

## **Sexual Orientation – Communication and Promotion Strategy 2012-2015**

**September 2012 – Roisin Lavery**

This strategy will span the duration of the Corporate Plan for 2012-2015. Separate annual plans will be submitted for approval for years 1, 2 and 3.

### **Aim**

The aim of the sexual orientation campaign is to meet the objective of our Corporate Plan for 2012-2015 'Improving people's lives' which links to the Executive's Programme for Government (PFG) actions.

### **Objectives**

The main objective of the campaign is identified in business plan for 2012-2013 and detailed within strategic objectives 1.5A and 1.5B:

'To increase engagement and participation with decision makers, elected representatives and individuals to achieve positive outcomes'.

'Maintain media profile for the Commission's work and continue to develop communications and use of technologies as appropriate to communicate with key audiences'.

To launch partnership promotional projects on **sexual orientation** issues.

### **Target Audiences**

This work is targeted at the LGB individuals and their support groups and advocates and anyone with an interest in the issue.

### **LGB Individuals**

The National Government Statistics Survey in 2006 indicated the LGB community in NI to be approx 90-100k in size. In a Pink News survey carried out in January 2012 results showed some good insights into the community. These insights will be used to determine the most appropriate medium for communication. 70% of those surveyed were male and 30% female, 60% were aged 18-35 and 40% were 35+.

Results showed:

- 50% had a degree
- 82% used a smart phone
- 81% were civil partnered or wished to be
- 80% earned more than 10k
- 12% earned more than 35k
- 75% took 3 holidays last year
- 9.6% too 6 or more holidays last year
- 97% bought online last year
- 86% spend £100 on a night out
- 79% go out up to 3 times per week
- 80% spend £200 per year on DVDs
- 90% spend £200 per year on downloads
- 95% spend £300 per year on books
- 90% spend £400 per year on outing tickets
- 87% spend £2400 on clothing per year
- 40% are gym members

It is relevant for communication to be targeted around the buying behaviours of the community. This is an online community so a digital campaign is most relevant. With Google analytics we shall see actual audience reached and engaged as the tracking systems are more sophisticated and accurate than mass media advertising.

### **LGB Support Groups and Advocates**

LGB support groups and advocates could be more supportive of the Commission and its work. Recently, we have received positive feedback in relation to our promotional work and effort in this area. We will work through the following organisations to encourage sector support for the campaign and maximise the opportunity to reach the target audience:

- Rainbow Project
- Here
- Cara Friend
- Newry Rainbow Community
- Foyle Pride
- GLYNI
- QUB LGBT

We will also sit on the LGBT forum who meets 4 times per year. We shall use the forum to disseminate information and seek input and feedback.

As we become aware of other relevant organisations we will seek to develop positive working relationships also.

### **Where are we now?**

We have carried out a series of surveys recently with the LGB community which provide unanimous support for the need of promotion on the role of the Commission and how we can help LGB individuals. Results also showed:

- 61% have experienced discrimination at work, in school, from government, police and while using changing rooms.
- Many didn't report it because they felt it was 'normal humour', some didn't think we would take action, some thought it was too much 'hassle', fear of repercussions, some didn't know who to report it to, some feared for their safety, some feared for their job security, some were not

'out', some were embarrassed, some were afraid of talking to strangers about it and some thought the Commission's processes were too difficult.

- 60% didn't know that we provide free and confidential information and advice.

LGB individuals had experienced a range of discriminatory treatment including; jokes, hostility, 'outed', refused services, physically attacked, negative comments, bullying, dismissed and ignored at work.

When asked what the Commission could do to improve equality for the LGB community they said; promote the law, get into the hearts and minds of society, educate the population, challenge jokes and banter, work in schools and raise awareness generally.

Another key element of this campaign must be to ensure that people have access to the human side of the Commission. The recent survey found that people are often reluctant to approach us. This campaign will seek to remedy this and ensure people see the Commission as a trustworthy, open and transparent and human organisation, one that they can contact at any time and one who they can refer their friends, family and colleagues to.

Figures for the past 4 years show a decrease in the number of people contacting us about discrimination. There are fewer enquiries from individuals complaining sexual orientation discrimination.

