



Finance and Corporate Resources
Corporate Communications and Public Affairs

Twitter Gritter

Using social media to keep South
Lanarkshire on the move and open for
business

Who I am

- Social media lead for SLC
- Also do web and comms
- Specialise in social media use in emergencies
- Sit on various emergency planning groups as a social media advisor

Social media background

- Opened @SouthLanCouncil March 2010
- Opened @Cal444 April 2010
- Opened @SLCRoads August 2010
- Opened Banqueting Facebook page July 2012

The day that changed it all

- Website down
- Snow falling
- Twitter only option
- Word spread virally
- 400% increase in followers in one week
- Blueprint for process created

Two weeks later



The social media revolution

- SLC was an early adopter
- Social media part of everyday life
- Public expect us to monitor it
- Public expect us to use it
- Public expect us to engage
- [Social & Digital Media Revolution Stats 2013](#)

Improving broadcast information



Meteo forecast

- Tailored for South Lanarkshire
- Accurate/detailed
- Used to plan gritting/ploughing actions
- Forecast valuable to public
- Gritting action valuable to public
- Together - invaluable to public

Meteo forecast on the web

- Meteo, Roads & web team work on presentation of information



Follow us on Twitter [@SLCRoads](#)

24 hour summary forecast for South Lanarkshire

Forecast for Friday 11/01/2013 07:00 to Saturday 12/01/2013 07:00

Headline	RSTs close to zero tonight
Confidence	Low

General synopsis

Mostly cloudy this morning but with patchy light rain or sleet largely dying away. Mainly dry this afternoon with the odd sunnier break. During this evening and tonight, there will be a lot of cloud and the odd light shower will be possible. However, the cloud will occasionally break and, where it does, RSTs will plummet very rapidly and could dip below zero for short periods. However, confidence is low due to uncertainties in cloud amounts.

South Lanarkshire	Date: 11-01-2013 07:29:23	Take action: No	Ins No:
Comment: Min RST -1.0 degrees. Awaiting lunchtime forecast to determine timing of possible grit tonight. (Current partols called in as RST above forecast)		Author: Duty Manager	
Actual Action:			
Date:			

South Lanarkshire	Date: 10-01-2013 19:33:03	Take action: Yes	Ins No:
Dry salt	Domain/Route: W, S, E	Road Type: All	Route Type: N/A
Spread rate: 40 g/sm	Ploughs fitted: N/A	Starttime: 2013-01-10 19:00:00	
Comment: Min RST -2.0 degrees. Freezing rain forecast. Currently gritting precautionary carriageways (2x20g/sqm).		Author: Duty Manager	

Patrol	Domain/Route: W, S, E	Road Type: All	Route Type: N/A
Spread rate: 20 g/sm	Ploughs fitted: N/A	Starttime: 2013-01-10 23:00:00	
Comment: Patrol precautionary carriageways from end of pre-grit until 0900hrs. (Residual salt currently present on footways)		Author: Duty Manager	

Meteo forecast on the web

- Extensive weather information on SLC website

The screenshot displays the South Lanarkshire Council website. At the top left is the council's logo. To the right are links for 'Mobile site', 'Skip to content', and 'Site map'. Further right are 'Listen to this page' and 'Settings for accessibility'. A search bar with a 'Search' button is located below these links. A horizontal menu contains 'Home', 'Report it', 'Request it', 'Pay it', 'Locate it', 'Events', and 'Contacting us'. Below the menu is an alphabetical index from A to Z and a link for 'Top 20 requested services >'. The breadcrumb trail reads: 'Home → Planning and the environment → Roads and pavements → Roads in winter'. The main content area is titled 'Council services' and lists various categories: Business and trade, Community life and leisure, Council and government, Education and learning, Housing, Jobs and careers, Law and licensing, and Planning and the environment. The primary article is 'Roads in winter' with the sub-heading 'When will the gritters be out?'. It includes a link to 'View pages in this section', a section titled 'What we plan to do' with the text 'See the latest [weather forecast and when we plan to start gritting.](#)', and a note to follow the council on Twitter '@SLCRoads'. The article also features a 'The forecast' section starting with 'We use the forecast, roadside sensors and information from callers to plan the gritting for the area.' A 'Related items' sidebar on the right lists: Publications, Notices, FAQs, Services, Gritted Roads, and Comment on this page.

