

Hello public service legends !

- ❑ Awards and stuff
- ❑ Former in-house comms at Monmouthshire County Council
- ❑ We've trained over 600 public sector orgs, HAs, charities & businesses to social media effectively



@HelReynolds
@CommsCreatives



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WHERE FAITH
MATTERS



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Essex County Council

4 June · 🌐

To mark **#NationalFishAndChipDay** we want to ask Essex residents a very important question...

Where in Essex does the best fish and chips?

Tag your favourite local chippys below! 📌

Feel free to provide photographic evidence too. 📸

#... See more

👍 25

68 comments 9 shares

👍 Like 💬 Comment ➦ Share 👤

Most relevant ▾



Sue Mason

The Golden Fillet, Holland on sea ...

Like · Reply · 4 w 📌 1



Laura Rolph-Wills

Pie seas Chippy - Spam's

Like · Reply · 4 w 📌 3

↳ 1 reply



Steve Archer

Manor Place Braintree



Write a comment...

😊 📷 📺 🗨



Welsh Government 🇬🇧 @WelshGovernment · Nov 15

Croeso i Gymru @imacelebrity 🇬🇧

We hope you've remembered your woolly jumpers for your winter stay in Gwrych Castle ❄️

North Wales might not be as warm as New South Wales, but we know which one we prefer! #ImACeleb 🌟



💬 37

↺ 134

❤️ 1.3K





Today: why
TikTok is the
single most
important
channel for
comms pros to
understand

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Argh! I haven't
got **time** for
another channel!

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It's time to **lurk**, learn
and research



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Creative Content Planning bootcamp



SOCIAL LOUNGE: Choose any table, & meet each other on camera (or just use audio if you're shy!)

Espresso table



Join

Latte table



Join

Cappuccino table



Join

Americano table



Join

Nice cup of tea table

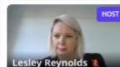


Join

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Easy ways to
produce content
last minute

28:05 / 1:00:48



Chats

Q&A

Polls

that's a little different from our usual outlets...

TF Tim Farmer
IEMA · 4 days ago

Session has been awesome and super helpful and inspiring!

AT Alana Tucker
National Academy for Social Presc... · 4 days ago

really inspired me- thanks so much

Kelsey Lewis
Intellectual Property Office · 4 days ago

Not a question but I'm excited to take Be Epic back to my team!

Julia Johnson

What would you like to share?

TikTok and reels are changing the game

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bclivingmuseum • Following

...

Original audio



bclivingmuseum Our visitors really act up when it comes to fish and chips
#blackcountrylivingmuseum #history

17 w



mgmccurrie Have you tried them, nom nom nom



15 w Reply



chesney_lynn 😂



15 w Reply



callmevermont I remember the



1,862 likes

JUNE 17




Add a comment...

Post



**Your content:
they **snooze**,
you lose**





Educational content (not boring)



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Relatable, non-preachy content



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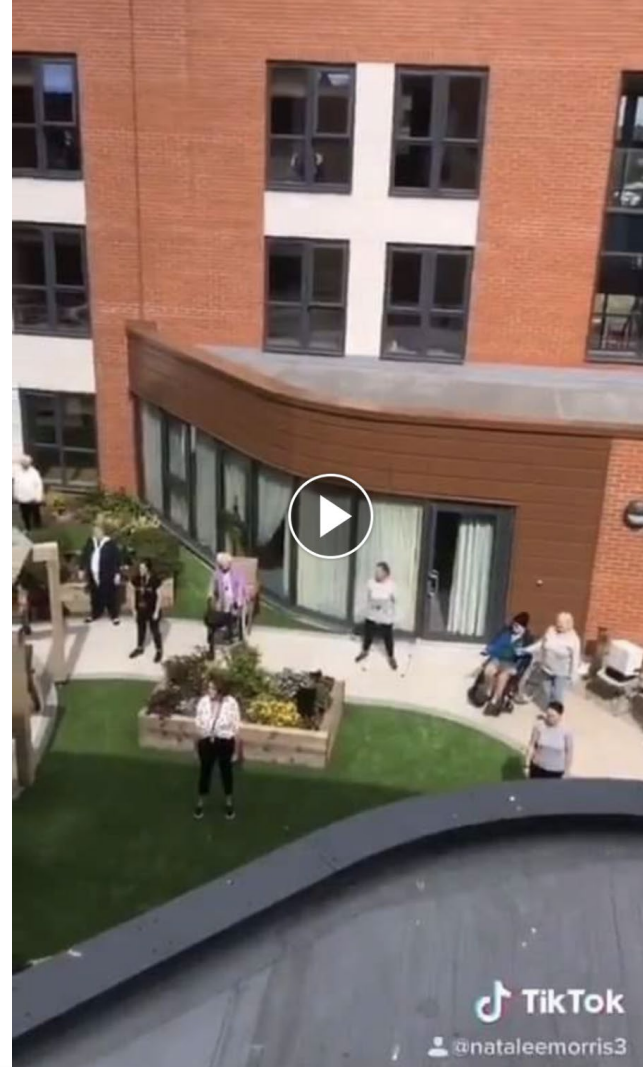




People believe
what they **see**, not
what they're told



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Not polished = authentic

- ☐ Not corporate
- ☐ Not marketing
- ☐ Not the same old boring talking head video



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Behind the scenes content

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swpolice



swpolice There has been a lot of horsing around in the stables lately.

PH Hamilton felt PC James needed a little shower.

Lucky we ❤️ him.



Bu llawer o ddrygioni yn y stablau yn ddiweddar.

Roedd PH Hamilton yn teimlo bod angen cawod ar PC James.

Mae'n lwcus ein bod yn ei ❤️.

#PoliceHorse #HorsesOfInstagram



Liked by jordannicholls92 and 41,097 others

MARCH 6



Add a comment...

Post

Get the newsletter for content of the week inspo

comms
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Paul Masterman
@InterimBoy

The **#CommsCreatives** e-newsletter from the maddeningly talented **@HelReynolds** makes me laugh, which is exactly Helen's point (she could make a career in comedy, and perhaps has). Her sense of humour along with serious expertise has established her as a beacon of comms leadership.

10:42 AM · Jul 7, 2021 · Twitter Web App



Natasha Calder
@natashacalder92

'Creativity is about solving & working around problems, focussing on what CAN be done, not dwelling on the barriers. I know that if I focus on what I can't do, I'll get upset, grumpy & feel like a failure' 👉 fave part of this week's **@commscreatives** newsletter. **@HelReynolds**



...



Hel Reynolds
@HelReynolds

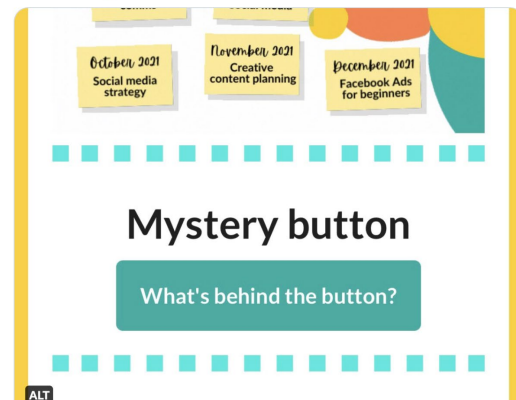
The newsletter is now in your inboxes!

Fun fact: the mystery button is the most clicked thing, every single edition!

My readers like a surprise, clearly.


mailchi.mp/commscreatives...

...



ALT





**This is for you
from me and
Mr Loverlover**



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