



**THE  
ROYAL  
YORKSHIRE  
REGIMENT.**

# **COMMUNICATION PLAN**

## **2025-2026**

The aim of the revised CommsPlan is to:

- Reunite the Regimental family
- Make our History and Heritage Relevant to today
- Leverage our Reputation
- Reflect a Regimental Identity
- Own the Yorkshire audience

(WPA Look Book 2023)

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## THE ROYAL YORKSHIRE REGIMENT COMMUNICATIONS STRATEGY FY25/26

### References:

- A. [HQ INF MEDIA AND COMMS OPO 21/001 FRAGO 001](#)
- B. [The Royal Yorkshire Regiment Brand Look Book](#)

### INTRODUCTION AND REGIMENTAL VISION

1. Following confirmation of The Royal Yorkshire Regiment's position as the Army's only county regiment in the Integrated Review, our role has been clearly defined and reinforced. We retain our Regular and Reserve battalions while also being entrusted with the Army's new experimentation role, a notable differentiator that distinguishes us from other infantry regiments. Our selection to represent the English infantry in the Union Division reflects our reputation for excellence.

2. To ensure the Regiment thrives, all communications activity will be aligned with our Regimental vision:

***We are Yorkshire's Regiment, at the heart of the Union Division. We will strive for excellence in everything we do, to deliver for the Army of today and the Army of tomorrow.***

3. This strategy provides the guiding principles for all Regimental communications for FY25/26. It is the foundation upon which our detailed media plan is built.

### STRATEGIC OBJECTIVES

4. All communications must actively support the seven Regimental Strategic Objectives as defined in the Regimental Look Book. Our communications will tell the stories that demonstrate progress towards and the achievement of these goals:

- a. **SO1** - Deliver and retain one Regular, one Experimental, and one Reserve Battalion.
- b. **SO2** - Achieve 100% revised establishment across all three battalions.
- c. **SO3** - Enable every member of the Regiment to realise their potential.
- d. **SO4** - Sustain a reputation for excellence across Defence.
- e. **SO5** - Nurture the Regimental family (especially Iraq/Afghanistan veterans).
- f. **SO6** - Mobilise Yorkshire communities as advocates of the Regiment.
- g. **SO7** - Shape and exploit membership of the Union Division.

### AIM OF THIS STRATEGY

5. This Communications Strategy aims to provide the structure and coherence required to exploit our unique brand and values to:

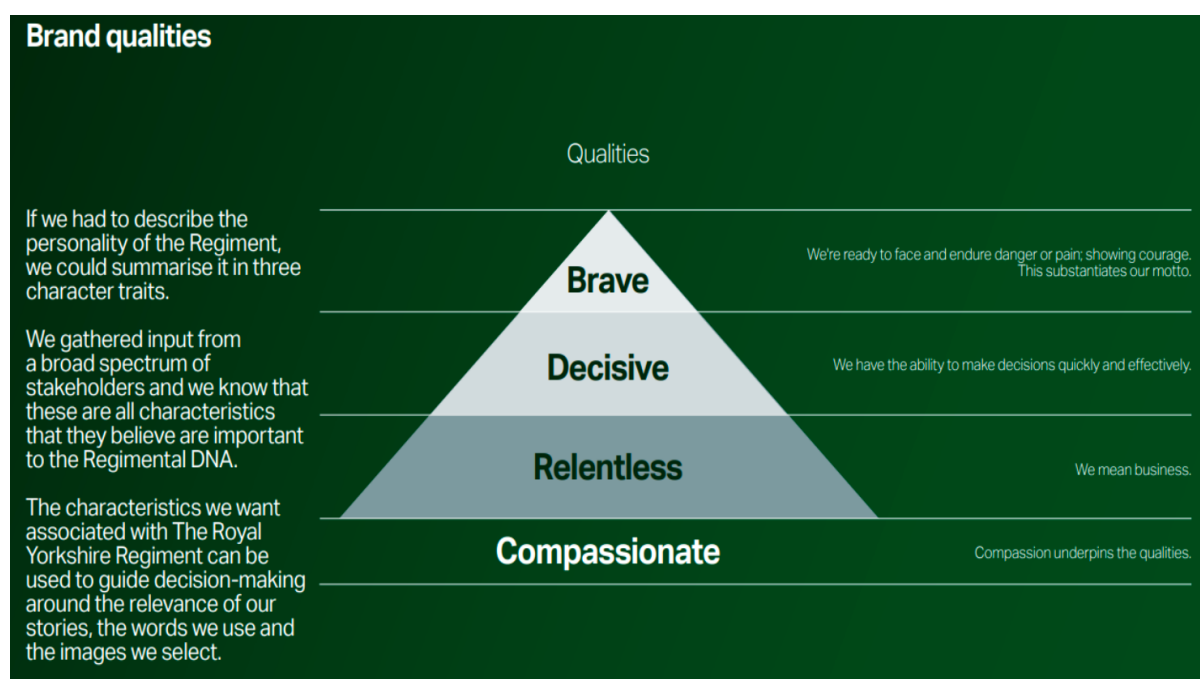
***Reunite the Regimental family, make our History and Heritage Relevant to today, leverage our differentiators to maximise our Reputation, ensure our communications Reflect a Regimental identity, and win over audiences by Owning Yorkshire.***