SOUTH LANARKSHIRE COUNCIL

Mobile site | Skip to content | Site map

Listen to this page | Settings for accessibility

Search

Home | Report it | Request it | Pay it | Locate it | Events | Contacting us

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Top 20 requested services >

Home → Planning and the environment → Roads and pavements → Roads in winter

Council services

- Business and trade
- Community life and leisure
- Council and government
- Education and learning
- Housing
- Jobs and careers
- Law and licensing
- Planning and the environment

Roads in winter

When will the gritters be out?

[View pages in this section](#)

What we plan to do

See the latest [weather forecast and when we plan to start gritting.](#)

Follow us on Twitter [@SLCRoads](#) for updates.

The forecast

We use the forecast, roadside sensors and information from callers to plan the gritting for the area.

Related items


- Publications
- Notices
- FAQs
- Services
- Gritted Roads
- Comment on this page

Socialising the Meteo forecast

- Meteo provide RSS feed URL
- Weather & gritting action tweeted automatically on @SLCRoads and @SouthLanCouncil



The screenshot shows the 'twitter feed' dashboard. At the top, there are navigation links for 'dashboard', 'account', 'help', 'blog', and 'sign out', along with a 'follow us on twitter: @twfeed' button. The main content area is titled 'Edit Feed' and features a progress bar with three steps: 'Step 1: Create Feed' (highlighted in orange), 'Step 2: Configure Publishing Services', and 'Step 3: Done'. Below the progress bar, the 'Step 1: Name Feed & Add Source URL' section is visible. It contains a 'Feed Name' input field with the text 'Weather and gritting report', a 'Blog URL or RSS Feed URL (help)' input field with the URL 'http://www.roadcast.co.uk/msgboardrss/ef0d3930a7b6c95bd2b32ed45989c61f', and a 'test rss feed' button. At the bottom, there is an 'Active' checkbox.

twitter  feed

dashboard account help blog sign out follow us on twitter: @twfeed

Edit Feed

Step 1: Create Feed Step 2: Configure Publishing Services Step 3: Done

Step 1: Name Feed & Add Source URL

Feed Name
Weather and gritting report

Blog URL or RSS Feed URL (help)
 http://www.roadcast.co.uk/msgboardrss/ef0d3930a7b6c95bd2b32ed45989c61f test rss feed

Active

Socialising the Meteo forecast

- Gritting action is switched off in May
- Plan to continue with rain forecast and flooding action in 2014



The social media good

- It's free
- People can engage with you directly
- People can alert you quickly
- Real time information with context

The social media good

- Tweet asking about tailback in Rutherglen
- No roadworks
- Tweeted link to moby film of lights out of sync
- Passed to roads engineer
- Fixed the same day

The social media bad

- It's free
- People can engage with you directly
- People can alert you quickly
- Real time misinformation without context

BUT

- The bad can be turned around to good by engaging
- This is much easier on social media than traditional media

The social media bad made good

- Bad language warning. Those of a delicate disposition should cover their ears and look away now!

Meet Skelpt Arse

Home Connect Discover Me Search

Tweets

- Following
- Followers
- Favorites
- Lists

Tweet to Skelpt Arse

@SkelptArse

Skelpt Arse
@SkelptArse FOLLOWS YOU

Who or what has been letting you down, letting our magnificent country down or who generally needs brought into line?
United Kingdom · skelptarse.com

12,424 TWEETS 3,197 FOLLOWING 3,744 FOLLOWERS **Following**

Tweets

Skelpt Arse @SkelptArse 15 Jun
On our way to the party of the year @GinorGym's Fab at Fifty celebration :)
Expand

Skelpt Arse @SkelptArse 15 Jun
Wow! This guy dished out some serious #skelptarse to these wee vandals, good on him fb.me/2mDd70Xdw
Expand

