

eCommunications Plan

Communication	Description	Timing
Website (Metlink, GW & operators)	Web story with Q&As. This will be continuously updated.	30 June
	Banner ad displayed on Metlink website	End August
	New fares added	End August
Direct mail	Letter sent to stakeholders. Including schools, community groups, GW DRG	1 September
Publications	Metlink News and Our Region	September issue
Metlink tickets and fares leaflet	New version available	End August
Posters	On-board PT and in QEDs	1 September
Stickers	On timetables with fares in them. On QEDs and platform timetables.	End August
Timetables	Timetable with fare information updated as they come up for reprint. Please note we have timed some to need reprinting for 1 October.	From mid September
Radio	Ads developed reminding people of fare increase	To run 20 September – 1 October
Press ads	Poster reformatted and placed in local papers	To run week commencing 20 September
Handout	New fares leaflet and updated timetables handed out at Wellington Station	22-23 September
Metlink information line	Initial Q&As given (continuously updated)	Mid June
	Call Centre briefing	2 August
Social media	Use Metlink's social media presence to spread the message	August – 1 October