

How to make the most of future channel use

Dan Hare
e-shot

LGcomms
Academy 2022

**Crisis – the new normal for
public service communications?**

30 November 2022



GOV.UK

Topics

Find out your rubbish collection day

Check your council's website to find out when your rubbish will be collected.



It's your name. Own it.

Own your identity in the digital world.
Get started with a Web3 domain.

[Home](#) > [Government](#) > [Cyber security](#)

Policy paper

UK digital identity and attributes trust framework - beta version

An updated version of the digital identity and attributes trust framework, following testing and feedback.

From: [Department for Digital, Culture, Media & Sport](#) and [Julia Lopez MP](#)

Published 13 June 2022

How to make the most of future channel use

1. Establish trust and authority



Asking Central Government a question on WhatsApp

Do you have a question about the laws or regulations in the Netherlands?

Ask your question on [➔WhatsApp: +31 \(0\)6 5500 1400](https://www.whatsapp.com/business/contact?phone=31655001400)

You cannot call or send SMS text messages to this number.

Please note: There are known scam organisations using this number to try and steal personal data from resident in the Netherlands – this is called phishing. Central Government do not call from this number. So please do not answer, or hang up immediately. It may be a scam.

9:41



This message is from a mailing list.

[Unsubscribe](#)



From: [Netflix](#) >

To: [Daniel Hare](#) >

Digitally Certified [Learn More](#)

22 November 2022 at 13:14



**Dan, we've just added a
docuseries you might like**

A close-up of a smartphone screen displaying a notification. The status bar at the top shows the time 9:41, signal strength, Wi-Fi, and battery icons. The notification text is centered and reads: "Digitally Certified Email", followed by a paragraph explaining the verification process, and another paragraph stating that Apple uses the BIMI standard. The phone's bezel and a portion of a pink case are visible on the left, and an orange case on the right.

9:41



Digitally Certified Email

This email was verified as coming from the owner of the logo shown and the domain "mailer.netflix.com".

Apple uses the Brand Indicators for Message Identification (BIMI) standard.

How to make the most of future channel use

2. Automate the journey



ukhomeoffice 



195 likes

ukhomeoffice "Wanting to be a police officer comes from the heart... [more](#)



POLICE

**MAKE YOUR
DIFFERENCE**



Helping you manage your preferences

Thanks for joining our mailing list. You can update your information and preferences here - just check or uncheck the boxes below and we'll send you the content that interests you.

Fields marked * are mandatory.

Personal information:

Email*

First name*

Content preferences:

☐

General police recruitment updates

Everything from useful tips on making a great application, to real life stories from new recruits and serving officers.

First name*

First name

Content preferences:

☐

General police recruitment updates

Everything from useful tips on making a great application, to real life stories from new recruits and serving officers.

Updates from individual forces:

Tick the forces you're interested in and we'll let you know when they start recruiting.

Force(s):

East Midlands



East of England



London



North East England



North West England



South East England



South West England



Wales





Hi there - we're sending you this email on behalf of Cumbria Constabulary.

Cumbria Constabulary is recruiting!

Cumbria Constabulary is looking for people who have the drive, dedication, integrity and commitment to join and train to become a police officer.

We have a number of entry routes currently open, including our more traditional Initial Police Learning & Development Programme (IPLDP), which doesn't require working towards a degree. We're looking for people from all backgrounds to join us and bring their unique skills and experiences to the role.

If you're passionate, empathetic and able to keep up with a fast paced environment, you could have the skills we're looking for.

The benefits of joining Cumbria Constabulary

We are a supportive and inclusive force and offer competitive salaries, opportunities to progress your career, and multiple entry routes. We also deploy from six stations across the county (Penrith, Kendal, Carlisle, Workington, Whitehaven, and Barrow). Our police officer salary ranges from £24,780 to £41,130 and comes with numerous perks.

Cumbria is one of the best places in the UK to live and work, surrounded by natural beauty. It's a large county with diverse areas and communities, from the world famous Lake District to busy and vibrant areas such as Carlisle.

If you're ready to begin a new chapter and share our commitment to protecting communities, [explore our entry routes](#).



