

Facebook and community Engagement

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The screenshot shows the Coventry City Council Facebook page. At the top, there is a login section with fields for 'Email or Phone' and 'Password', and a 'Log In' button. Below this is the page header for 'Coventry', which includes a profile picture of a cathedral, the name 'Coventry', and statistics: '22,876 likes - 211 talking about this'. There are buttons for 'Sign Up' and 'Log In'. A 'Like' button is also visible. The page content includes a post from May 24 about school replacements, a 'Photo / Video' upload section, and a 'Highlights' section. The right sidebar shows 'Also On' links to various Coventry-related websites and a 'Likes' section with items like 'Coombe Country Park' and 'Coventry City Centre - final masterplan'. Six yellow sticky notes are overlaid on the page, providing the following advice:

- Call it the place. No one wants to 'like' a council
- Don't post too often - people will get fed up!
- Don't post controversial items if you can't monitor and respond quickly
- Keep it conversational - it's not a press release
- Add pictures to grab people's attention
- Encourage lots of special interest groups

Facebook page

- We share news, service updates, photos and videos - nothing is automated
- We encourage conversations, and respond to direct questions
- We don't post more than once a day / a few times a week
- We signpost to information already available online
- We don't have an overarching social media strategy

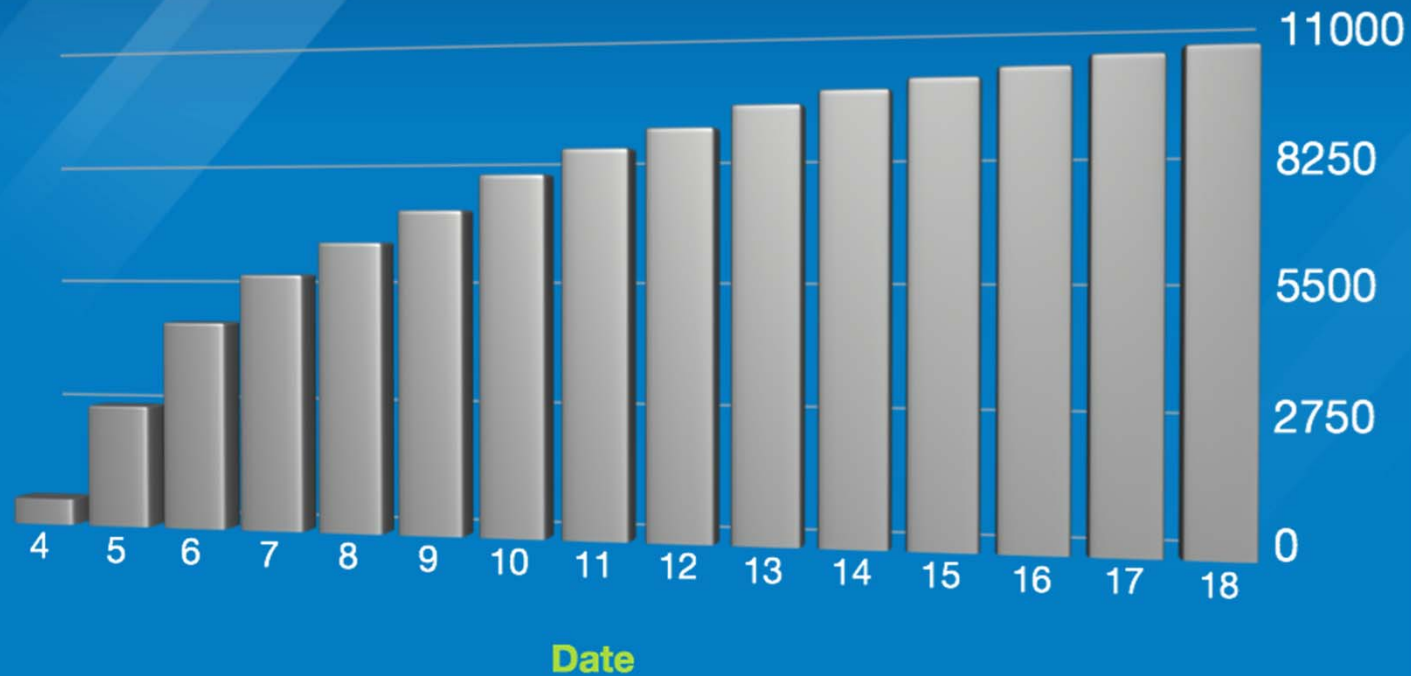
Facebook strategy

In January 2010 we had 527 fans...then it snowed.



Facebook growth

Facebook fan growth (4 January - 18 January 2010)



It snowballed. We now have over 29,000 'likes'.