## BRAND IDENTITY

6. Our brand is our unique selling point and a source of strength. All communications must be consistent with the following identity:

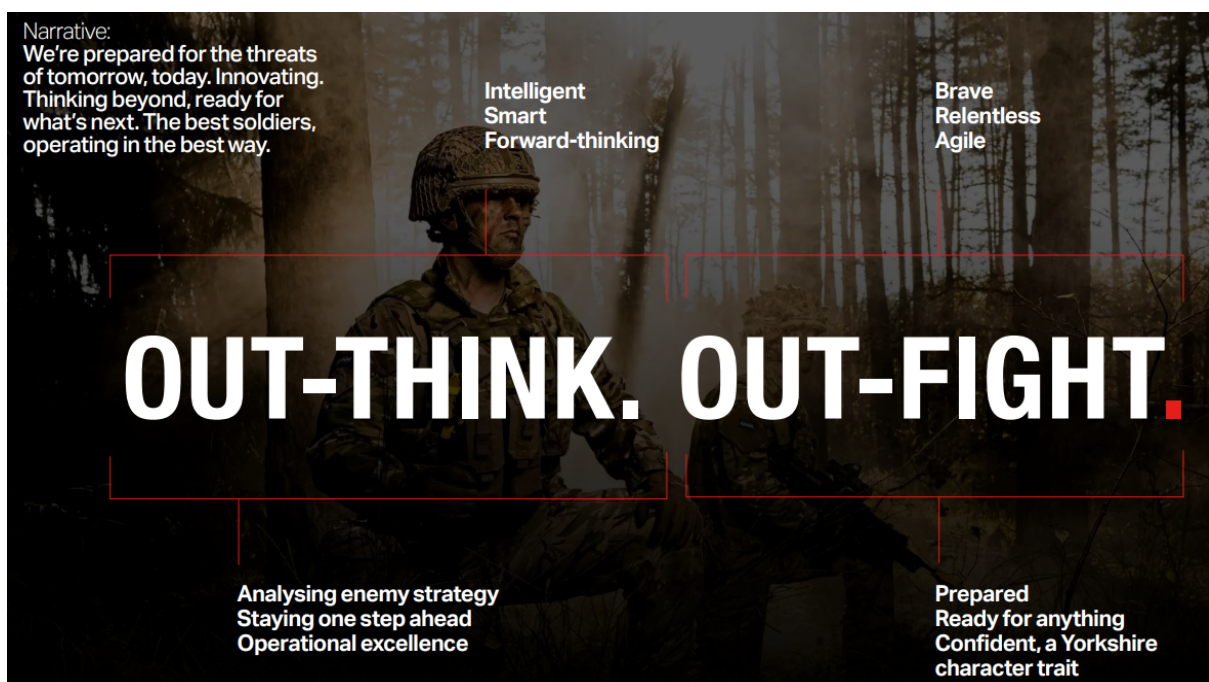
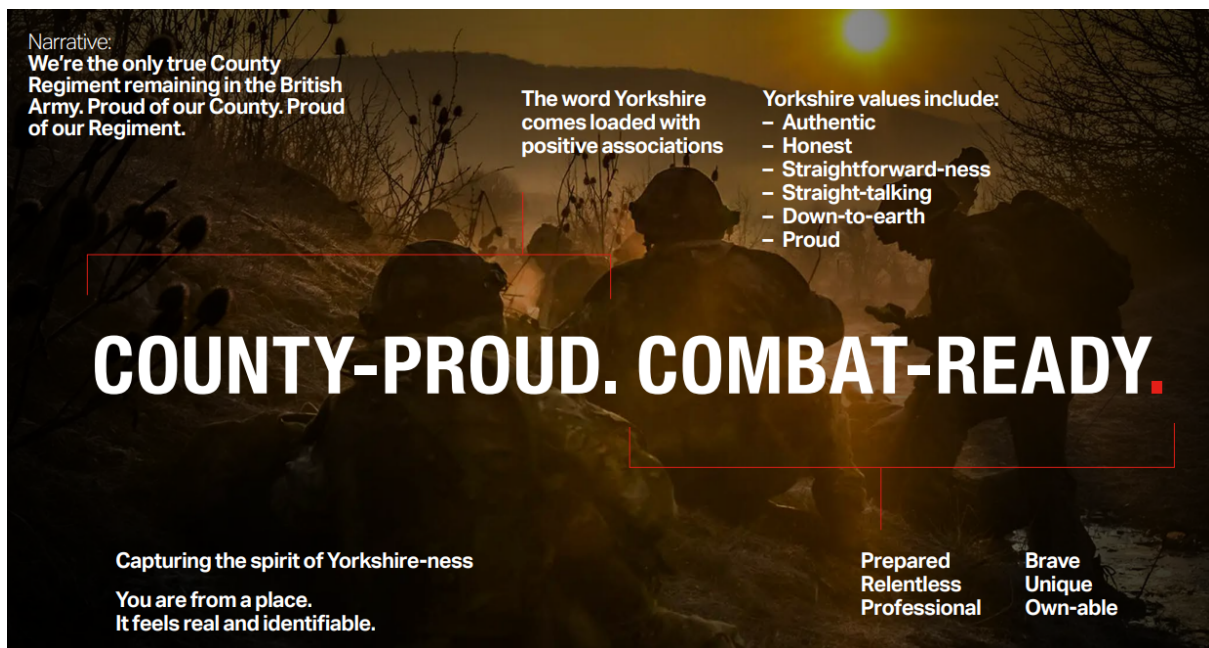
a. **Brand Definition:** We are The Royal Yorkshire Regiment. Brave and decisive, with over 330 years of history behind us and driven by a relentless will to succeed in everything we do. We harness battle-winning innovation for the Army of tomorrow, providing a highly deployable force today that enables us to train and fight alongside our allies. We are ready for anything, anytime, anywhere.