The following table shows a decrease in overall enquiries for the past 4 years

| Year  | 08/09 | 09/10 | 10/11 | 11/12 |
|---|-------|-------|-------|-------|
| No of new enquiries and applications for assistance | 3690  | 3578  | 3220  | 3200  |

Of the enquiries for 2011/2012 there are alarmingly low numbers in relation to sexual orientation complaints. Only 2.5% of enquirer's complaints

related to sexual orientation, mainly work environment harassment and dismissal (82 cases) (62 cases the year before) and we know that discrimination is occurring and there is a significant problem with under reporting.

Our 2011 Equality Awareness Survey with the general public indicates:

- The only group to see a decline in negative attitudes towards them was lesbian, gay or bisexual persons, from 21% in 2008 to 15% in 2011. There was not a corresponding increase in positive views though – rather the proportion of those holding 'neutral' views increased.
- When asked which groups were treated unfairly, the most common answers were People over 70; lesbian, gay or bisexual people and disabled people (all 24%)
- With regards to the types of unfair treatment, in 2011 respondents were of the view that:
  - Lesbian, gay or bisexual people were most likely to be subject to harassment.

- 43% of respondents have neutral or negative feelings towards LGB people.
- 21% of all respondents would mind having a lesbian, gay or bi-sexual person as a work colleague
  - Neighbour – 27.4%
  - Close relationship with family – 41.8%

As the social distance becomes closer the attitudes worsen.

- 26.4% of people who have been treated unfairly in shops, bars and restaurants said it was because of being gay, lesbian or bi-sexual.
- 20.8% of people who have been treated unfairly when they tried to buy/rent a house, bus, premises or land identify as being LGB.
- 38% said they had been harassed because they were LGB.
- 63% OF LGB people do not think they have protection in employment and education.
- 78% of all respondents think there is no protection in employment and education on grounds of being LGB. – 56.2% of these people were LGB people.

The headline results show an increased need to raise awareness of LGB rights and the role of the Commission in order to drive people to our services and tackle inequality and discrimination against people from LGB backgrounds.

Although the government advertising ban has been lifted, there are still significant constraints on public advertising. Any advertising spend over £10k must be approved by Ministers.

OFMDFM's pending Sexual Orientation Strategy Action Plan contains ECNI actions within. We will keep up to date with internal Policy developments in relation to this and note the commitment within Rainbow Project's proposed action plan to run an awareness raising campaign also.

We will continue to meet with legal, employment and policy colleagues to discuss joint working and will continue throughout the duration of this strategy.

There have been concerns raised by the LGB sector that our enquiry service is not accessible and we have agreed to work through this with legal colleagues in order to make this service more accessible and user friendly. We will consult with the sector in doing so.

## **Work to date**

### **Meetings**

Meetings have taken place with some LGB organisations to inform them of the campaign plans and the opportunity to work in partnership:

- Rainbow Belfast
- Rainbow Newry

- Newry Rainbow Community
- Foyle Pride
- UNISON
- QUB LGBT

Additional LGB organisations have been contacted and meetings have been requested. We will continue to develop the relationships throughout the duration of the plan and identify where the most valuable partnerships are for development.

### **Events & Partnership**

We have supported the following events to date and where appropriate we will be involved in others also:

- Belfast Pride
- Foyle Pride
- UNISON/ECNI your rights event
- Derry City Council/ECNI training event
- IDAHO

There are more events planned throughout the year.

### **Advertising**

We have advertised in Belfast and Foyle Pride guides and additional advertising is planned throughout the year.

### **Website**

A new landing page has been created [www.equalityni.org/LGB](http://www.equalityni.org/LGB). This will be developed alongside the advice of a digital agency.

### **Where do we want to be?**

We aim to be the first point of contact for any individual experiencing sexual orientation discrimination in Northern Ireland or requesting information on their equality rights either personally or through a support group.

There are other indicators of the campaign's success and we will measure the effectiveness of our outputs in achieving the following:

- Increased use of the Commission's free and confidential advisory services.
- Widely known as the organisation who deals with issues of discrimination and equality matters generally in Northern Ireland.
- Increased participation from the LGB community and support groups.

