## Appendix 3 - Public Consultation on Waste Service Collections Marketing Campaign

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Social media (FB x 2, TW x1)</th>
<th>Social media (FB x1, TW x1)</th>
<th>Social media (FB x1, TW x2)</th>
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<tbody>
<tr>
<td>29 Oct – 4 Nov</td>
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<td>26 Nov – 2 Dec</td>
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<td>3 – 9 Dec</td>
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<td>31 Dec – 6 Jan</td>
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### Social Media

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- FB x1
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- FB x1
- TW x2

### Internal Screens

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- Internal screens

### Posters in Libraries and Council Buildings

- Posters in libraries and Council buildings
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- Posters in libraries and Council buildings

### Letter and Poster to VCS Groups

- BSL sign language sessions 19th and 22nd Dec
- BSL sign language session 3rd Jan

### Love Your Door Step (LYDS) Facebook

- LYDS newsletter
- LYDS Newsletter and Social media posts
- LYDS Newsletter and Social media posts
- LYDS Newsletter
- LYDS Newsletter

### Hardcopies sent to 4 hub libraries / Civic / John Wilkes House

- Hardcopies in 4 hub libraries / Civic / John Wilkes House
- Hardcopies in 4 hub libraries / Civic / John Wilkes House
- Hardcopies in 4 hub libraries / Civic / John Wilkes House
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### Council E-newsletter – Have your say

- Council E-newsletter – Have your say
- Council E-newsletter – News from the Council
- Council E-newsletter and Banner ad in jobs/training
- Banner ad in Health & Wellbeing e-newsletter
- Banner ad in Health & Wellbeing e-newsletter

### Digital Campaign – Borough wide

- Digital campaign – borough wide
- Digital campaign – targeting the east of the borough
- Start of last phase digital
- Digital campaign – last chance

### Ethnic Press

- Ethnic Press Londra / Parikiaki / Haber live HP EN Magazine
- HP – Independent Newspaper
- Our Enfield published QP in Londra and Parikiaki
- Independent Newspaper QP
- Ethnic Press Londra / Parikiaki / Haber live
<table>
<thead>
<tr>
<th>Dispatch</th>
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<tbody>
<tr>
<td>Outdoor advertising – Posters</td>
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<td>Outdoor advertising – Posters</td>
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<tr>
<td>Outdoor advertising – Posters (final date 21st)</td>
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<tr>
<td>Street surveys targeted areas</td>
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<td>Street surveys targeted areas</td>
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<td>Street surveys targeted areas</td>
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