b. **Brand Qualities:** Our description to internal and external audiences has changed. We are no longer 'Yorkshire Warriors', and we will prioritise identifying ourselves as a regiment rather than battalions or individual companies. Under the new banner of 'Yorkshire's Infantry', the characteristics that should be employed to describe us to our audiences are shown below:



c. **Communicating the Brand Qualities.** By way of illustrating how we can apply the Brand Qualities to our internal and external communications using themes, captions, and narratives, the table at Annex A adds some explanatory context.

d. **Brand Headlines:** We have two eye-catching, readily identifiable and attractive marketing hooks for use across all elements of our communications. These guidelines are to be applied in all aspects of our dealings with external media, in our publications, and promoted widely at every opportunity. They are explained in the following illustrations:

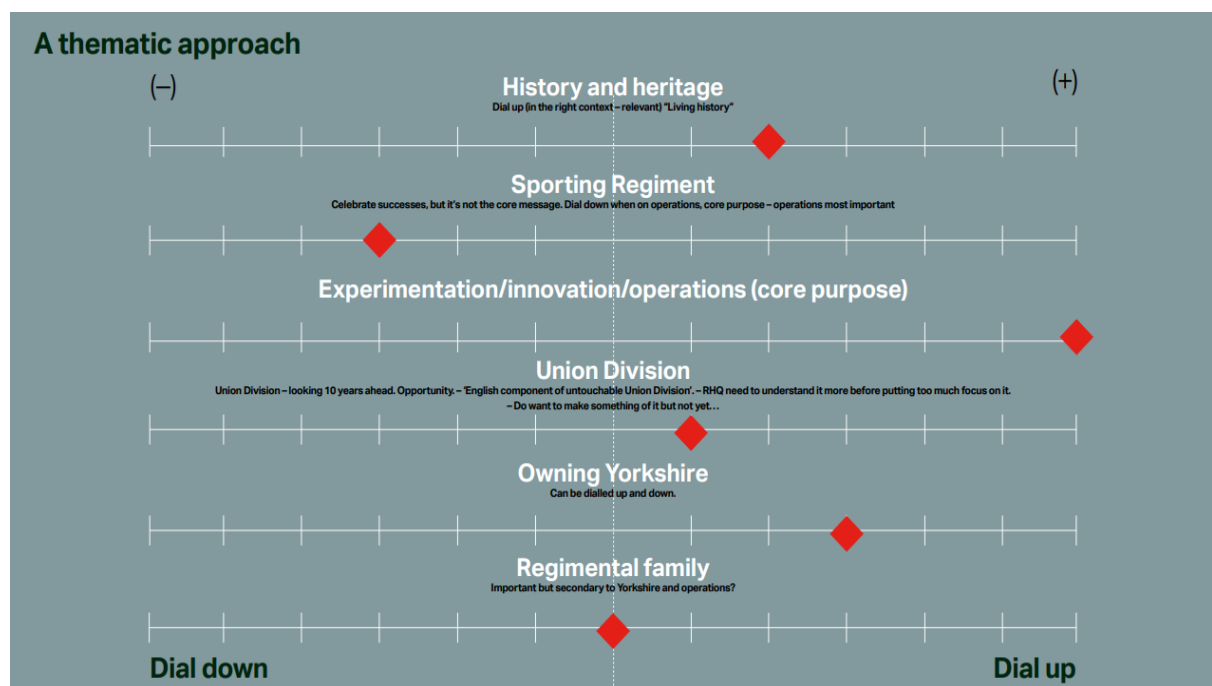


## CORE THEMATIC PRIORITIES

7. Our storytelling is built upon six enduring pillars derived from the Regimental Look Book. While all themes are essential, a "dial-up/dial-down" approach will be used to prioritise content that supports our core purpose.
8. **Primary Focus (Dial Up):**
  - a. **Experimentation, Innovation & Ops:** This is our core purpose. We will showcase cutting-edge soldiering, new equipment, and operational deployments.
9. **Sustaining Themes (Dial Up or Down as required):**

- a. **Owning Yorkshire:** Cementing our deep regional connection to the communities across Yorkshire.
- b. **Union Division:** Reinforcing our identity and contribution within this larger formation.
- c. **History and Heritage:** Marking anniversaries and linking past achievements to the present in a relevant context.
- d. **Sporting Regiment:** Highlighting physical fitness, teamwork, and competitive spirit.
- e. **Regimental Family:** Celebrating the human side of the Regiment, from soldiers and families to veterans and cadets.

10. In addition to delivering a steady drumbeat of communications using a combination of the Regiment's FOEs and ad-hoc stories linked to activities, a priority of themes has been introduced to assist those involved in regimental communications to understand what is essential or what might be considered as either of lesser importance, or as supporting content. These priorities will be reviewed at regular intervals by the Regimental Engagement and Communications Executive Committee (ECEC).