- Genuine and positive connections with the LGB sector.
- Raised profile generally.
- Increased use of website.
- Increased presence on external websites creating more substantial inbound links from the web, peer reviews, blogs and social media.
- Increased support for ECNI.
- Increase in reporting even when there is no desire on the individual's behalf to take a case
- Increased support for sexual orientation law
- To be the thought leaders in the area of LGB equality
- To have reached the LGB community all across NI
- To be held in high regard by key influencers
- To have a high proportion of the share of the 'voice' in regards to LGB equality
- To improve our 'footprint' in the online media and encourage others to promote ECNI
- Increased e-zine sign ups and improved click through rates
- To have created good quality and meaningful online conversations and encourage sharing of posts
- Positive media coverage

By the end of year 1 of the plan we hope to be in a better position in terms of our insights into the community's behaviours, experiences and what sort of help they require from us, including the tone, imagery, language and messages used to communicate. This information will be used to inform campaign activities in years 2 and 3.

### **Budget Year 1 2012-2013**

The budget allocated to year 1 of the plan is £30k. The table below suggests how the budget has been allocated. Additional budget will be required for years 2 and 3 of the strategy.

| PRODUCT               | QTR 1 | QTR2 | QTR3 | QTR4 | ANNUAL |
|-----------------------|-------|------|------|------|--------|
| Digital               |       |      |      | 24k  | 24K    |
| Events & Partnerships |       | 2.5k |      |      | 2.5K   |
| Advertising           |       | 2k   |      |      | 2K     |
| Publications          |       | £500 |      |      | £500   |
| AV                    |       | £500 |      | £500 | 1K     |

### **Key Messages and Call to Action**

The key messages and calls to action throughout the campaign duration will vary and we shall adjust as appropriate for years 2 and 3 of the strategy:

### **Year 1 LGB individuals**

- We are the only body in Northern Ireland who has the responsibility to enforce and challenge equality in Northern Ireland.
- This is YOUR Commission! Use it!
- Anyone can experience discrimination, including successful people. It is not 'normal humour' and you should not accept homophobic jokes and banter etc as part of your every day life.
- We have something of interest to you; we are leading the way in LGB equality and we can help you.
- We will work openly, professionally and transparently to ensure LGB equality in NI is a reality.
- Equality does affect and have an impact on YOU!
- If you have been treated unfairly at work, education or using services you need to report it and access our help. We can offer you immediate information and advice and you are not required to take a legal case unless you wish to do so.
- We will assist you every step of the way and help with all of the practical form filling and evidence gathering.
- Visit our LGB website [www.equalityni.LGB](http://www.equalityni.LGB)
- Get involved in our campaign and demonstrate your support.
- Share our information with your family and friends.

### **Year 1 LGB Support Groups and Advocates**

- Request a meeting with us and develop a partnership project
- Get involved in our campaign and demonstrate your support.
- Share our information with your family, friends, members and colleagues.
- We will work openly, professionally and transparently to ensure LGB equality in NI is a reality.
- Work with us to devise appropriate tools and methods of the appropriate communication to the LGB community. Help us, help you.

### **Approach to Campaign**

It is suggested that this work be hinged mainly on a digital campaign that will cover all of the elements required to create an effective set of tactics for online marketing. The tactics used will gain attention and offer an attractive proposition regarding the rights of the community, answer their questions and then ask them to make contact. Creating awareness will come from a targeted set of below the line activity as well as display advertising. This kind of activity leads to search activity.

We wish to be the 'Thought leaders' in Northern Ireland for LGB rights. This will be reinforced by storytelling that will be presented in the form of blogging on our website as well as other syndicate (peer review) websites for example, Legal Island, EOR etc.

All of activity will land readers on the LGB landing pages. The campaign activity will be monitored by using Google analytics, display advertising platforms, email marketing tools, social media monitoring and many more channels assembled, collected and reported upon Insider Guide, a dedicated tool used to monitor activity and compare against targets.

The LGB community consumes media mainly online via mobile devices (almost half of the UK internet users go online via mobile devices).

We aim to get the LGB sector on board by fostering the offline, one to one relationships. We will move from a position of advocacy to a position of authority and aim to become the number 1 voice and therefore the 'go to' organisation for all enquiries. We shall achieve this by creating quality content and interesting stories that can be shared across the web.

While we do not envisage being the central hub of all LGB information, we will use our content to become more active in this community. Blogging, social media and online PR will assist with this. It is important to note that social media is time consuming and appropriate resources will need to be secured.

