

OCEAN EDGE

PR & COMMUNICATIONS

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Top tips for effective resident newsletters

By Kirsten Foster, MD of Ocean Edge PR Ltd

If your priorities are to increase involvement and raise satisfaction levels you need to ask yourself, how effective is your newsletter? Investing in a professionally written and designed newsletter for your residents can pay dividends. As well shaping the way your audience sees you, we've proved a good newsletter can enhance engagement and satisfaction rates (we've helped clients' triple engagement levels and generate so much demand for Board places that elections have had to be held).

Newsletters are the perfect vehicle to celebrate your success, offer housing advice and provide a platform for residents to share their stories. But there's no point spending time and money on a publication that is not read. It is crucial you achieve value for money by ensuring residents are reading your newsletter and acting on the messages.

We have extensive experience in producing award-winning, effective publications for residents. We've put our top tips below, but please visit the Ocean Edge PR exhibition stand for more advice and a chat about your magazine and how we can help you make it even better.

- Get residents involved - invite ideas for articles and layout (we can help you set up an Editorial Board of residents and staff).
- Keep the language friendly and engaging with no jargon (we offer Plain English workshops).
- Develop an instantly recognisable design.
- Include varied copy to attract readers of different ages.
- Link in with your social media posts (we can set up and manage your social media).
- Include 'softer' articles like recipes and competitions to encourage more readers.
- Include lots of quotes and photos from real residents.
- Encourage interaction through letters pages.
- Keep your look and language consistent.

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