

# **CROSS Communication & Engagement Plan 2024**

## **One Page Summary**

To function at its best, the unique CROSS model of Voluntary Occurrence Reporting needs to be supported by communications and engagement - a.) to encourage the submission of reports *into* the scheme, and b.) to push content *out* so the knowledge and insight created reaches the right people.

To do this, we have six main communications tools: 1.) Newsletter & other emails 2.) Social Media 3.) Search Engine Optimisations and the website 4.) Events 5.) Press and 6.) Stakeholder Engagement.

### **How can the Expert Panel help?**

#### **Communications Tool 1: Newsletters & other emails**

- Keep on generating quality content in terms of reports.
- Curate content and write editorials for 'special editions' of the Newsletter, for example a bridges edition or an architect's edition.

#### **Communications Tool 2: Social Media**

- Volunteer to get involved to help us co-create video short series: 'Famous historic disasters that have shaped the industry' e.g. Ronan Point, the Kings Cross Fire, Piper Alpha by filming 60 second videos on your smartphone.
- Help up create a series on 'dangerous materials new engineers should know about', 'engineering basics', and important CROSS Reports summarized.

#### **Communications Tool 3: SEO (Search Engine Optimisation) and the website**

- Be aware of the importance of keywords in driving users to the website.

#### **Communications Tool 4: Events**

- Do a CROSS CPD talk in your own organisation.
- If you're presenting at a conference already, include a couple of slides on CROSS in your talk.

#### **Communications Tool 5: Press**

- Write a 500-word article on a topic: for example, CLT, school buildings, modular buildings, car park fires, competency etc, that can be used in trade press.
- Write a 'soft' article: e.g. why, in your view, the work CROSS does is important.
- Send emma.shaw@cross-safety.org news articles to share on social media.

#### **Communications Tool 6: Stakeholder Engagement (with Horizon Scanning)**

- Produce outputs of horizon scanning that can be made public.
- One page 'briefs' on key structural safety policy topics for parent institutions.
- Explore possibility of Safety Alerts.

	Communication Tool	Target Audience	Frequency	Deliverables
<b>Communications Goal 1:</b> Encourage professionals to submit reports  <i>(Tell, Submit a Report)</i>	Newsletter & Email	Existing network of CROSS supporters/ those aware of CROSS  IStructE & IFE members  Architects & Bridge owners	Quarterly	<ul style="list-style-type: none"> <li>4 CROSS-UK subscriber Newsletter emails</li> <li>3 (approx.) CROSS-US or CROSS-AUS Newsletter emails</li> <li>4 IStructE auto-enrolment Newsletter emails</li> <li>12 monthly articles submitted for IStructE and NHIC monthly Newsletter emails</li> <li>Email campaign to engage Millennial subscribers</li> <li>Auto-enrolment of IFE members to UK Newsletter emails</li> <li>Inclusion of CROSS content in GIRI's and ICE's monthly newsletters</li> </ul>
	Social media	Millennials	Weekly	<ul style="list-style-type: none"> <li>2 posts per week on LinkedIn and X (typically Newsletter/Safety Report content)</li> <li>2-4 additional algorithm optimised posts per week on LinkedIn</li> <li>Increase LinkedIn follower average to 200 per month by year end</li> <li>Trial and analyse a Pay-per-click/Pay-per-follow campaign on LinkedIn.</li> <li>Co-create and analyse video content for IStructE's TikTok</li> <li>If TikTok content appears effective for CROSS, trial sharing recently published Safety Report in TikTok video format</li> </ul>
<b>Communication Goal 2:</b> Publish & promote critical safety information  <i>(Visit, read)</i>	SEO & website pathways	Wider audience of professionals and others involved in structural and fire safety who are not already aware of CROSS	Daily	<ul style="list-style-type: none"> <li>SEO strategy refresh</li> <li>Implementation of UpRise Up recommendations</li> <li>Refresh of Homepage</li> <li>Editorial Guide SEO section update</li> <li>Research into effective Safety Report titles</li> <li>Audit of Media Library images</li> </ul>
	Events	Wider audience of professionals and others involved in structural and fire safety who are not already aware of CROSS  Architects & Bridge owners	Monthly	<ul style="list-style-type: none"> <li>On request/ad-hoc speaking engagements</li> <li>Comms support for events (e.g. social media promotion and image copyright sourcing)</li> <li>3 exhibitions/conferences (1 fire, 1 construction, 1 infrastructure)</li> <li>2 targeted webinars (1 by GIRI for Insurers, 1 with RIBA for architects)</li> <li>3 award applications (1 fire, 2 structures, construction and/or safety)</li> </ul>
<b>Communication Goal 3:</b> Urge action after an individual reads CROSS content  <i>(Subscribe, Follow, Share, Change)</i>	Press	Wider audience of professionals and others involved in structural and fire safety  General public	Monthly	<ul style="list-style-type: none"> <li>Continued engagement with trade and technical press</li> <li>Continued joint response with IStructE comms to any major events with production of CROSS press statements on key topics</li> <li>Better links with comms teams at IFE and ICE (NEW)</li> <li>Database to notify specialist technical journalist of relevant reports (NEW)</li> <li>Two Safety Alerts and associated press campaigns for them (see below)</li> </ul>
	Stakeholder Engagement (with Horizon Scanning)	Industry, Our parent Institutions, Regulators, Government	Quarterly	<ul style="list-style-type: none"> <li>2 Safety Alert and associated C&amp;E support</li> <li>Contribution to IStructE policy 'one-pagers'</li> <li>Possible use of one-page briefs in other archives/ libraries</li> </ul>