11. **The Core Purpose – Operations- Experimentation – Innovation.** The priority for all communication is the significant operational and exercise activities that the three battalions are either preparing for or currently engaged in. This is embodied in SO4 – 'Sustain a reputation for excellence across the Army and Defence'. To do this requires a coordinated and systematic approach to our communications. All activities and events must be fully exploited, supported, and enabled by a sustained improvement in the capture and delivery of media content. Keeping the regiment firmly in the eye of key stakeholders and influencers, visible to the public, and applauded across the regimental family, will be achieved through the three key communicable tenets of 'Yorkshire's Infantry': Experimentation and Reserves (including the Band). The core purpose will be enabled by a

concerted effort to perpetuate the name and identity of the regiment at every available opportunity.

12. **Owning Yorkshire.** Very much an activity that sits firmly in SO6; *'Mobilise the communities of Yorkshire as advocates of the Regiment'*. In our home county (and in Teesside), we must be viewed as the embodiment of the British Army, and immediately recognisable as *'Yorkshire's Infantry'*. To achieve this, we must:

- a. Pursue and communicate high-profile Civic and Community Engagement opportunities in an organised and coordinated way - sharing stories and maintaining a social media (SoMe) dialogue.
- b. Work closely with the organisations and communities in which we live in, work with and recruit from – sharing stories and maintaining a SoMe dialogue.
- c. Exploit the *'Utility of the Reserve'* force, located across our region.
- d. Keep us firmly in the public eye with stories that 'reach back' from deployed operations and exercises.
- e. Actively maintain a physical and digital dialogue with influential people who have social media profiles, as well as with our 'Friends of the Regiment'.

13. **History and Heritage.** *'Making the regiment's history and heritage relevant to today'* means a new approach to what we communicate. Less emphasis on events of the 16<sup>th</sup> to 18<sup>th</sup> centuries and more on our significant achievements in the First and Second World Wars, as well as our accomplishments in the post-war years, and features on the more recent operational achievements of The Royal Yorkshire Regiment. Nevertheless, celebrating our established regimental days and our significant battle honours remains equally as important as promoting operations, experimentation, partnering with industry, innovation and development of future Infantry tactics. By utilising the additional outlets provided by YORKSNet and the York Army Museum (YAM), we can deliver more detailed historical accounts and, to some extent, influence the content posted on the YAM social media channels.

14. **Union Division.** Our 'Royal' status and position within the Union Division sit within SO7 - *'Shape the creation, and exploit membership of, The Union Division'*. This provides us with opportunities to:

- a. Establish a virtual connection with our national colleagues on SoMe.
- b. Applaud and congratulate major regimental events and achievements on SoMe.
- c. Celebrate and acknowledge national days and traditions on SoMe.
- d. Reinforce broader British Army and Infantry messaging on SoMe.
- e. Engender a spirit of co-operation and mutual respect.

15. **Re-Uniting the Regimental Family.** Embracing all elements of the wider regimental family sits in SO5 – *'Nurture the Regimental family with particular focus on our Iraq and Afghanistan veterans'*. It is essential to reach those who serve, including their families, service leavers, our veterans, both old and new, and the regimental association(s) that support them. To that end, we will:

a. Continue to enhance the website ([www.royalyorkshireregiment.com](http://www.royalyorkshireregiment.com)), providing more accessible information for all aspects of welfare, employment, news and events.

b. Maintain an active dialogue with veterans on the RYRA Facebook Page, promoting events and opportunities for all.

16. **Sport and Competition.** Each battalion should seek, and be able to report, success in Army Competitions, for instance, Cambrian Patrol, Army Operational Shooting and Sport. Particularly, team and individual participation in Army and Infantry-level rugby, Soccer, Cricket, Boxing, and Alpine Sports. Participation and success in regional, divisional and brigade competitions should also be reported. Team and Individual Adventurous Training (AT) at the Army, Regimental, Battalion, and Company levels also makes for engaging content in support of SO2.

17. **Recruiting and Retention.** Although not reflected in the main Themes, the pursuit of SO2's goal to '*achieve and maintain 100% of revised establishment in all three battalions and the Band*', remains a priority. Ensuring that the reputation of the Regiment remains in the forefront of people's minds and consciousness, especially in Yorkshire (and Teesside) can help improve our rates of recruiting and retention.

a. **Recruiting.** The Royal Yorkshire Regiment must be seen as the regular and reserve infantry regiment of choice for 16–34-year-olds across Yorkshire (and Teesside) and its neighbouring regions. We must continue to nurture our regional cap-badged cadets, work with regional military preparation course providers and apprentice-focused organisations, as well as schools, colleges, and universities.

i. We will actively recruit potential officers from pre-RMAS to the RSB stage of the commissioning course.

ii. We will overtly recruit for Reserves and Musicians across our (SoMe) platforms.

iii. We will utilise social media and 'Attract' videos to enhance our reputation and attractiveness to potential regular soldiers and officer recruits.

iv. We will consider reintroducing a dedicated Facebook Recruiting page.

18. **Retention.** We must do everything possible to retain our top talent. We can achieve this through promotion on our social media platforms, featuring recognition, rewards, sports, and adventurous training, and, where practicable, offering Reserve service to re-joiners and direct entrants.

