

**YAN**

**UNDERSTANDING YOUR  
AUDIENCE**

# **Eddie Coates-Madden**

MBA, CMICS, MBCS...

## **Communications and Marketing Manager Hull City Council**

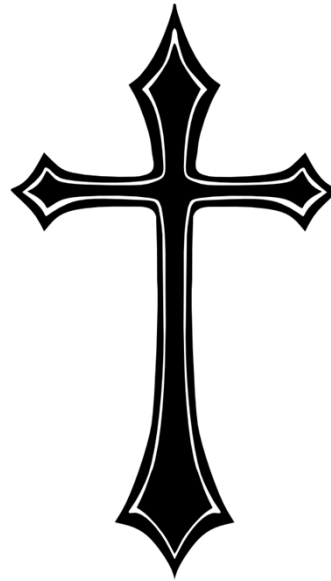
Social Media and Frontline Services Seminar

Durham

Friday 7 February 2014



**PUBLIC RELATIONS IS  
DEAD.**



# THE CHALLENGE OF THAT: DEATH TO THE 'BROADCAST MODEL'





# THE CHALLENGE OF THAT: LIFE IN THE 'SEGMENTATION MODEL'

### Hull CUSTOMER SEGMENT C



**General Characteristics**

Total Population	43,308
% of Hull Population	17%
Total Households	17,575
% of Hull Households	15%

**Importance of Services**

Most Important	More Important
Public Transport	Bereavement Services
Bereavement Services	Schools & Colleges
Schools & Colleges	Children & Families
Children & Families	Housing
Recycling & Waste	Community Facilities

**Age Structure**

Aged 0-4	21%	85
Aged 5-15	9%	71
Aged 16-24	4%	55

### Young Families with Dependent Children in Public Rented Houses

This group contains an above average proportion of young families (with dependent children) living in public rented housing – including a high proportion of lone parents.

Unemployment and economic inactivity is high. With a high proportion of benefit claimants, household income is very low. Despite the young age profile, poor health and lifestyle is an issue.

**Communication Channels**



**Importance of Services**

Most Important	More Important
Public Transport	Bereavement Services
Bereavement Services	Schools & Colleges
Schools & Colleges	Children & Families
Children & Families	Housing
Recycling & Waste	Community Facilities

**Age Structure**

Aged 0-4	21%	85
Aged 5-15	9%	71
Aged 16-24	4%	55

### Hull CUSTOMER SEGMENT G



**General Characteristics**

Total Population	12,342
% of Hull Population	5%
Total Households	5,516
% of Hull Households	5%

**Importance of Services**

Most Important	More Important
Recycling & Waste	Recycling
Roads and Pavements	Roads and Pavements
Museums and Galleries	Museums and Galleries
Libraries	Libraries
Parks and Open Spaces	Parks and Open Spaces

**Age Structure**

Aged 0-4	7%	104
Aged 5-15	16%	104

### Qualified Professional in Large Houses

This group typically contains working age adults living in a mixture of large, usually owner occupied housing types.

With above average levels of high qualifications; significant proportions are employed in higher occupations professionals and managers / senior officials particularly in the public sector. As a result income is high and there is a dependency on benefits.

**Communication Channels**



**Importance of Services**

Most Important	More Important
Recycling & Waste	Recycling
Roads and Pavements	Roads and Pavements
Museums and Galleries	Museums and Galleries
Libraries	Libraries
Parks and Open Spaces	Parks and Open Spaces

**Age Structure**

Aged 0-4	4%	63
Aged 5-15	5%	104

### Hull CUSTOMER SEGMENT K



**General Characteristics**

Total Population	7,574
% of Hull Population	3%
Total Households	4,635
% of Hull Households	4%

**Importance of Services**

Most Important	More Important	Less Important
Recycling & Waste	Museums and Theatres	Children and Families
Museums and Theatres	Libraries	Parking
Libraries	Council and Democracy	Schools and Colleges
Public Transport	Regen and Town Centre	
Roads and Pavements		

**Age Structure**

Aged 0-4	4%	63
Aged 5-15	5%	104

### Educated Young Professionals in Private Rented Flats

This group is largely made up of young multi ethnic single people, with some cohabiting couples, living in private rented flats. With a higher than average number educated to A Level and above, most are economically active in professional roles.

General health and lifestyle is good except around alcohol consumption. Crime rates are affected by concentration of this group in the city centre.

