

HSR announcement

Twitter @transportgovuk - (over 9000 followers)

- Tweet the announcement/decision as per WMS/Press release
- Echo key messages from WMS/Press release
- Drive web traffic to announcement documents on the corporate website
- Ask influencers e.g. No10 (2 Million followers) to re-tweet our tweets extending reach and amplifying output
- Monitor the hash tag #HS2 to gauge reaction post announcement
- Respond to questions/queries where appropriate and feasible (volume of reaction may impact on resource)

YouTube transportgovuk – video piece

- Summarise the decision in a short engaging video (3 - 5 mins max)
- Upload to branded DfT YouTube channel (110 K channel views)
- Promote to extend reach and amplification of key messages
- Embed onto corporate/HS2 Ltd website
- Encourage media/supporters/campaign groups to embed on their sites
- Drive web traffic to announcement documents from cross linking

Further use

- Use at future live events along e.g. line of route drop in sessions
- Moderated user comments will provide insight/feedback & provide a mechanism for dialogue

Flickr transportgovuk

- Established image sharing community
- Upload images of ministerial visits (if taken as part of media visits)
- Upload line of route (if available in image formats)
- Drive web traffic to announcement documents from related images