Facebook growth



Coventry
Calling all men! Come to Millennium Place on Wednesday 14 Sept between 10.30am and 3.30pm for your free health checks.

Blue September - facing up to cancer in men
www.coventry.gov.uk
Free blood pressure, glucose, BMI (body mass index) and PSA (prostate specific antigen) checks.

8,254 Impressions · 0.21% feedback
Like · Comment · Share · Yesterday at 14:28

9 people like this.

Anyonein Coventry I'll be there.
Yesterday at 14:29 · Like

Kevin Holroyd Bit late now, should have posted earlier!
Yesterday at 14:31 · Like

Pauline Horan It's next Wednesday Kevin :)
Yesterday at 14:35 · Like

David Owen Some of us have to work for a living and can't make it :-(
22 hours ago · Like

Fred Bison A member of my household is getting over cancer. We were very very lucky it was caught early. If you never ead another thing I type then fine but, if you can, please take up this offer.
20 hours ago · Like

Rory Whelan Any chance this will be run again in the evenings when people have finished work? Seems like you'd be missing your target audience at this time!
20 hours ago · Like

Coventry David Owen / Rory Whelan - There are different events throughout the year. If you'd like to be e-mailed about future events, please contact elley.scott@coventry.gov.uk. Of course, we'll let you know via Facebook too!
6 hours ago · Like


Andy Walker fair shout on the work times rory lad!!!
3 hours ago · Like

Facebook comments



Coventry shared a link. Sunday

A recording of the demolition on YouTube: <http://youtu.be/w1XcEza3xs>



Tower demolition
youtu.be

Demolition of the former Massey Ferguson tower, Banner Lane, Coventry on 8 July 2012.

Like · Comment · Share 33

26 people like this.

View all 11 comments

Lily Cossu a little piece of history gone Sunday at 19:03 · Like

Michael Holton Today Massey Tower, tomorrow Cathedral Lanes Sunday at 21:55 · Like


Write a comment...

6,471 people saw this post Promote

Coventry 6 July

One of Coventry's iconic landmarks will be demolished on Sunday – and you will be able to see the whole thing live!

The AGCO tower, on the former Massey Ferguson site on Banner Lane, will be demolished by the controlled use of explosives b... See more



Like · Comment · Share 89

94 people like this.

View all 43 comments

Likes See all

Godiva Festival
1 friend also likes this.

Coombe Country Park
2 friends also like this.

The Herbert Art Gallery & Museum
1 friend also likes this. Like

Visit Coventry
1 friend also likes this. Like

Coventry Police
Organisation Like

Coventry shared a link. Sunday

To watch today's tower demolition online go to <http://www.coventry.gov.uk/tower> or visit the "Tower demolition" button at the top of this Facebook page. We don't know the exact timings, but it will be sometime between 10am and 12noon (weather permitting). Keep an eye on our Twitter page <http://www.twitter.com/coventrycc> for updates live from the site.

Tower demolition
www.coventry.gov.uk

Watch the tower demolition online

Like · Comment · Share 17

20 people like this.

View all 20 comments

Coventry Here are the before, during and after photos on Flickr: <https://www.flickr.com/photos/coventrycc/collections/72157630476841024/> and a slow-mo slideshow of the tower demolition <http://www.flickr.com/photos/coventrycc/sets/72157630476893326/show/>

Collection: Massey Ferguson tower demolition
www.flickr.com

Flickr is almost certainly the best online photo management and sharing applicat... See more

Sunday at 13:40 · Like · Remove preview

Jacque Neale Amazing!! Sunday at 16:18 · Like

Write a comment...

8,334 people saw this post Promote

Coventry shared a link. 5 July

http://www.coventry.gov.uk/news/article/487/volunteers_can_still_take_part_in_coventrys_community_poll

Facebook news

- No cost to use Facebook, just staff time
- Controversial posts aren't added late in the afternoon
- Day-to-day used as an additional channel – not the only channel
- In emergencies, used as a primary channel, alongside Twitter

Facebook strategy



Spreading news

- 40% aged under 25
- We reach almost 40,000 people per month
- Women are almost twice as likely to like, share or comment on a post
- Almost 50% of new 'likes' join after seeing the page
- 59% of those who comment are aged over 35, however, 67% of 'likers' are under 34

Facebook insights

We combine Facebook Insight data with website analytics.

- Sport, employment news and pride in our city are our hot topics!
- We have 3 times as many people visiting the Council website via mobile Facebook than from a desktop
- When someone visits the Council website from Facebook they look at an average of 3 pages.

Evaluation



More details at
www.coventry.gov.uk/socialmedia

Thank you!