

Introduction

Our Renfrewshire is a four-week conversation with our community about the values that are most important to local people—and the values and behaviours they expect from their Council.

We want to transform the way we work and how we work in partnership with communities in future.

We need to understand what matters most to local people, how we can make it easier to connect with the council and how we can strengthen our relationship with communities and partners.

Our Renfrewshire is a community survey—designed to get everyone talking about the values that matter most to them and why. Feedback will be used to shape how the council operates in future.

Our core message

We want people to go online at www.renfrewshire.gov.uk and answer some simple questions that will have a real impact on our future organisation.

The survey is quick and easy to complete and everyone who lives, works or studies in Renfrewshire is invited to have their say.

Anyone who needs some help to get online can ask about **Our Renfrewshire** in any of our libraries. People can also share their stories, photos and views on Facebook, Twitter and Instagram using the hashtag **#OurRenfrewshire**.

This feedback will help us to develop a new set of council values and our promise to local people; how we work together, communicate and continue to build a positive working environment for our staff. By values, we mean the guiding principles that will become the foundation of our organisation.

Go online at www.renfrewshire.gov.uk/OurRenfrewshire and tell us what you think.

 /renfrewshirecouncil

 @RenCouncilNews



Renfrewshire
Council

Key messages

We need your help and support to communicate these key messages to the wider Renfrewshire community:

What we're doing

- We want to have a conversation with local people about what we (the council) stands for and what we can do to build a closer relationship with our communities and partners.
- Making everyone part of this change in creating the core values that will be the foundation of our organisation.
- Listening to and understanding the values that are important to the people of Renfrewshire.
- Making sure our role as a council is clear and valued, and that it's easy for people to building lasting relationships and connections with us.

How you can help

We need your help to reach as many people as possible and encourage them to take part in the Our Renfrewshire conversation:

- Ask people in your own organisation to complete the survey
- Share our social media posts, post about Our Renfrewshire from your own social media and use our hashtag **#OurRenfrewshire**
- Link to our webpage at **www.renfrewshire.gov.uk/OurRenfrewshire**
- Use our social media graphics
- Display our campaign posters

We will be promoting the campaign from 13 May onwards with web content, social media, digital advertising, display advertising and PR.

Posters and leaflets

You can download our A3 poster, A5 flyer and social media graphics from our website at **www.renfrewshire.gov.uk/OurRenfrewshire**

If you would like to request any campaign materials please contact **kathryn.murray@renfrewshire.gov.uk**

Suggested social media posts

Here are some ideas... feel free to use these or go for your own!

Twitter

- Do you want to help change Renfrewshire's future? Take part in the Our Renfrewshire community survey. Your feedback will help develop a new set of values for @RenCouncilNews. To have your say, visit www.renfrewshire.gov.uk/OurRenfrewshire. The survey closes on Friday 7 June.
- Take part in the Our Renfrewshire community survey and tell @RenCouncilNews what matters to you. Your views will help transform the way the council works with you in future. To get involved, visit www.renfrewshire.gov.uk/OurRenfrewshire by Friday 7 June and have your say.
- If you live, work or study in Renfrewshire, @RenCouncilNews want to know what matters to you. Let them know by taking part in the Our Renfrewshire community survey. Visit www.renfrewshire.gov.uk/OurRenfrewshire and have your say by Friday 7 June.

Facebook

- Do you want to help change Renfrewshire's future? Take part in the Our Renfrewshire community survey.

Renfrewshire Council needs your help to understand what matters most to you, what you value and what behaviours you expect from the council.

Your answers will help the council develop a new set of values which will shape how they work and communicate with you in future.

To have your say, visit www.renfrewshire.gov.uk/OurRenfrewshire by Friday 7 June and fill out the survey.

- If you live, work or study in Renfrewshire @RenfrewshireCouncil want to know what matters to you. Let them know by taking part in the Our Renfrewshire community survey.

Your answers will help the council develop a new set of values which will shape how they work and communicate with you in future.

To have your say, visit www.renfrewshire.gov.uk/OurRenfrewshire by Friday 7 June and fill out the survey.

Thank you for your support