Skelpt Arse @SkelptArse 14 Jun
@GinorGym @duffwilma Maybe those too;) [View conversation](#)

Skelpt Arse @SkelptArse 14 Jun

Who to follow · Refresh · View all

- Currys & PC World** @currysp...
Followed by Weavrs and others
Promoted · Follow
- DCLG** @CommunitiesUK
Follow

Our telling off



Skelpt Arse @SkelptArse

27 Apr

#skelptarse for @Openreach_news @SouthLanCouncil pls visit skelptarse.com & use the skelpometer for waking up my entire street

@ 8am

Expand



Skelpt Arse @SkelptArse

27 Apr

@bt_uk @Openreach_news @SouthLanCouncil are the latest to receive a #skelptarse on our site - visit the link &... fb.me/2jXAIFWzB

/2jXAIFWzB

Expand



Skelpt Arse @SkelptArse

27 Apr

@AnneDean10 @bt_uk @Openreach_news

@SouthLanCouncil That's not cynical - that's realistic and probably true! Pneumatic drills agogo here grr

View conversation



Skelpt Arse @SkelptArse

27 Apr

@fergusmuirhead @bt_uk @Openreach_news

@SouthLanCouncil Washing out already! However Mr Skelptarse is not amused & that in turn nips ma heid

View conversation



Skelpt Arse @SkelptArse

27 Apr

#skelptarse for @SouthLanCouncil for allowing construction work in G72 area at 8am on a Saturday rather than during week #decibeloverload

Expand Reply Retweet Favorite More



Skelpt Arse @SkelptArse

27 Apr

SKELPT ARSE



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Follow us



Pneumatic Alarm Call



WHAT IS SKELPT ARSE?

To use a splendid bit of sadly, now seldom-used Scottish vernacular, whose 'arse' definitely needs 'skelpt'?

Who or what has been letting you down, letting our magnificent country down or who generally needs brought into line. Politicians? Overly politically-correct-mandarins? Jobsworth civil-servants? Service industry specialists who've not been servicing? You tell us!

We've got a sliding scale of 'skelptiness' from a light smack or a pure, red, stinger? You decide!

SUBMIT YOURS

FROM THE ARCHIVE

[Pneumatic Alarm Call](#)

Accusation

Who thinks it's OK to use pneumatic drills in a residential street at 8am on a Saturday morning? BT Openreach do!

That's exactly what happened this morning and the guys from BT Openreach are passing the buck to South Lanarkshire Council because they say they wouldn't let them undertake the job during the working week due to there being a school at the top of the road.

The construction guys had the audacity to tell me that my broadband connection would be SO much faster after the work had been done!

What's the chance that there is double time and a day in lieu for all involved?

Recommendation

Don't start making a noise until after 9am – not much to ask is it?

Representation

I don't think we'll get a response from BT Openreach - this is what they say on Twitter "This is a news feed only. Sorry, we do not reply to tweets". Their website is designed to deter you from contacting them for anything other than technical issues so nae hope there! South Lanarkshire Council's Twitter account "is monitored during office hours" so they won't give a hoot either – no surprise there at all!

GIVE EM A SLAP



(9 slaps, average: 4.89 out of 5)

[In Flight Fag – Smokin' NOT!](#)

[I'm an MP – Get Me Out of Here...](#)

[Taxing Times for US Multinationals – NOT!](#)

LATEST TWEETS



dunning
CREATING SPARKS

Skelpt Arse is a Dunning Design initiative

Our response

- Retrospective road opening
- BT say they started at 10.15am
- Skelpt Arse tweets start at 8am
- Tweets and website taken as evidence
- BT issued a fine
- Direct message to Skelpt Arse to explain

All's well that ends well



Skelpt Arse @SkelptArse 10 May
Tweeted about @bt_uk @Openreach_news digging up road @ 8am on Sat @ end of April @SouthLanCouncil listened & sorted it out so thank you.)
Expand

Skelpt Arse @SkelptArse 10 May
Thanks @SouthLanCouncil for resolving issue of digging up road @ 8am on a Sat @bt_uk @Openreach_news weren't meant to be there until 10am
View conversation Reply Retweet Favorite More

