

Council Communications Strategy – public survey

Overview

We are in the process of developing a new communications strategy for the council.

As part of this, we are seeking people's views about our current communications offer.

We would really appreciate it if you could take a small amount of time from your day to complete our new survey. It doesn't take long to complete, 5 minutes, and asks for your views on our social media content, our website, and council work that would like to hear about.

This will then inform how we communicate going forward.

1 How do you find out about news from the council?

Please select all that apply

- Council website
- Council social media accounts
- In the local media (newspapers and online)
- In local magazines
- Word of mouth
- From your local councillor
- From council staff
- Council advertising or leaflets
- Other (please state)

If other, please state below

2 Thinking about how you find out about council information, please rate the following channels in terms of how useful you find them

	Very useful	Somewhat useful	Not useful	Unhelpful	Don't use
Council Twitter <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council Facebook <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council website <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council Instagram <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council LinkedIn <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council YouTube <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council advertising <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council leaflets <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3 To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I can always find the information that I need <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council information is easy to understand <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The council keeps me well informed about its services <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The council promotes the borough well <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4 Are there ways in which you would like to engage with the council that are not currently available?

Please comment below

5 How well do you feel you know the council and its priorities?

Please select only one item

- I know the council and its priorities very well
- I know a fair amount about the council and its priorities
- I know a little about the council and its priorities
- I know almost nothing about the council and its priorities
- Knowing about the council and its priorities is not important to me.

6 If you use social media, which social media platforms do you use?

Please select all that apply

- Twitter
- Facebook
- Instagram
- LinkedIn
- YouTube
- Snapchat
- WhatsApp
- TikTok

7 Why do you use social media?

Please select all that apply

- To stay informed
- To be entertained
- To connect with local people
- To promote a business or service
- Other (please state)

If other, please state below

8 If you use social media, which of the following council social media accounts do you follow?

Please select all that apply

- Twitter
- Facebook
- Instagram
- LinkedIn
- YouTube
- None

9 Do you find the council's social media informative?

Please select only one item

- Yes
- No

Please give reasons for your view

10 Do you feel the amount of social media the council shares is:

Please select only one item

- Too much
- Just right
- Too little

11 Do you use the council's website?

Please select only one item

- Yes
- No

Please give reasons for your view

12 If you do use the council website, how often do you use it?

Please select only one item

- Daily
- Couple of times a week
- Once a week
- Few times a month
- Couple of times a year
- Never

13 What do you use the council website for?

Please select all that apply

- Apply for something (e.g. a school place)
- Pay for something (e.g. your council tax)
- Report something (e.g. a missed bin collection)
- Read the latest council news
- Look at council meeting reports
- Look at planning applications
- Look for information about services
- Other (please state)

If other, please state below

14 When you visit the council website, is there anything that would improve your experience?

Please comment below

15 How often do you use visitrochdale.com?

Please select only one item

- Daily
- Couple of times a week
- Once a week
- Few times a month
- Couple of times a year
- Never use it

16 What areas are you most interested in at visitrochdale.com?

Please select all that apply

- What's on
- Things to do
- Places to stay
- Food and drink
- Inspiration
- About the area
- Covid-19
- Visitor information

17 How likely are you to watch a video stream of council meetings?*Please select only one item*

- Very likely
- Somewhat likely
- Neutral/no option
- Somewhat unlikely
- Very unlikely

18 What are you most interested in? Please indicate what information you are most interested in hearing about*Please select all that apply*

- Council or public meetings
- Upcoming events like the Feel Good Festival, half marathon, and Bowlee car boot sale
- Upcoming projects
- Budgets
- Road and maintenance works
- Waste and recycling
- Employment opportunities
- Decisions from council meetings
- Support for children and families
- Support for older and vulnerable people
- How the council is tackling climate change
- Other [please list]

If other, please list below

19 Thinking about Covid-19, where did you look for information?*Please select only one item*

- Council social media
- Council website
- Government social media (e.g. No 10 Downing Street or Public Health England accounts)
- Gov.UK government website
- Local media
- National media
- Other (please state)

If other, please state below

20 Also thinking about this time, do you think the council provided timely updates on the changes to measures?

Please select only one item

- Yes
 No

Please give reasons for your view

Demographics

21 What is your age?

Please select

Please select only one item

- Under 18
 18-24
 25-34
 35-44
 45-54
 55-64
 65-74
 75+
 Prefer not to say

22 How do you describe your gender?

Please select only one item

- A man
 A woman
 Non-binary
 In another way
 Prefer not to say

23 What is your postcode?

Like the other questions on this page, answering this is optional. It will only be used to check that responses have been gained from across the borough.

24 Which group best describes your ethnicity?*Please select only one item*

- White: British
- White: English
- White: Welsh
- White: Scottish
- White: Northern Irish
- White: Irish
- Any Other White Background
- Mixed / Multiple Ethnic Group
- Asian/Asian British: Indian
- Asian/Asian British: Pakistani
- Asian/Asian British: Bangladeshi
- Asian/Asian British: Kashmiri
- Asian/Asian British: Chinese
- Any Other Asian Background
- Black/African/Caribbean/Black British: African
- Black/African/Caribbean/Black British: Caribbean
- Any Other Black/African/Caribbean Background
- Arab
- Prefer not to say
- Any other ethnic group (please specify below)

Other Ethnicity