

**A66 Northern Trans-Pennine project
TR010062**

**8.2 Change Application: Consultation
Report – Appendix F: Social Media
Promotion of the Proposed Changes**

Planning Act 2008

Infrastructure Planning (Examination Procedure) Rules 2010

Volume 8

24 March 2023

Infrastructure Planning

Planning Act 2008

**The Infrastructure Planning
(Examination Procedure)
Rules 2010**

A66 Northern Trans-Pennine project
Development Consent Order 202x

8.2 CHANGE APPLICATION: CONSULTATION REPORT
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**APPENDIX F: Social Media Promotion of the Proposed
Changes**

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Application Document Reference	8.2
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Rev 1	24 March 2023	Change Application

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1 Social Media Promotion of the Proposed Changes

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During the consultation period, there were a total of 14 social media posts (7 on Twitter and 7 on Facebook) on the project specific feeds, raising awareness and encouraging people to have their say. A selection of these posts at key points before and during the consultation are included below.

Dates of consultation, relevant web page links and details of public information events were promoted. Many of the social media posts were also shared via the regional National Highways feeds as well as stakeholder communication channels such as Local Authorities, Transport for the North and regional tourism bodies, gaining thousands of views.

1 Social Media Promotion of the Proposed Changes

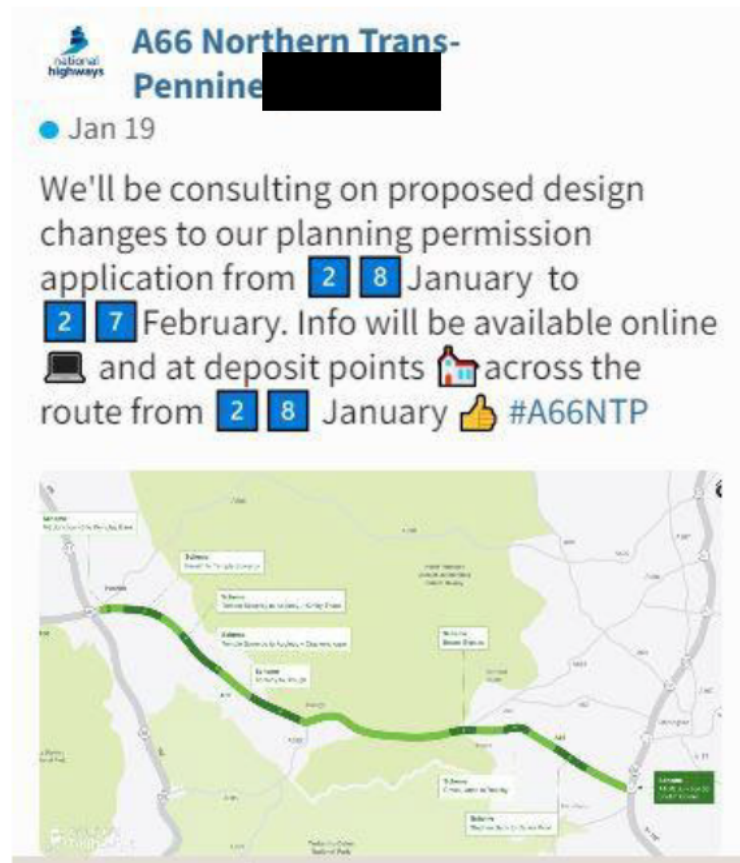


Figure 1: Prior notice of the consultation

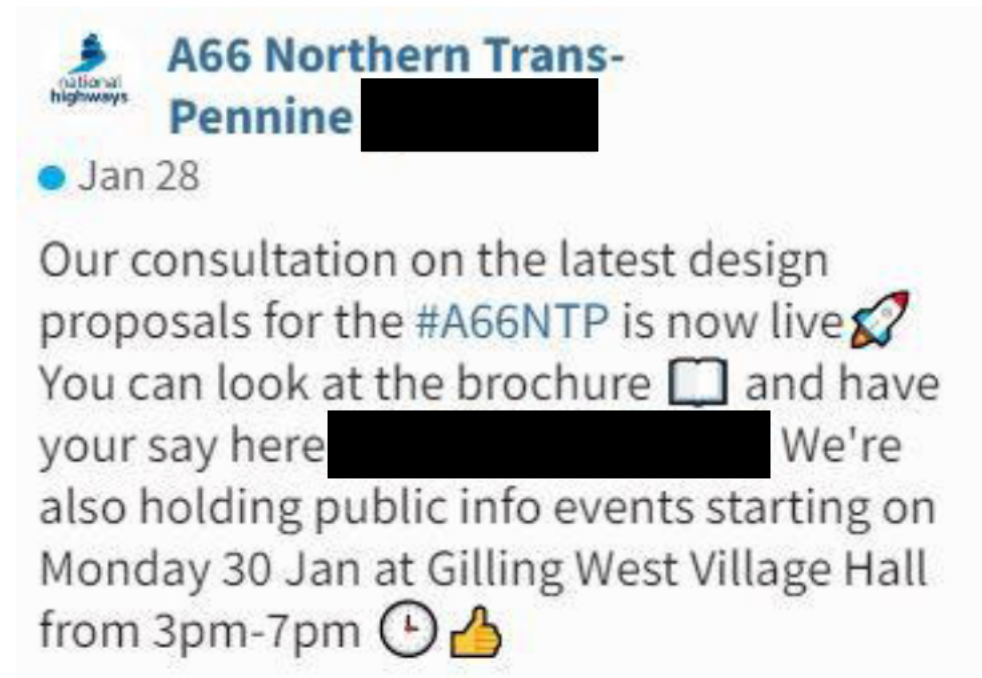


Figure 2: Consultation Starts

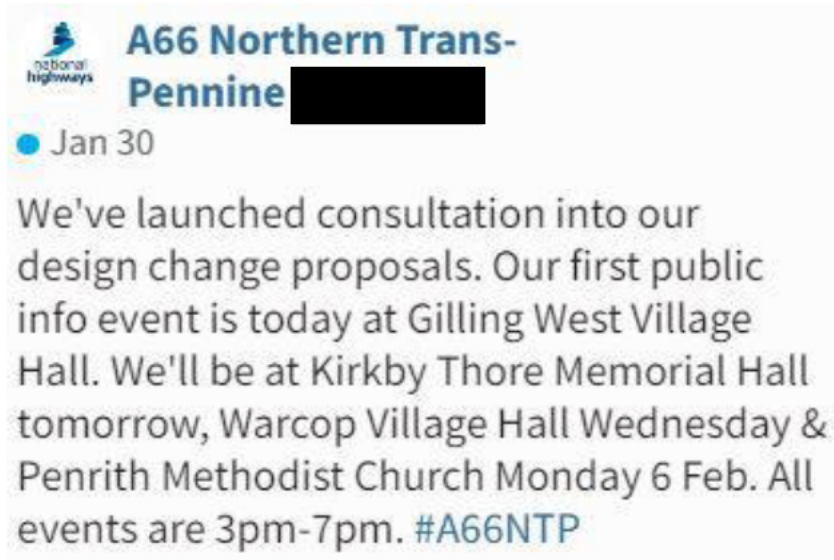


Figure 3: Consultation Event Promotion

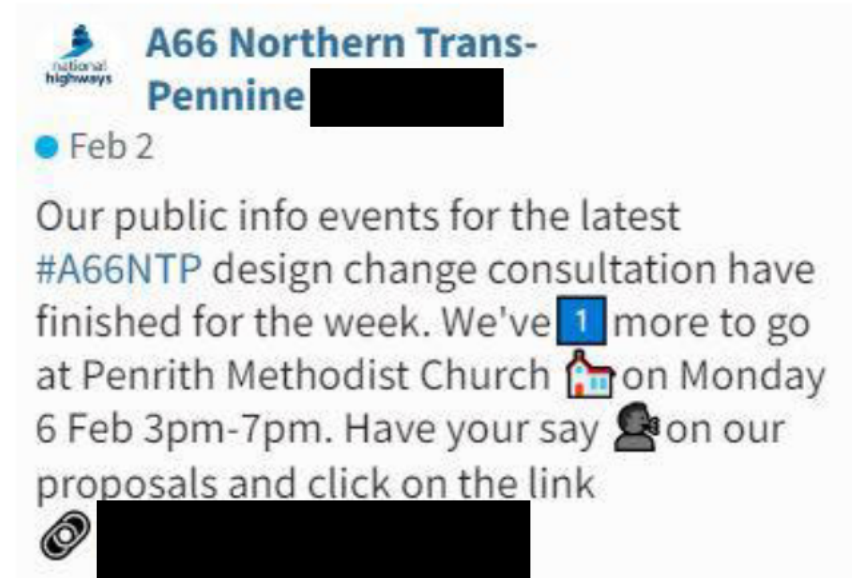


Figure 4: Consultation Event Promotion



Figure 5: Mid-consultation reminder of deadline

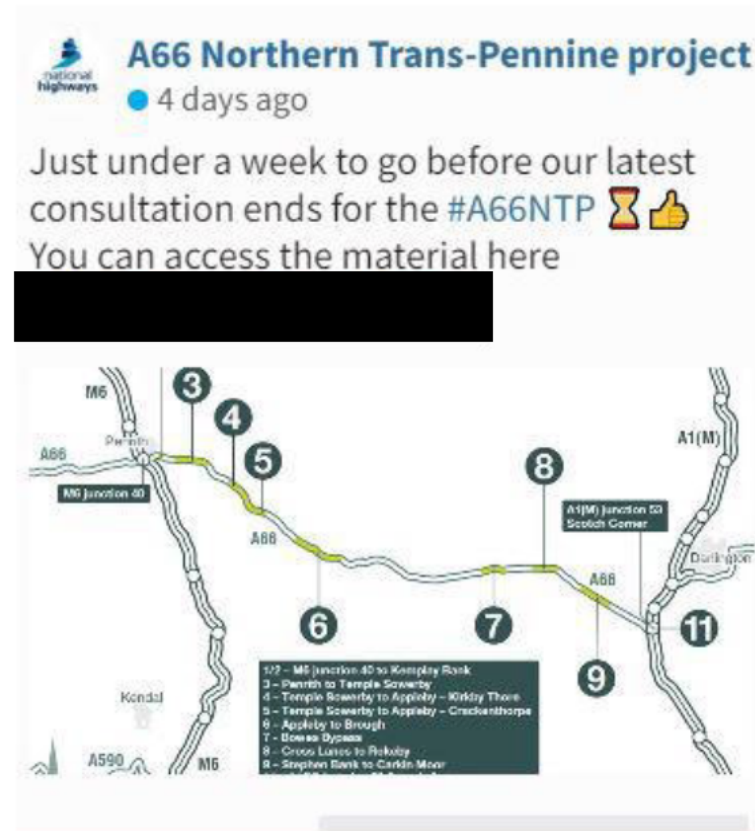
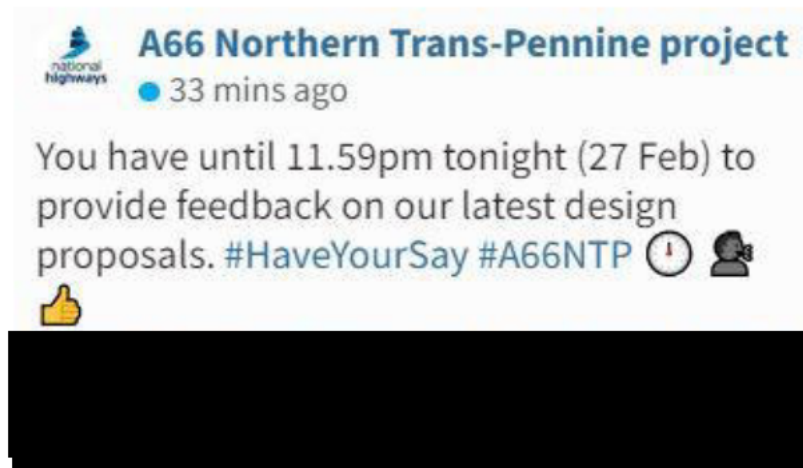


Figure 6: One week reminder of consultation deadline



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Figure 7: Consultation Reminder on Deadline Day