# Intro

Creating a comprehensive social media channel map involves aligning your target audiences with appropriate communication channels.

The maps that follow highlights Moray Council's channels for the various target audiences our services work with.

# Who do you want to reach?

**Families**

**Community and partner organisations**

**Government**

**Visitors**

**Business**

**Demomographic characteristics**

**Employment status**

**Housing status**

**Audience:**

# Families

- Families with primary age children
- Families with secondary age children
- Families with children under school age
- Families with older children

**Channels:**

# Social media (corporate):

- Facebook
- Instagram
- WhatsApp

# Shared:

- Community platforms
- Word of mouth

# Owned (non-comms):

- school newsletters
- service networks (i.e. groupcall)
- service status portal

# Earned:

- press and media

# Paid:

- Meta

# Community and partner organisations

- Resilience partners
- Community councils
- Community groups

# Social media (corporate):

- Facebook
- X [emergency only]
- YouTube
- LinkedIn
- WhatsApp
- Bluesky

# Shared:

- Community platforms
- resilience partners
- elected members
- Facebook groups

# Owned (non-comms):

- Service Status Portal
- Moray Council website

# Earned:

- press and media

# Paid:

- Meta

**Audience:**

# Government

- UK Government
- Scottish Government
- Local Government

**Channels:**

# Social media (corporate):

- X [emergency only]
- Instagram
- LinkedIn

# Owned (non-comms):

- presentations and events
- service networks

**Audience:**

# Visitors
- Locals
- Homecoming/Ex pats
- First-time visitors
- Regular visitors

**Channels:**

# Social media (corporate):
- Instagram
- Facebook
- YouTube

# Shared:
- Community platforms
- word of mouth

# Earned:
- National media

# Paid:
- Meta
- ad campaign

**Audience:**

# Business

- Established businesses
- Third Sector
- Potential investors
- Social enterprise
- New businesses
- Local gone global
- Multi-national and chains

**Channels:**

# Social media (corporate):

- LinkedIn
- YouTube
- WhatsApp

# Shared:

- Community platforms
- resilience partners

# Owned (non-comms):

- Moray Council website
- service status portal
- service networks

# Demographic characteristics

- Race
- Age
- Disabilities
- Gender
- Sexual orientation
- Identity

# Social media (corporate):

- X
- Instagram
- Facebook
- YouTube
- WhatsApp
- Bluesky
- LinkedIn

# Shared:

- Community platforms
- Word of Mouth

# Earned:

- press and media

# Paid:

- Meta

**Audience:**

# Housing status

- Council tenants
- Homeowners
- Social housing
- Private renters
- Landlords
- Holiday home owners

**Channels:**

# Social media (corporate):

- Facebook
- WhatsApp
- Bluesky

# Shared:

- Facebook groups

# Owned (non-comms):

- Tenant's Voice
- service noticeboards
- service networks
- Moray Council website
- service status portal

# Earned

- press and media

# Paid:

- Meta

**Audience:**

# Employment status

- Unemployed
- Veterans
- Retired
- Military
- Job seekers
- Employed

**Channels:**

# Social media (corporate):

- LinkedIn
- Facebook
- Instagram
- YouTube
- Bluesky

# Shared:

- Resilience partners
- word-of-mouth
- Facebook groups

# Owned (non-comms):

- Moray Council website

# Earned:

- press and media

# Paid:

- Meta

# Channels for all audiences:

- **Press and media:** radio; TV; print; online (local); online (national); Online only

- **Shared:** Individual (influencers); elected members; resilience partners; media shares

- **Earned:** Media bids; reactive statements; print, broadcast and online coverage – from PR; pitched articles

- **Paid:** print advertising; radio advertising; TV advertising; socials advertising; digital ads; online digital ads; billboards; leaflet drops

- **Shared:** Community noticeboards; media shares; word-of-mouth

This map offers a structured approach but the effectiveness of each channel can vary depending on audience and goals. Performance should be assessed regularly for each channel and the strategy adjusted accordingly to ensure best engagement and reach for our messages.

**Channels:**

# Press and media

- Radio
- Print
- TV
- Online (local)
- Online (national)
- Online only
- Social media – corporate channels: Facebook, Instagram, X [emergencies only], YouTube, Bluesky; LinkedIn
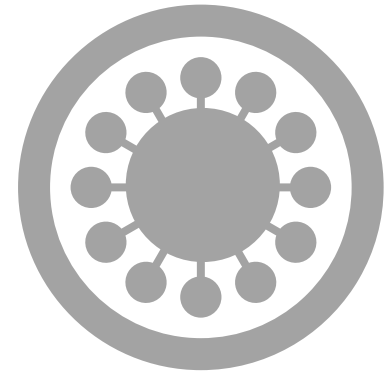
# Shared

- Individuals – influencers
- Community platforms – online
- Elected members
- Resilience partners
- Word of mouth
- Media shares

# Earned

- Media bids
- Reactive statements
- Print, broadcast and online coverage – from PR
- Pitched articles

# Paid

- Print advertising
- Radio advertising
- TV advertising
- Socials advertising
- Advertorials
- Digital ads
- Online digital ads
- Billboards
- Leaflet drops

# Owned (non-comms)

- Groupcall
- School newsletters
- MC website and portal
- Service networks
- HT briefings
- Presentations and events
- Tenants voice
- ELC briefing
- tService noticeboards