**Communication Channels**



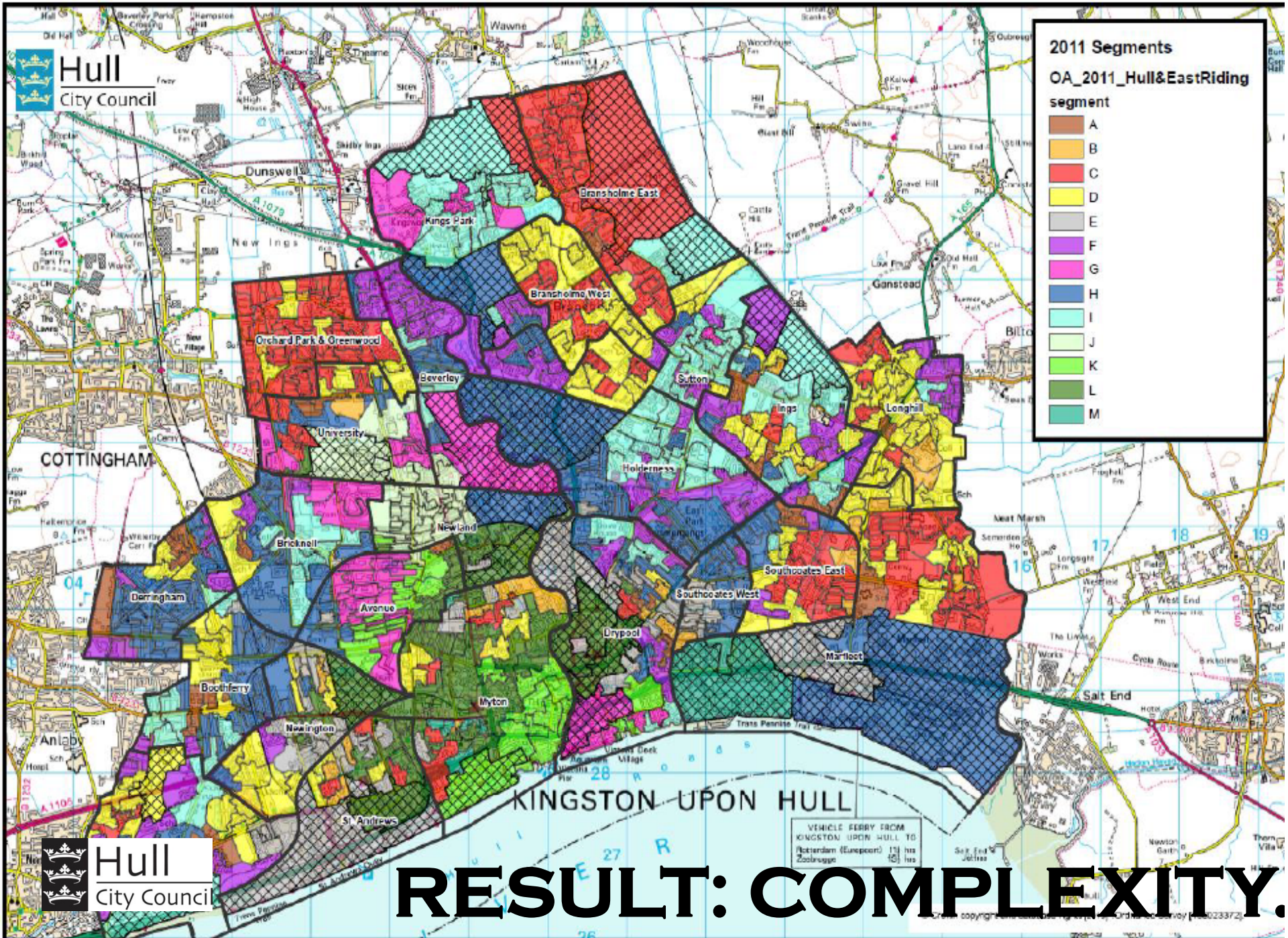
**Importance of Services**

Most Important	More Important	Less Important
Recycling & Waste	Museums and Theatres	Children and Families
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Roads and Pavements		

**Age Structure**

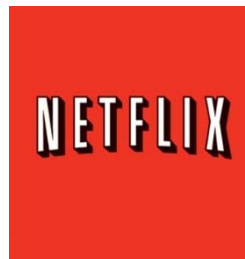
Aged 0-4	4%	63
Aged 5-15	5%	104







# OUR CUSTOMERS DO NOT HAVE ANY INTEREST IN THE COUNCIL (CAPITAL 'T' CAPITAL 'C')



**AND SO:**

**“ONE SIZE DOES NOT  
FIT ALL...”**



**TAN**

**UNDERSTANDING YOUR  
CHANNELS**

LET ME TELL YOU WHY: OR  
'WILL NOBODY THINK OF THE POOR DOG'?