## STRATEGIC IMPERATIVES

19. All communications activity will adhere to two overarching strategic imperatives:

a. **Pan-Infantry Cohesion:** In line with Reference A, all communications and messaging explicitly focused on attracting recruits (the "ATTRACT" audience) must be for the whole Infantry, not a specific Regiment. Our "ATTRACT" messaging will promote the full breadth of opportunities available across the Infantry to support the strategic aim of a more evenly distributed fighting force.

- b. **Brand Alignment:** The Royal Yorkshire Regiment brand "nests" within the official Infantry sub-brand and the overarching British Army brand. This alignment is crucial to ensure our communications align with the "one voice" approach mandated by HQ Infantry.

## TARGET AUDIENCE

20. Our communications must be tailored to a varied audience, which is broadly classified as internal and external. The goal is to **Engage, Inform, Attract, and Retain** or specific groups, including:

- a. **Internal:** Serving soldiers and their families, and the wider British Army.
- b. **External:** Veterans, potential recruits, the Yorkshire public, MPs, key influencers, and other stakeholders.

21. **Reaching the Intended Audience.** Analysis has helped to identify the best channels to use for specific content and the optimum channel to reach the intended audience. Inevitably, there will be some degree of crossover, and on occasion, all channels may be used to convey essential or generic messages. For some channels, the frequency of use will be periodic, while for others, it will be weekly or daily. The Audience Engagement Matrix can be found at Annex B.

## DELIVERING THE MESSAGE

22. **Centralisation of Effort.** RHQ provides the focal point for the authorisation, coordination and delivery of all formal regimental communications, as directed by the Regimental Comms Group. Only the authorised channels and means of communication highlighted elsewhere in this plan are to be used. However, Battalions may create their own internal, private groups, and advice and access to training are available through RHQ. The RHQ Comms Officer will:

- a. Deliver an engaging, informative and relevant social media (SoMe) presence across all available platforms and channels.
- b. Promote Awareness and Understanding of the regiment through its media platforms, printed media, and physical engagement.
- c. Maintain an active, digital dialogue with our audiences and the general public.
- d. Produce a 6-monthly Regimental Journal, Newsletters and any other reports and publications.
- e. Maintain the Regiment's profile on YORKSNet and the Army website.
- f. Maintain a calendar of events taken from available FOEs, shared to increase visibility of events with UCOs and key personnel.
- g. Develop professional links with the Army E&C, media outlets and journalists.
- h. Plan – Yearly for major themes, and a monthly, weekly and daily plan.
- i. Coordinate, schedule, and prioritise to achieve the maximum effect.

- j. Target content to channels, sharing content where necessary.
- k. Horizon scanning - Identify trends, collaborate with other organisations, foster dialogue, and expand reach.
- l. Submit periodical reports to measure the effect and impact of marketing and communications.

## **DELIVERING THE PLAN**

23. Exploitation of a programme of coherent regimental communications will be coordinated and delivered by RHQ using a mix of SoMe, websites and printed media. Battalions and other contributors are to collate and provide content to RHQ as directed. Each Bn has a nominated Unit Communications Officer (UCO) and/or point of contact whose responsibility it is to ensure the quality and accuracy of the content being submitted. RHQ will arrange for content to be cleared by the higher authority (where necessary) and will also broker content to the Army's social media channels and Army Media for further exploitation.

24. **Executing the Plan.** Delivering the communications plan requires an integrated and organised approach. This will be achieved through an established network of appointed UCOs and RHQ, as well as a combination of pre-planned FOE, complemented by notification of ad-hoc, opportunity-based media stories. This is to be achieved by the following:

- a. On appointment, all UCOs are to receive an in-depth briefing from RHQ.
- b. Conduct a quarterly virtual meeting of RHQ & UCOs to discuss events and opportunities.
- c. UCOs/Adjts to share Bn FOEs routinely with RHQ.
- d. RHQ maintains a WhatsApp group of UCOs and other designated contributors.

## **REGIMENTAL COMMUNICATIONS CHANNELS**

25. **Royal Yorkshire Regiment Journal.** This will be produced annually in Autumn and will cover Bn activities and events, serving as the official record. Inputs from Bns and other contributors are required to be submitted following RHQ direction. The Journal is posted free online, a number made available to serving personnel and externally on subscription. Distribution is continually reviewed to ensure correct targeting of influencers and decision-makers. The Autumn 25 Edition will be sent to all associated Members of Parliament with an accompanying letter from the Colonel of the Regiment. Journals are also bound and archived in the York Army Museum as an essential part of the regiment's history.

26. **Royal Yorkshire Regiment Newsletters.** This will be produced annually, in early Summer. It will be in electronic format and will be widely distributed to the internal and external audiences.