Hi there - we're sending you this email on behalf of Surrey Police.

Surrey Police - application deadline extended

If you're still interested in applying to join Surrey Police, we've got good news - there's more time to get your application in. You now have until **10 October 2022** to apply.

Policing has really changed over the last few years, and it brings opportunities like never before. You can be the difference. We're looking for talented individuals to reflect the communities we serve. So whatever your background, ethnicity, gender, religion or sexual orientation, we welcome you, and your application.

As a cherished member of our warm and welcoming force family, you'll be valued as an individual, and trusted to do your job and make your own decisions. You'll have a real opportunity to get your voice heard. With support to become the best you can be. And you'll earn while you learn - you could earn **£29,182** as a new recruit.

Choose your entry route

We have 3 routes into policing open:

- The Police Constable Degree Apprenticeship (PCDA) - ideal if you don't already have a degree
- The Police Constable Degree Holder Entry Programme (DHEP) - for existing degree holders
- The Detective Degree Holder Entry Programme (DDHEP) - for degree holders who want to specialise in investigation



ukhomeoffice 



160 likes



Newsletters



Segmentation



Dynamic
content



Triggered



Automation

AWARENESS	INTEREST	DECISION	ACTION
SOCIAL POST	EMAIL 1	EMAIL 2	EMAIL 3
Become a foster carer	Myth-busting	Financial support	Fostering events
Get your booster vaccine	Groups at risk	Venue directory	Book appointment
Help for households	Discounts and offers	Eligibility for support payments	Application

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How to make the most of future channel use?

1. Establish trust and authority

2. Automate the journey



Help for Households

Stakeholder toolkit

HOME

Home

CORE CAMPAIGN

Logos

Suggested Copy

Email Signature Banners

Download the banner as a .png
file

Download the banner as a .psd
file

Images and Video

Posters

ENERGY BILLS

Introduction

Digital Assets

Suggested Copy

Email Signature Banners

Download the banner as a .png file

Find out what support you are eligible for at
gov.uk/helpforhouseholds

Help for
Households

email copy.png

Download the banner as a .psd file



email.psd

126 KB - psd

HM Government NHS

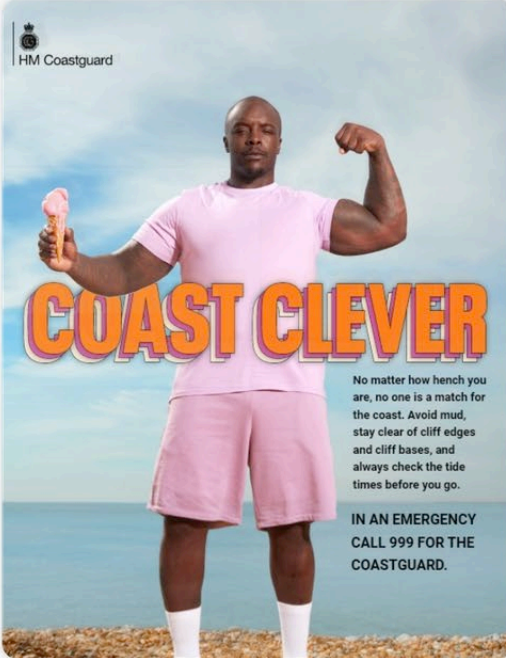


I'VE
BOOSTED
MY IMMUNITY
FLU VACCINE
+
COVID-19 BOOSTER

Flu and COVID-19 can both cause serious illness and spread more easily when mixing indoors in winter. If you're over 50, in an at-risk group or pregnant you are eligible for a free flu vaccine and a COVID-19 booster.

Ask our pharmacy team for more information.
Find out how to book at nhs.uk/wintervaccinations

HM Coastguard



No matter how hench you are, no one is a match for the coast. Avoid mud, stay clear of cliff edges and cliff bases, and always check the tide times before you go.

IN AN EMERGENCY
CALL 999 FOR THE
COASTGUARD.

UK Government

**Help is available now
for every household**

There are over **40 schemes** to help with the cost of living.

See what you're eligible for at:
gov.uk/helpforhouseholds



Help for Households

e-shot.net/email-library