# papers won't survive until the last reader quits

## List of defunct newspapers of the United States

From Wikipedia, the free encyclopedia

This is a list of defunct newspapers of the United States. Only notable names among the thousands of such newspapers are listed. This list includes major metropolitan dailies which published for ten years or more.

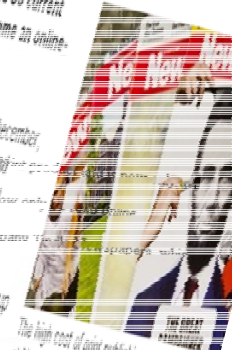
Newsweek magazine ends print  
GO online-only

### Weekly newspaper goes online-only after 25 years

by Sarah Reuland, last updated on January 24, 2012

A London newspaper launched more than 130 years ago is continuing to come out on a Thursday but the newspaper is part of North London and Herts Newspapers. Until recently it was a part paid-for, part free title but the digital version will be on 31 December, involving the transfer of newspapers and magazines to move online as a result of government decisions.

The last print edition will be on 31 December, involving the transfer of newspapers and magazines to move online as a result of government decisions.



Newsweek merged with the internet news group the Daily Beast two years ago.

### Lincolnshire Echo to become a weekly newspaper after 118 years

The Lincolnshire Echo is to change from a daily title to become a major weekly publication. The new paid-for weekly will appear each Thursday from October 20.



Image: The Echo offices in Brayford Wharf East, Lincoln. Picture: Anna Draper

### Alex News goes weekly

ALEX - There is a surprise in store for residents of Alexandra in 2013.

20 November 2012

Alex News, the historic township's number one community newspaper, is going weekly and will be available every Thursday from 24 January.



### Another Northcliffe daily goes weekly

Missed on Friday... the Scunthorpe Telegraph is to convert from daily to a weekly publication from mid-August. It's the second Northcliffe Media newspaper to make the switch in a month - the Torquay-based Herald Express goes weekly on Thursday. According to the latest ABC figures, the Scunthorpe Telegraph sells an average of 16,004 copies in the last six months of 2010. Editor Mel Cook said the move was "a reflection of the changes in our readers' lives - people do not have time to read the newspaper every day." Sources: Scunthorpe Telegraph/journalism.co.uk

### The Enfield Gazette Donated defibrillator to save lives in community

### Newspaper Death Watch

Chronising the Decline of Newspapers and the Rebirth of Journalism

**Spunge is a Great Leap Forward**

by Jonathan (March 1, 2013 - 8:11 am) - Posted as Editor of Journalism, Journalism.

Occasionally a tool comes along that is so drop-dead useful that it causes you to change the way you work. We encountered such a tool a couple of weeks ago via an interview with Craig Bizzans, founder of the Secret Life Express blog (now hosted by Poynter) and the new Director of Content and Product Strategy at Spunge.

Spunge is a tool for content curation, a discipline we've written about in the past that helps readers cope with information saturation by aggregating and summarizing relevant material by topic. We think there's a lot of value in curation, and if publishers can get one of their sub-directed new headlines, they can take advantage of it.

It's hard to describe Spunge; it's best to try it. If you consume content by reading RSS feeds as we do - then its value is immediately obvious. The basic Spunge service includes RSS feeds from more than 45,000 sources that it calls the "live house." It also has publicly available feeds from Twitter, Facebook, LinkedIn, Google Plus and several other social networks. You can add your own RSS feeds by putting in individual URLs and uploading CSVs.

Users create a "watchlist" for each topic and specify keyword combinations that are either required, optional or excluded. We created a simple one for this site that you can see here. You can create as many watchlists as you want and optionally share them. Other people can contribute to your watchlist or just watch.