27. **Royal Yorkshire Regiment Facebook Page (@RYORKSRegt).** Facebook (FB) will be used as the Primary, outward-facing news, SoMe channel. This includes major, more detailed updates on 'Core Purpose' activities and, where appropriate, articles that contain recognisable people, places and names. All FB content will be scheduled and edited by RHQ to achieve the desired effect. UCOs and other contributors collect raw imagery and content, then send it to RHQ, which monitors and replies to Facebook notifications and messages daily.
28. **Royal Yorkshire Regiment Twitter (@RYORKS\_Regt).** An important social media channel used to create and maintain a dialogue with Army higher formations, Army Sport, local and national organisations, 'Friends of the Regiment', employers, and to capitalise on popular events and trends. RHQ will ensure that all content is finessed with tags and hashtags to enable the broadest possible engagement. RHQ will also review all notifications and messages daily to ensure that we participate in high-profile ongoing dialogue.
29. **Royal Yorkshire Regiment Instagram (@yorksregt).** Successfully introduced in August 2017 to appeal to a younger demographic, including our serving soldiers, Instagram continues to be our fastest-growing channel. Ideal for short 'Core Purpose' action videos, reels, and images, other popular content includes awards, promotions, and sports. The inclusion of additional Story Highlights to facilitate segregation of themes and content on the Instagram channel will also be investigated. This will allow further expansion of the following.
30. **Band Facebook Page (@YORKSBand).** The use of a dedicated Facebook presence recognises the unique needs of the Band. Owned by the Director of Music, he is responsible for ensuring that usage complies with regimental branding and guidance. That imagery and text from key events and activities are shared with RHQ.
31. **4 R YORKS Facebook (Recruiting).** 4 R Yorks have a unique challenge within the Regiment, so the ECEC has agreed that they will maintain their own Facebook page, which is to be used for promoting recruitment activities.
32. **Royal Yorkshire Regiment Association Facebook (Closed Group).** This channel is the responsibility of the RYRA and is intended for conversations and the exchange of information. It is secondary to the regimental website and must reflect the branding and core messaging of the Regiment. Content is owned by the Chairman, RYRA, and moderated by RHQ.
33. **Royal Yorkshire Regiment Association WWW.** The tablet and smartphone-friendly website was launched in August 2017 for the Association, updated in 2022 and refreshed again in 2023 to provide the wider regimental family with a revised focus, broader, more relevant content and a wider appeal. YORKSNet will continue to provide a common touch point for all elements of the regimental family and will be used to promote stories and articles with a limited external interest and is predominantly 'internal' and 'rearward looking'. Content will be updated regularly in concert with Journal and Newsletter updates. Its utility is limited only by the lack of dedicated resource to fulfil its potential.
34. **WhatsApp.** Used by RHQ/AHQs, UCOs and other invited contributors to coordinate and schedule social media activity daily. It will also provide a vehicle for the practical submission of content to RHQ by nominated individuals engaged in specific operations, exercises, sports, and AT. Whilst WhatsApp has been effectively used in the past, it may not be the best tool for conducting this business, so RHQ will explore the use of additional tools.
35. **Royal Yorkshire Regiment Dropbox.** A Dropbox has been set up for the business to allow battalion and other contributors to submit and share high-resolution images and

video material. Access is restricted to UCOs and nominated individuals, with RHQ managing the content.

36. **Royal Yorkshire Regiment Videography.** To target potential recruits and promote increased retention levels, RHQ will commission and produce a series of short videos focused on agreed-upon, planned themes and significant events. These will be aimed explicitly at Facebook and, where possible, the best content will be submitted to the Army for posting on official Army social media channels.

37. **Other Social Media Usage.** Within the Regiment, other, non-Army-sanctioned versions of Facebook and other social media platforms may be used at the battalion, Company, or Platoon level, but only in a closed or secret group status. Commanding Officers, through their UCOs, are to ensure the integrity of non-regimental, low-level social media usage.

38. **Content Capture.** Content is derived from three sources: through the planning of primary and secondary campaigns, by Association and through engagement in Themes or Trends.

a. **Campaigns** - Normally planned by UCOs and RHQ to support the 'Core Purpose', including major or minor Exercises, Deployments, Reserve & Band Recruiting, National events such as AFD, D-Day and Remembrance, as well as Regimental Days & Battle Honours.

b. **Association** - Content that capitalises on an event or activity which is not initiated or sponsored by the regiment. Examples include participation in Army Experimentation, Divisional or Brigade-led events, Representative Sports, and more recently, resilience initiatives such as flood relief. Also, 'Association' includes exploitation of regimental mentions by others, for instance: MOD, Army, PJHQ, Forces TV, Sporting Clubs & Associations.

c. **Themes & Trends** – The exploitation of known and emerging themes is a crucial element of social media, ranging from forecasting national and international days to tracking '*what's trending*' on Twitter. Daily horizon scanning will enable the regiment to be an active social media participant and contributor in the digital media space.

39. **High-Quality Content.** The delivery of high-quality and relevant regimental communications relies on a constant feed of informative and engaging content. BNS and other contributors are requested to provide a continuous stream of content through their nominated UCOs. Whilst the provider must conduct an element of quality control, RHQ will exercise an additional level of review before publication. Units are to nominate individuals to attend the Combat Camera Operators Course, especially before a major exercise or deployment. Some simple guidelines relating to what makes Best Content have been captured in the users' Content Capture Guide. A report on battalion content and comms training is to be included in the 6-monthly Regimental Board meetings.

