


Social media campaign plan



Campaign name: Residents parking permit

Service area: Parking

Campaign owner:

Date:	Platform	Content	Image/media
13/04/2021	Facebook Twitter	<p>Are you a local resident using our wonderful coastline for exercise?</p> <p>Did you know we have a residents parking permit scheme allowing you to park on Council owned car parks for only £25 per year?</p> <p>Find out here https://new.fylde.gov.uk/fylde-resident-permit-scheme/</p>	
22/04/2021	Facebook Twitter	<p>Heard about our resident parking scheme? 🗣️</p> <p>You can park on most council owned car parks for just £25 a year! For more info visit: https://new.fylde.gov.uk/fylde-resident-permit-scheme/</p>	
30/04/2021	Facebook Twitter	<p>Exercising locally?</p> <p>Heard about our resident parking scheme? 🗣️</p> <p>You can park on most council owned car parks for just £25 a year! Visit: https://new.fylde.gov.uk/fylde-resident-permit-scheme/</p>	
05/05/2021	Facebook Twitter	<p>Heard about our resident parking scheme? 🗣️</p> <p>You can park on most council owned car parks for just £25 a year! Visit https://new.fylde.gov.uk/fylde-resident-permit-scheme/</p>	
08/05/2021	Newsletter	<p>Embedded link used on the image – customer clicks on the image which will take them to https://new.fylde.gov.uk/fylde-resident-permit-scheme/</p>	
15/05/2021	Newsletter	<p>Embedded link used on the image – customer clicks on the image which will take them to https://new.fylde.gov.uk/fylde-resident-permit-scheme/</p>	

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27/05/2021	Facebook Twitter	 Supporting local businesses and shopping local?  You can park on most council owned car parks for just £25 a year! Visit: https://new.fylde.gov.uk/fylde-resident-permit-scheme/	
29/05/2021	Newsletter	Embedded link used on the image – customer clicks on the image which will take them to https://new.fylde.gov.uk/fylde-resident-permit-scheme/	