Paywall: Search: NDW

Subscribe by RSS: RSS

Enter your email address: [input]

Pages: [input]

About: Advertisers: Services: Contact: In the News: Other Scribbles: Sponsors: Information: [input]

Twitter: Journalism

Transmission: Advertise: For News: APP: Microsoft: Apple: McDonald's: iSpaper

### UNDER NEW OWNERSHIP, TONIGHT NEWSPAPER GOES WEEKLY

January 10, 2013 | Carly Lewis | Comments

Share: [social icons]

### EGYPT INDEPENDENT

News | Opinion | Economy | Environment | World | Culture | Life Style

### Al-Sabah journalists protest publication going weekly

Al-Masry Al-Youm  
Tue, 26/02/2013 - 19:39

Tweet: [icon]  
Like: [icon]  
Share: [icon]



It has been acquired by



# so news brands are DEAD, eddie?





**TETHERA**

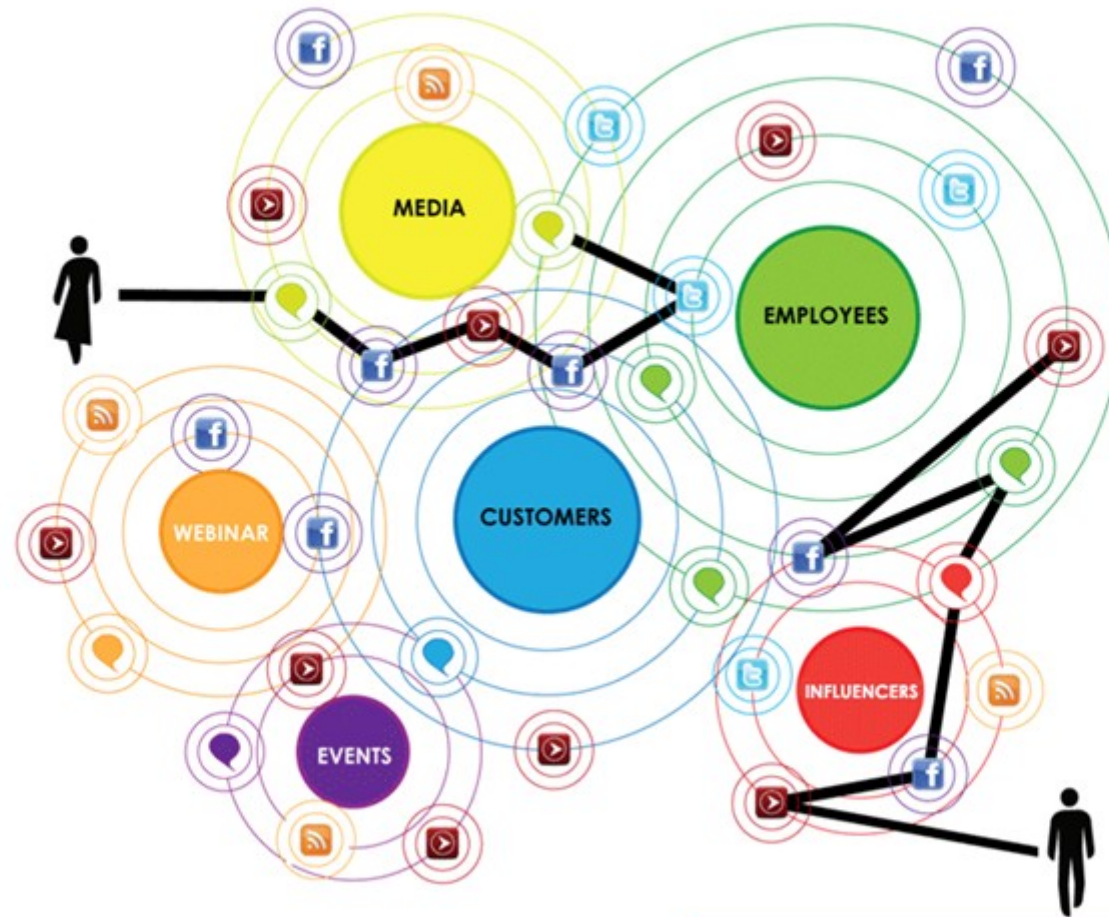
**ENABLING A  
FEEDBACK-DRIVEN  
ENVIRONMENT**

