can share number of clicks to the report itself.

Please send results through to Laura at Gatsby (laura.kane@gatsby.org.uk), copying in the Kindred team (iot@kindredagency.com).

METRIC	RESULTS
Total number of social posts about the moment (across all platforms)	
Total impressions on the social posts	
Total engagements on the social posts	
Total number of likes/reactions on the social posts	
Total number of comments/replies	
Total number of shares	
Total number of clicks to website (Relevant for LinkedIn, Twitter and Instagram Stories)	
Number of media outlets you shared the regional press release with (if applicable)	
Number of pieces of media coverage your press release generated	
Number of visits to your website (for two weeks from Thursday 16 June compared to the two weeks previous)	
*Number of web clicks to the report (for two weeks from Thursday 16 June)	

ANY QUESTIONS?

GET IN TOUCH:
IOT@KINDREDAGENCY.COM

