

A coastal landscape featuring a sandy path that winds through tall, dry grasses. The path leads towards a flat, open area that appears to be a beach or a salt flat, with some shallow water visible in the distance. The sky is filled with soft, white clouds, suggesting a bright but slightly overcast day. The overall scene is serene and natural.

Outer Dowsing Offshore Wind

Consultation Report

Appendix 5.1.13 Other Community Engagement – Social Media Report

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Table of Contents

Revision History & Document Holds..... **Error! Bookmark not defined.**
 Revision History Table **Error! Bookmark not defined.**
 Document Holds Table **Error! Bookmark not defined.**
 Acronyms & Definitions 4
 Abbreviations / Acronyms..... 4
 Terminology 4
 Reference Documentation..... **Error! Bookmark not defined.**
 20 Chapter 20 Onshore Ecology **Error! Bookmark not defined.**
 20.1 Heading 2..... **Error! Bookmark not defined.**
 20.2 Heading 2..... **Error! Bookmark not defined.**
 20.2.1 Heading 3 **Error! Bookmark not defined.**
 Appendices..... **Error! Bookmark not defined.**

Table of Tables

Table 1.1 Table Caption **Error! Bookmark not defined.**
 Table 1.2: Landscape Page **Error! Bookmark not defined.**

Table of Plates

Plate 1 – Cables Diagram **Error! Bookmark not defined.**

Acronyms & Definitions

Abbreviations / Acronyms

Abbreviation / Acronym	Description
ODOW	Outer Dowsing Offshore Wind
PID	Public Information Day
SoCC	Statement of Community Consultation

Terminology

Term	Definition
The Applicant	GT R4 Ltd. The Applicant making the application for a DCO. The Applicant is GT R4 Limited (a joint venture between Corio Generation, Tota Energies and Gulf Energy Development (GULF)), trading as Outer Dowsing Offshore Wind. The Project is being developed by Corio Generation (a wholly owned Green Investment Group portfolio company), TotalEnergies and GULF.
The Project	Refers to the Outer Dowsing Offshore Wind Project

1 Social Media Report

1.1 Protocols for Communication via Social Media

1. Outer Dowsing Offshore Wind (ODOW) is a significant infrastructure project. As part of an integrated communication strategy the Applicant has utilised social media as a channel to reach potential consultees and promote the consultation events as outlined in the Statement of Community Consultation (SoCC) agreed with local authorities.
2. To ensure that all relevant responses on the Project were captured, recorded, and taken into consideration as part of the consultation, the Applicant ensured that any feedback or comments on the Project's proposals were directed to the Project's email, web contact form or freephone.

1.2 Forms of Social Media Utilised

3. The Applicant utilised the following forms of social media:
 - Facebook : all consultation events were promoted on Facebook and shared with community groups. Facebook Events allowed members of the local community to add the times and locations of Public Information Days (PIDs) to their calendars.
 - LinkedIn: the Applicant aimed to promote the consultations to the supply chain, stakeholders and other interested parties.
 - Instagram: the Applicant utilised Instagram to reach a wider audience particularly younger members of the community.