40. **Content Delivery.** Typically, content is published through the regimental channels and media outlets by RHQ. However, UCOs are also encouraged to liaise with regional Army Press/News Officers on stories of interest to local media in Yorkshire, Catterick, Chester and Warminster. In this event, RHQ can assist with the preparation of Press Releases, and RHQ should also be informed of any regional Army media team involvement. Importantly, the Army insists that only the minimum number of regimental SoMe channels are to be used. The Royal Yorkshire Regiment's centralisation of social media conforms to this direction. In addition, all aspects of regimental comms are to comply with the Army

Brand guidelines, and the OPSEC and PERSEC limitations that may apply to sensitive deployed operations and exercises. We will also use only approved organisational tags and hashtags, follow established national and international trends, and avoid the proliferation and peripheral growth that is evident on public social media.

a. **The Reserves.** It is accepted that 4 R Yorks and the Band have an outward-facing media profile that should actively target recruiting, the region, and employers. To that end, delivery of Reserve-focused content might be more appropriately delivered by the 4<sup>th</sup> Battalion. If deemed practicable, the 4 R Yorks UCO is responsible for providing the Reserve SoMe profile, with oversight and moderation from RHQ.

41. **Regimental Family.** The refreshed YORKSNet will be used to promote stories with limited external interest and no external organisational involvement, that are predominantly 'internal' or 'rearward-looking'. YORKSNet will have a revised focus, including broader, more relevant content with a wider appeal. It will also provide a common touch point for all elements of the regimental family, as well as including employment opportunities that have arisen recently.

## **EXECUTION AND MEASUREMENT**

42. This strategy will be brought to life through the **Regimental Media Plan FY25/26**, which can be found at **Enclosure 1**.

43. The Media Plan provides the detailed operational framework for execution, including the specific phases, key activities, roles, responsibilities, and measures of success required to achieve the aims outlined in this strategy. Progress against the objectives in the Media Plan will be reviewed regularly by the ECEC.

44. Centralisation of effort will ensure continuity, resources, and the capacity to deliver against the current requirements, but it relies on regular, high-quality content from the UCOs and other contributors. Progress in the delivery of the desired outcomes will be reported on and reviewed by the Regimental Comms Group, with a specific focus on Communications and Marketing (Attract/Recruiting).

C J Brown  
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Annexes:

- A. Brand Quality Messaging
- B. Audience Engagement Matrix

Enclosures:

- 1. Regimental Media Plan FY25/26

## BRAND QUALITY MESSAGING

| Brand Quality                                                                                                            | Context                                 | Enabling Events                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|---------------------------------------------------------------------------------------------------|
| <b>Brave</b><br><br><i>We're ready to face and endure danger or pain; showing courage. This substantiates our motto.</i> | Individual Acts & Recognition           | Individual Awards                                                                                 |
|                                                                                                                          |                                         | Historical Individual Events & Awards                                                             |
|                                                                                                                          | Unit Acts & Recognition                 | Performance on Operations                                                                         |
|                                                                                                                          |                                         | Historical Unit Events & Awards                                                                   |
|                                                                                                                          | Difficult decisions/situations embraced |                                                                                                   |
| <b>Decisive</b><br><br><i>We have the ability to make decisions quickly and effectively</i>                              | Leadership on Exercise & Operations     | Demonstrable acts of good leadership                                                              |
|                                                                                                                          | Individual acts                         | Taking control of an incident                                                                     |
|                                                                                                                          | Getting ahead of our peers              | Leading the way                                                                                   |
| <b>Relentless Will to Succeed</b><br><br><i>We mean business</i>                                                         | Persistent Commitment                   | Not giving up – enduring hardship<br>Going the extra mile<br>Undeterred by what's in front of you |
|                                                                                                                          | Teamwork                                | On Operations and in Sport                                                                        |
|                                                                                                                          | Preparation & Training                  | The long road to preparedness<br>Undertaking additional training                                  |
|                                                                                                                          | Selection                               | Rangers                                                                                           |
|                                                                                                                          |                                         | Special Forces                                                                                    |
|                                                                                                                          |                                         | Leading Roles – RSM, Infantry SM, Comd Roles                                                      |
| <b>Compassionate</b>                                                                                                     | Confident Kindness                      | Military Aid to Civilian Authorities                                                              |
|                                                                                                                          |                                         | Humanitarian Aid                                                                                  |
|                                                                                                                          | Generosity of Spirit                    | On-Scene First Aid                                                                                |
|                                                                                                                          |                                         | UK Resilience Tasks                                                                               |
|                                                                                                                          | Regimental Family                       | Casualty Evacuation                                                                               |
|                                                                                                                          |                                         | Evacuation of [British] Nationals                                                                 |
|                                                                                                                          |                                         | Welfare Support to Serving                                                                        |
|                                                                                                                          |                                         | Regimental Benevolence                                                                            |
|                                                                                                                          |                                         | Veterans                                                                                          |
|                                                                                                                          | Centre for Army Leadership              | Empathic Leadership                                                                               |
|                                                                                                                          |                                         | Compelled to Help                                                                                 |
|                                                                                                                          |                                         | Support to Colleagues                                                                             |