We will measure the success of this by defining and monitoring KPIs for the authority strategy.

Search engine traffic will eventually be driven from SEO work but this can take time. Until the SEO is running correctly PPC advertising will be set up in year 2. It will focus on generic terms, based on in-depth research and analysis into the most common LGB searches in an effort to drive relevant and valuable traffic to the website. Once campaign awareness builds we will expect more branded search terms however SEO will facilitate these needs. We will monitor the effectiveness of SEO will be monitored to ensure it is working correctly and driving traffic.

We have a limited database of relevant contacts for the purposes of email marketing so to add to our existing contacts we shall use sponsored email marketing via external organisations and over time when the campaign awareness grows so will our personal contact database reducing the need for sponsored email marketing.

To drive direct traffic we shall push our campaign through offline channels such as washroom advertising, beer mats etc. This will be detailed in the plan for year 2.

There will be some above the line promotion in year 2 and ministerial approval will be sought having met all of the internal approval protocols.

It is our intention to use positive messages to capture positive media coverage.

The campaign will gather insights for years 2 and 3 of the campaigns and areas that will require development. It will gather insights into behaviours and gather personal experiences in order to influence our work across the commission.

### **Key Challenges**

There are many challenges affecting the success of this campaign:

There is not adequate in-house talent to undertake initial preparation work on digital/ new media so the services of a digital marketing agency will be required for the first year of the plan. We have not carried out this type of promotion before so skills will need to be transferred from the successful agency to relevant staff for the purposes of maintaining the work in years 2 and 3.

The LGB sector is historically not as supportive of the Commission as we would like and subsequently they have not referred people to our services because some believe they are inaccessible.

Many Political leaders are unwilling to be vocal about LGB equality therefore high level support for the campaign will be challenging.

There are few to no 'out' celebrities or people in position of power in NI to act as ambassadors for the campaign.

It will be a challenge to adapt our legal service quickly so they are perceived by the sector as accessible and user friendly.

LGB individuals may see the campaign messages but may not need to use our services immediately so we may see a gain in the long term rather than immediately after campaign activity.

Securing approval for media advertising through OFMDFM may be a lengthy process and approval is not guaranteed.

### **Key Assumptions**

Approval will be given for advertising and an appropriate budget will be available for all plan activities.

The digital marketing agency will be in place to assist campaign outputs.

### **Evaluation**

The strategy and plan will be regularly reviewed and amended accordingly to take changes and developments into consideration. When it is appropriate evaluation will be carried out and we will measure the following:

- All advertising.
- Use of our services.

- Web site activity.
- Online presence.
- Social media activity.
- Contacts made.
- Equivalent media value.
- Events.
- E-zine sign ups.
- Enquiries received.
- Audience reached.
- Quality of Partnerships developed.
- Common themes emerging.
- External web referrals.
- Questionnaire results.

At the end of year 1 of the plan we will evaluate what impact the results have on years 2 and 3.

### **Next Steps**

Approval and comments are required to implement the strategy and plan for year 1 by mid September 2012 in order for tender documentation to be drafted for external digital agencies.

## Sexual Orientation C &P Year 1 2012-2013 Project Plan

### How are we going to get there?

In order to reach launch stage of a digital campaign in March 2013, considerable technical work is required which we do not have the in-house knowledge to deliver. As such a digital marketing agency will be required to work with staff to deliver a range of outputs.

| Activity                      | details   | By who                        | By when  | Budget |
|-------------------------------|---|-------------------------------|--|--------|
| C &P strategy and year 1 plan | Draft and gain internal approval  | RL                            | Mid Sept   |        |
| Digital                       | <p>Draft tender and select agency to assist with:</p> <ol style="list-style-type: none"> <li>1. Engagement with S/O Sector to gather insights into services required, tone, messages, language, imagery and channels of communication</li> <li>2. Developing appropriate technology</li> <li>3. Developing and testing the brand</li> <li>4. Drafting appropriate conversational content for online communication</li> <li>5. Establishing benchmarks and setting targets</li> <li>6. Continued monitoring and review</li> <li>7. Developing and implementing the digital strategy</li> <li>8. Transfer of skills and knowledge to staff</li> </ol> <p>This work will include:</p> <ul style="list-style-type: none"> <li>• Consultation with S/O sector</li> <li>• Digital design</li> <li>• Content development</li> <li>• Web landing pages</li> <li>• Website mobile version</li> <li>• Online PR , Blogging</li> <li>• Social media including Facebook, Twitter, LinkedIn, Pinterest:</li> <li>• Email marketing:</li> </ul> | RL/MMCS/<br>DIGITAL<br>AGENCY | <p>End Sept for end Oct start</p> <p>End Nov</p> <p>End Dec<br/>End Jan<br/>End Jan</p> <p>End Dec<br/>On-going<br/>End Feb<br/>On-going</p> | 24K    |