- Skelpt Arse aka Claire is now on our list of website testers

The social media ugly

- Learn early when to engage, when to monitor and when to ignore
- Sometimes a situation can be made worse when entering the conversation
- When is a rant a request for service
- When is a rant a complaint

@666_blackcat

- Joined Twitter September 14, 2012
- September 14 – April 15 Strathclyde Police re speeding
- April 15 – April 28 Strathclyde Fire & Rescue re fire hydrant damage
- April 28 – SLC re speeding
- April 28 – SLC re roads and pavements



blackcat @666_blackca

3 Jul

@SLCRoads You still have not filled the holes at 18, 32 & why did you only fix a part of the road at 36 & 38 stop wasting our money

[View conversation](#)



blackcat @666_blackcat

28 Jun

@RutherglenPol Why do you need extra officers when you keep telling the public there is no problems and that reported crimes are down?

[View conversation](#)



blackcat @666_blackcat

27 Jun

@SouthLanCouncil Given what has happened tonight we think you really need to take safety measures before someone really get hurt or killed

[View conversation](#)



blackcat @666_blackcat

27 Jun

@RutherglenPol Were glad to see once again you don't count us in your patrols Its ok we just contact other agencies & let them deal with it

[View conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



blackcat @666_blackcat

27 Jun

@SLCRoads We take it back its not 1 part its half of one part. We are so glad SLC have loads of money to waist

[View conversation](#)



blackcat @666_blackcat

27 Jun

@SLCRoads what a waste of public money send men up to fix 1 part of the road on fernbrae ave but not the hole at 32 or 18 nor the pavement

[View conversation](#)



blackcat @666_blackcat

27 Jun

@SLCRoads yet another week and still the dangerous hole is not fixed Who are you going to blame this week? Residents say dont blame just fix

[View conversation](#)

Our response

- Initial tweet asking them to use the roads fault online form
- Identified that pavement fault is at fire hydrant therefore Fire & Rescue responsibility
- Tweet to explain

Who is Black Cat



blackcat

@666_blackcat

A group of residents that want action not empty words.

206

TWEETS

14

FOLLOWING

7

FOLLOWERS



Followed by SLC Roads.



blackcat @666_blackcat

27 Jul

@RuglenReformer Nice to see at 10pm tonight Burnhill got the police they were asking for when 3 guys can stand and pee outside the pub

[Details](#)



blackcat @666_blackcat

27 Jul

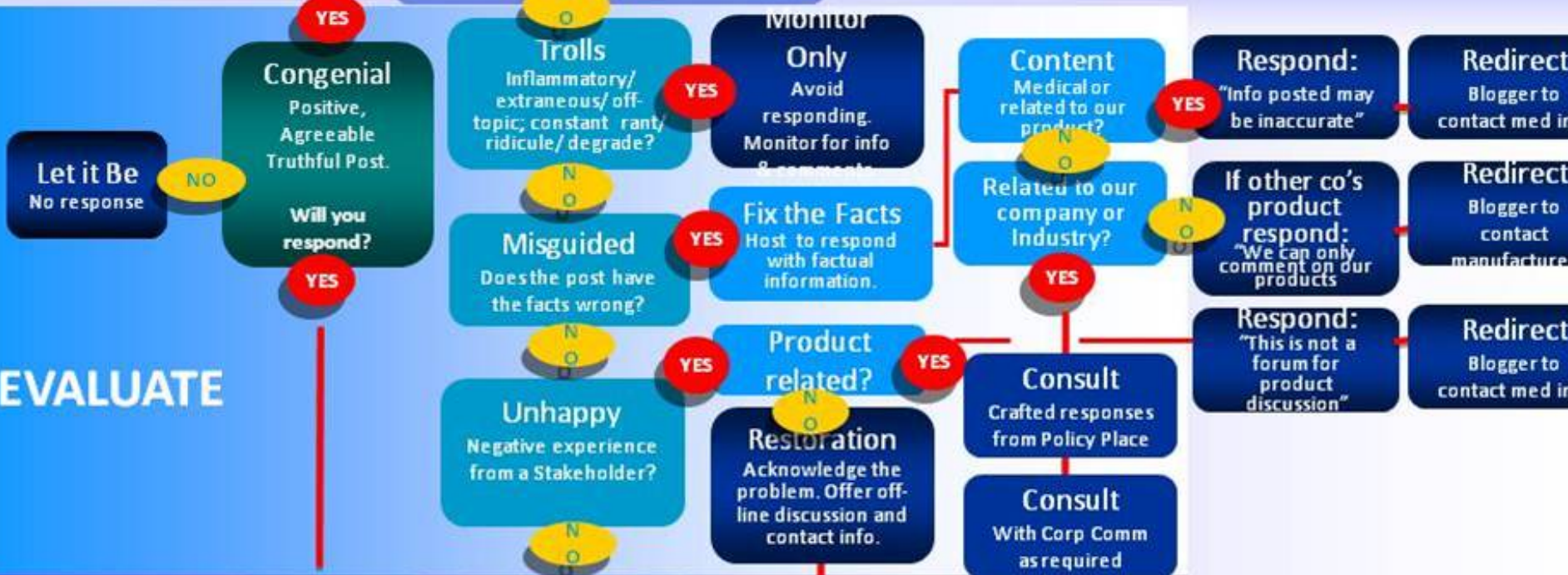
its 1.14am & it has just been totally proven what happens when the only beat officers we get are invisible ones. We rest our case.

