

Norfolk Vanguard Offshore Wind Farm

Consultation Report

Appendix 4.3 Vattenfall Social Media Protocol

Applicant: Norfolk Vanguard Limited
Document Reference: 5.1
Pursuant to APFP Regulation: 5(2)(q)

Date: June 2018
Revision: Version 1
Author: BECG

Photo: Kentish Flats Offshore Wind Farm



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Protocols for Communication via Social Media

1. Norfolk Vanguard Offshore Wind Farm is a significant infrastructure project and as such, we often received a considerable volume of queries or questions about the proposals via social media, therefore the following protocols were observed:
 - Where possible or appropriate, our social media team would respond online to the question or request for detail and direct the individual or user account to an existing source of information on the project webpages
 - In order to ensure that all comments on the project were recorded and taken into consideration as part of informal and formal consultation, it was vital that it was processed in the same way as all other feedback obtained therefore individuals and users were asked to send detailed and technical feedback to the dedicated info@norfolkvanguard email address
 - Many questions received were highly technical and could not be answered in appropriate detail via social media. Therefore, in these cases the individual or account would be referred to the dedicated email address for the attention of the project team

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