|              |   |         |   |  |
|--------------|---|---------|---|--|
|              | <ul style="list-style-type: none"> <li>• Search Engine Optimisation (SEO)</li> <li>• Reporting</li> </ul> <p>Plans will be approved for launch of campaign and Year 2 project plan</p> <p>This work will not include any form of paid advertising</p>   |         | March 2013  |  |
| Advertising  | <p>MSM Rainbow magazine</p> <p>Belfast Pride Guide</p> <p>Foyle Pride Guide</p> <p>Newry Pride Guide</p> <p>GAYNI</p> <p>GAYZINE</p>  | RL/MMCS | Sept 2012   | Free<br>£800<br>£500<br>Free<br>£800<br>Free |
| Events       | <p>Attend and or organise events some in partnership:</p> <p>Belfast Pride</p> <p>Foyle Pride</p> <p>Newry Pride</p> <p>UNISON/ECNI rights events</p> <p>Derry City Council/ECNI rights events</p> <p>IDAHO</p> <p>LGBT forum events</p> <p>S/O sector roundtables</p> <p>Any other relevant events as identified</p> | RL      | <p>Aug/Sept 2012</p> <p>May 2012</p> <p>4 per year</p> <p>tbc</p> |  |
| Media        | <p>Identify/secure media</p> <p>Generate general news</p> <p>Generate feature ideas</p> <p>All on-going</p>   | RL      | Ongoing   |  |
| Research     | <p>Undertake research to gather insights and inform campaign:</p> <p>LGB questionnaires</p> <p>Identifying gaps in research and proposing new areas for research projects</p>   | RL      | Ongoing   |  |
| AV           | <p>AV material development for digital promotion on Youtube, websites etc</p> <p>Using real people from the sector – Case studies</p>   | RL      | <p>Aug 2012</p> <p>Ongoing</p>                                    | 1K   |
| Meetings     | <p>Attend relevant meetings with sector and other interested parties including internal colleagues</p> <p>Attending LGBT forum</p>  | RL      | <p>Ongoing</p> <p>4 per year</p>                                  |  |
| Partnerships | <p>Identify and develop partnerships for promotional activity:</p>  | RL      | Ongoing   |  |

|                     |  |    |          |                |
|---------------------|--|----|----------|----------------|
|                     | Rainbow<br>Cara Friend<br>Here<br>GLYNI<br>Foyle Pride<br>Newry Rainbow Community<br>Outburst<br>QUBLGBT<br>NIHRC<br>Strabane LGBT<br>BCC – potential for a commemorative spot for the decriminalisation of homosexuality in Belfast City centre<br><br>Any other organisation as appropriate throughout campaign duration |    |          | £1400<br>£1200 |
| Design Publications | Brief Page Setup/internal staff on publication and or design needs for A5 flyer<br>Consider gaps in information provision and make proposals for new materials for years 2 &3  | RL | Jul 2012 | £500           |
| Database            | Develop new database with new contacts   | RL | Ongoing  |                |
| Cross team          | Work with other divisions to compliment all promotional activity   | RL | Ongoing  |                |
| Influencers         | Identify potential promoters of the campaign<br>Seek endorsements from organisations and individuals for promotion   | RL | Ongoing  |                |
| Ambassadors         | Identify potential supporters of the campaign (PR)<br>Identify ECNI spokespersons  | RL | Ongoing  |                |
| Questionnaires      | Use at events/gather feedback  | RL | Ongoing  |                |
| Monitoring          | Monitor /record all contacts received/made   | RL | Ongoing  |                |
| Evaluation          | Review, evaluate all activity and make recommendations for change to years 2 and 3 of the plan   | RL | Ongoing  |                |

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