[Details](#)

[Go to full profile →](#)

ASSESS

Blog Posts Found
Host to assess if positive?



EVALUATE

RESPOND

Reach Out
Engage with positive posters.

Final Evaluation
If unsure, contact Social Media Lead to initiate Rapid Response

Adapted from the [Air Force Blog Assessment FlowChart](#)

BLOG RESPONSE CONSIDERATIONS

- TRANSPARENCY**
Disclose your company connection
- CLEAR GOAL**
Response aims to inform guide/document/thank. Product or medical content discussion not permitted
- TIMELINESS**
Take time to create good responses, from a few hrs up to 48 hrs
- TONE**
Keep it conversational and make positive statements. Make it personalized
- INFLUENCE**
Focus on the most influential blogs related to our company

Our continued response

- Misguided – correct misinformation
- Constant rant - monitor

Media monitoring

- Press cuttings
- Measure sentiment of articles
- Suite of social media monitoring tools
- Often different – supply both for overview

Traditional media

- Easy to find someone to speak about the bad news
- Difficult to balance with a press release
- Only circulation figure to go on
- Not sure how many people read each article

Website monitoring

- Google analytics
- Page views
- How long people stay on the page
- Can be set up to collect user journeys
- See what devices people use
- Part of multi-media analytics

Social media monitoring

- See clearly how many people shared your tweet/post
- See how far a tweet reached
- Monitor sentiment
- See what devices people use
- Compare users across social media platforms
- Part of multi-media analytics

Film

- SLC YouTube channel
- See how many people watched your film
- See comments about your film
- Film can be linked to other social media channels
- Part of multi-media analytics

This year's campaign

- Tie-in with national campaign
- Features in local paper/in-house magazine and The Reporter
- Comprehensive information on the website
- User testing of grit bin maps, gritting routes on the web
- Gritter cam

This year's campaign

- Video diary of gritter driver
- QR codes on grit bins linking to web content
- Promo films with World Rally Championship navigator Stuart Loudon (driving in difficult conditions & in-car emergency kit)
- Internal comms campaign

This year's campaign

- Press pack with infographic
- Community engagement pack for distribution to Neighbourhood Watch, tenants associations, town centre groups, business groups etc

The future and beyond

- Social media never stands still
- Twitter/Facebook move the goalposts
- New products
- New ways of using old products
- New ways of using our own data
- Innovative use of open data

Every day's a school day



- carolyne.mitchell@southlanarkshire.gov.uk
- @Ca1444
- Facebook
- LinkedIn
- Pinterest
- Instagram

