apse seminars

APSE Social media seminar 2015

A seminar examining practical applications of Social Media in Local Authorities including

- Parks Services
- Highways and Winter Maintenance
- Waste awareness

- Flood response
- Public Health
- Democratic Engagement

- Customer Services
- Business Intelligence

Thursday 14 May 2015 at Elstree Studios, London

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09:30 - Delegate Registration

10:00 Session one: Strategic overview and research implications

How is Local Government making use of Social Media ?
• What Social Media tools are being utilised by APSE member authorities to deliver service delivery objectives? How are they being used?
• What demonstrable outcomes can we point to from its use?
• Where is it's use being developed and what is on the horizon?
Speaker: Paul O'Brien, Chief Executive, APSE

Societal implications of the internet and how can recent academic research inform us?
• Who uses the internet and Social Media? Why?
• What are the implications for government website use?
• Research based recommendations for Social Media in frontline services
Speaker: Dr. Grant Blank, Survey Research Fellow, Oxford Internet Institute

10:45 Refreshments and exhibition viewing

11:15 Session two: Applications in Frontline Services (APSE member case studies)

Giving your Parks a Presence on Social Media
• How we use Twitter, Facebook, Flickr and Pintrest to connect with the local people who are passionate about parks
• Using social media to build Civic Pride and celebrate our local park lovers
• Why it's not about numbers of likes but about people, customer service, a conversation instead of a complaint and a community connected to our service.
Speaker: Dawn O'Brien, Service Development Officer, Public Realm- PLACES, Wolverhampton City Council

Using Social Media to achieve county-wide aims in Waste Awareness
• How we use social media to promote our campaigns and connect with residents
• Examples of posts that have done well
• Using social media as part of a web-seeding campaign
Speaker: Glen Wooldrige, Director of Environment, Hertsmere Borough Council

Customer contact in Highways and Winter Maintenance
• Trends in public use of facebook and twitter to contact the council
• Social Media's place in the council's strategic approach to customer contact
• Challenges and Prizes of using Social Media
Speaker: Simon Spedding, Group manager (design and operations) South Gloucestershire Council

Social Media during Flooding
• Reassuring communities, maintaining communications over the Christmas period
• Gathering local intelligence about the flood impact and facilitating the response
• Customer feedback and key advice for effective communications during emergencies
Speaker: Louise Smith, Public Relations Officer, Maidstone Borough Council

12:30 - 13:30 Lunch and exhibition viewing

13:30 Session three: Interactive Learning Session

The ABC of Social Media for Local Government

• Pintrest, Twitter, Facebook , Blogs and Apps- What's the difference? Where should I start?
• Ways of using Social Media tools to collaborate across the sector
• Get started! (Bring a device to access the internet)

Within this session, there will be a short presentation and an opportunity to work in small groups engaging in table discussion and peer learning with other delegates.

14:30 Refreshments and exhibition viewing

15:00 Session four: Social Intelligence and Democratic Engagement

Gathering customer insight through use of Social Media channels
• Identifying strengths and assets in physical or virtual communities and residents' needs
• Using this intelligence to guide commissioning functions
• Promoting, marketing and selling public services
Speaker: Luiza Morris Warren, Business Intelligence Manager, Northamptonshire County Council

Taking democracy and the engagement process online
• Streaming council meetings – What opportunities does it open up?
• Consultation – Transforming council services with public input via Social Media
• Public Health messaging and engagement
Speaker: Geoff Coleman, Media Officer, Birmingham City Council

15:45 Seminar close

Seminar objectives

This year's APSE Social Media seminar will look at a wide array of topics relevant to the use of Social Media in public service delivery. We will be looking at how the sector can better collaborate through Social Media tools, how authorities can gather intelligence on residents' needs and how services can be marketed online through Social Media tools.

We will be listening to case studies from APSE member authorities, examining the use of Social Media channels to achieve service delivery objectives across frontline services and we'll also be hearing about recent research into the public's use of social media and how UK Local Authorities are implementing its use into public service delivery.

Delegates are encouraged to bring a device able to access the internet wirelessly to participate in the afternoon workshop, where you'll be able to put some of the learning from the day into action.

Who should attend?

- Council Leaders and Executive members
- Chief Executives, Directors and Senior Management Team
- Strategic/ Policy officers and Commissioners
- Business Development officers
- Environmental Services teams
- Communications and marketing officers
- Democratic Services/Scrutiny officers

Reserve your place now by completing the booking form and faxing it or emailing to Vicky Starmer at APSE on 0161 772 1811 vstarmer@apse.org.uk

The venue

ELSTREE STUDIOS
Shenley Road
Borehamwood
Hertfordshire
WD6 1JG

By Rail
Fast service from central London (Farringdon and Kings Cross) to Elstree and Borehamwood Station. Journey time: 20 minute train from London St Pancras, 10 minute walk along Borehamwood high street to the studios.

By Road
Nearby links with motorways, M1 (junction 6A), M25 (junction 23) A1 (1 mile), giving easy access to all parts of the country.

Car parking:
Car parking is available at the Civic Centre, located opposite the studios, costing £5 per day.

Booking form

APSE social media seminar, Thursday 14 May 2015, Elstree Studios, London

main contact name: _____ authority: _____

address: _____

_____

_____

post code: _____

telephone: _____ fax: _____ email: _____

Please detail here any special dietary/access requirements for the delegates listed below:

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APSE issues a written confirmation for all delegate bookings received. If you have not received your confirmation letter within 5 working days of sending your booking form, then please contact APSE on 0161 772 1810.

Payment information

What's included: The delegate place covers attendance, delegate documentation, lunch and light refreshments.
Please note that hotel accommodation and travel costs are not included. A list of hotels in the area is available on request.

APSE members delegate fee:- £169 + VAT
Non-members delegate fee:- £276+ VAT
Private sector organisation fee:- £360 + VAT

Please indicate preferred method of payment (tick):-

VAT registration number 519 286 915

❍   Please find enclosed cheque (made payable to APSE)

❍   Please invoice me

CANCELLATION & REFUND POLICY: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to vstarmer@apse.org.uk or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Delegate name	Delegate position	Delegate email

Please return completed form to Vicky Starmer, APSE, 2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester M32 0FP

or fax direct to: 0161 772 1811 Telephone: 0161 772 1810 - E-mail: vstarmer@apse.org.uk