**AUDIENCE ENGAGEMENT MATRIX**

| Channel/Medium      | Responsible                | Intended Audience                                                                                                                                                                        | Frequency              | Remarks & What works                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Journal             | RHQ<br>Bns<br>Contributors | Serving Bns & Subscribers<br>YORKS at 'E'<br>Higher Formations<br>Training Establishments<br>Civics & MPs<br>Friends of the Regiment<br>Families of the Fallen<br>Afghan & Iraq veterans | Annually<br><br>Inform | <ul style="list-style-type: none"> <li>• Refreshed and branded.</li> <li>• Published 'Free On – line'.</li> <li>• Hard copies to targeted audience.</li> <li>• High quality photographs are essential and make the Journal more attractive to read.</li> <li>• Provides an insight into what the Regiment's current and future endeavours are - Forecast of Events.</li> <li>• Provides a historical record.</li> </ul> |
| Newsletter          | RHQ                        | Regimental Family<br>Friends of the Regiment<br>Civics & MPs<br>SoMe and Web-site users<br>Influencers                                                                                   | Annually<br><br>Inform | <ul style="list-style-type: none"> <li>• Interim updates on Regiment and Battalion activity.</li> <li>• Aimed at a targeted internal and external audience.</li> <li>• Highlights upcoming events.</li> <li>• Digital only.</li> <li>• Mailchimp trial late 2023.</li> </ul>                                                                                                                                            |
| Monthly Comms Diary | Asst Reg Sec (Comms)       | Internal co-ordination<br>Bn UCOs<br>Regional Army Comms                                                                                                                                 | Monthly<br><br>Inform  | <ul style="list-style-type: none"> <li>• Relies on Bn sharing and inputs.</li> <li>• Provides forward look and plan.</li> <li>• Allows Regt to capitalise on all events &amp; trends.</li> <li>• Identify press/media opportunities.</li> <li>• Identify SoMe themes &amp; key dates.</li> <li>• Assign channels and responsibilities for content.</li> </ul>                                                           |

| Channel/Medium          | Responsible                    | Intended Audience                                                                                                                                                                                                  | Frequency                                                 | Remarks & What works                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Facebook<br>@RYORKSRegt | RHQ-Control<br><br>UCO-Content | Soldiers, friends and families.<br><br>Regimental Family<br><br>Public – Regional and wider<br><br>Influencers & Mentors                                                                                           | 3-4 per week<br><br>Inform<br><br>Influence<br><br>Engage | <ul style="list-style-type: none"> <li>• Primary, formal news channel.</li> <li>• Scheduled, edited and delivered by RHQ.</li> <li>• All FB moderated at RHQ.</li> <li>• RHQ respond to all Direct Messages.</li> <li>• Targeted where necessary (tags &amp; hashtags).</li> <li>• RHQ exploit and paid advertising to maximise reach.</li> </ul>                                    |
| Twitter<br>@YORKS_REGT  | RHQ                            | Yorkshire<br><br>External Organisations<br><br>Friends of the Regiment<br><br>Army higher formations<br><br>DE&S & Industry partners<br><br>Sport & Charities<br><br>Civics & MPs<br><br>General public via trends | 1-2 a day<br><br>Inform<br>Engage                         | <ul style="list-style-type: none"> <li>• Operational activity, Training and Readiness.</li> <li>• Yorkshire Engagement</li> <li>• Community &amp; Civic Engagement.</li> <li>• Reserves on Ops/Ex.</li> <li>• Charity &amp; Fundraising.</li> <li>• Cadets &amp; RFCA.</li> <li>• Themes, Trends &amp; Sport.</li> <li>• Maintain &amp; create dialogue with other users.</li> </ul> |
| Instagram @yorksregt    | RHQ                            | Serving soldiers<br><br>Potential recruits<br><br>Partner organisations<br><br>Public                                                                                                                              | Daily<br><br>Inform<br><br>Engage                         | <ul style="list-style-type: none"> <li>• Images of identifiable serving personnel.</li> <li>• Awards &amp; achievement.</li> <li>• Short action video reels and action images.</li> <li>• Instagram stories from events.</li> <li>• Segregation of Themes as Story Highlights.</li> </ul>                                                                                            |

| Channel/Medium                 | Responsible  | Intended Audience                                                                           | Frequency                        | Remarks & What works                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------|--------------|---------------------------------------------------------------------------------------------|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| YRA Facebook<br>(Closed Group) | YRA Chairman | Veterans<br>Families<br>Service Leavers                                                     | Daily<br><br>Inform<br>Engage    | <ul style="list-style-type: none"> <li>Continued growth and use - employment opportunities.</li> <li>Details of short notice events.</li> <li>Notifications – meetings, funerals, call to arms.</li> <li>Shares important regimental news.</li> </ul>                                                                                                                                                                   |
| YORKS Net                      | RHQ          | Re-focussed for Regt Family<br>Service Leavers<br>Veterans<br>Families<br>Interested Public | Weekly<br><br>Inform             | <ul style="list-style-type: none"> <li>Huge potential – requires resource.</li> <li>Structure and appeal updated 2023.</li> <li>More information for families &amp; service leavers.</li> <li>Appeal to all elements of the regimental family.</li> <li>Source of information for those in need.</li> <li>Association and Regimental matters and events.</li> <li>Provide important Welfare contact details.</li> </ul> |
| Army WWW                       | RHQ          | Official Regimental profile on Army website                                                 | Quarterly & Ad-hoc<br><br>Inform | <ul style="list-style-type: none"> <li>Update to reflect Unit Roles, Royal status &amp; Brand.</li> <li>Reviewed and updated every 6-months.</li> <li>Provides public with a first insight into the Regiment.</li> </ul>                                                                                                                                                                                                |