**(YOU DON'T HAVE TO ENABLE – JUST EMBRACE)**

# Customers have become *information nomads*

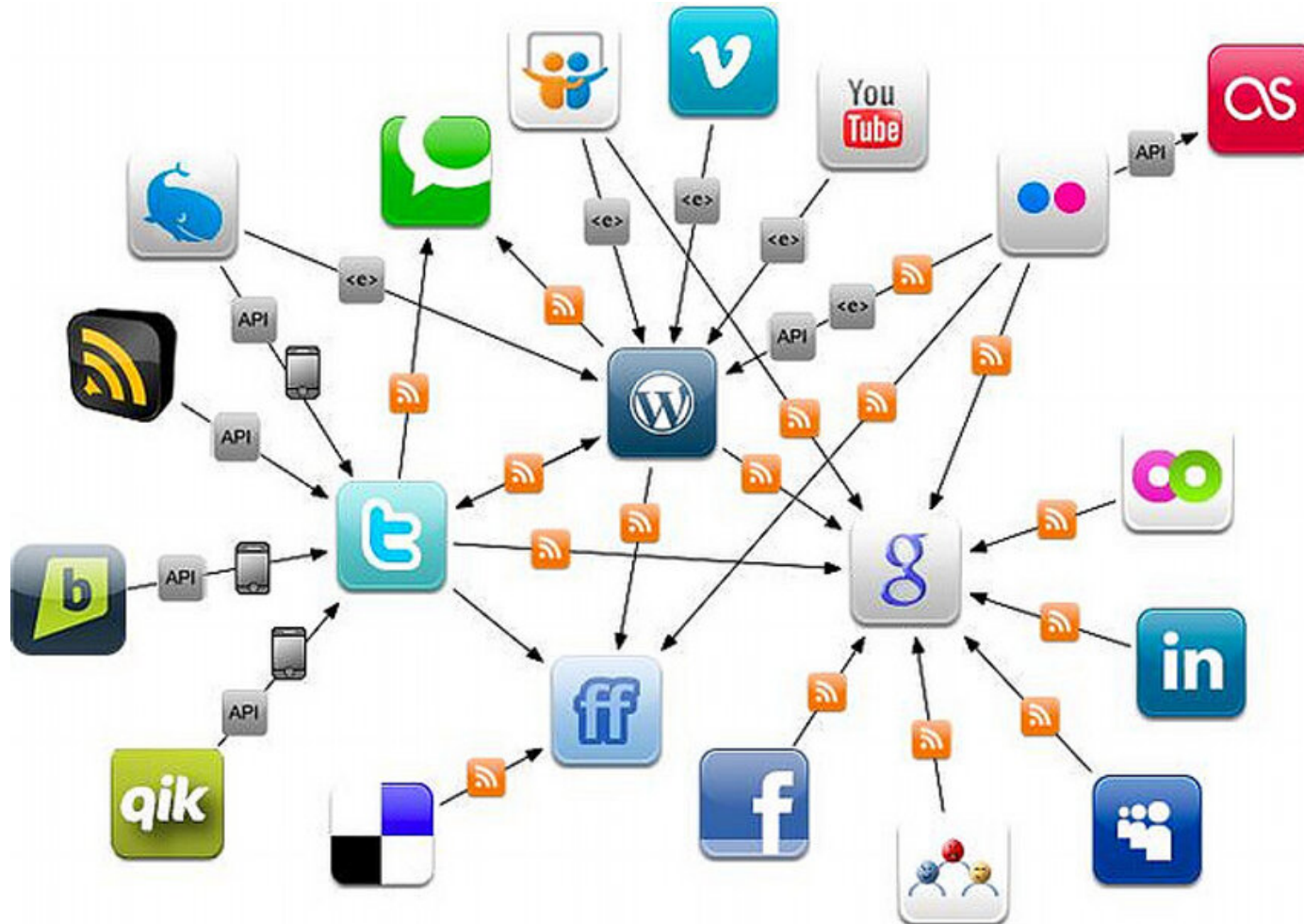


# Customers have become online nomads



**Customers are on a journey**

# The information *CONNECTS*





# The customer *CONNECTS*



Amazon

Urban Outfitters



  
Mum-of-two, not involved in disorder, jailed for FIVE months for accepting shorts looted from shop. There are no excuses!  
1 hour ago via web [Favorite](#) [Retweet](#) [Reply](#)

O2 UK



Greater Manchester Police

 **Matt Saunders** @matt5409 1h  
why is @o2 responding to offensive tweets?!?! just ignore them!  
[Expand](#)

**O<sub>2</sub>** in the UK @o2 19m  
@matt5409 They're not so bad. Sometimes all they need is a bit of care and attention :)  
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)  
5:41 AM - 12 Jul 12 via PulsarEngage - Details

# The campaign *CONNECTS*



Jan Moir

Julie Burchill



The News of the World



@RachTownsendITV



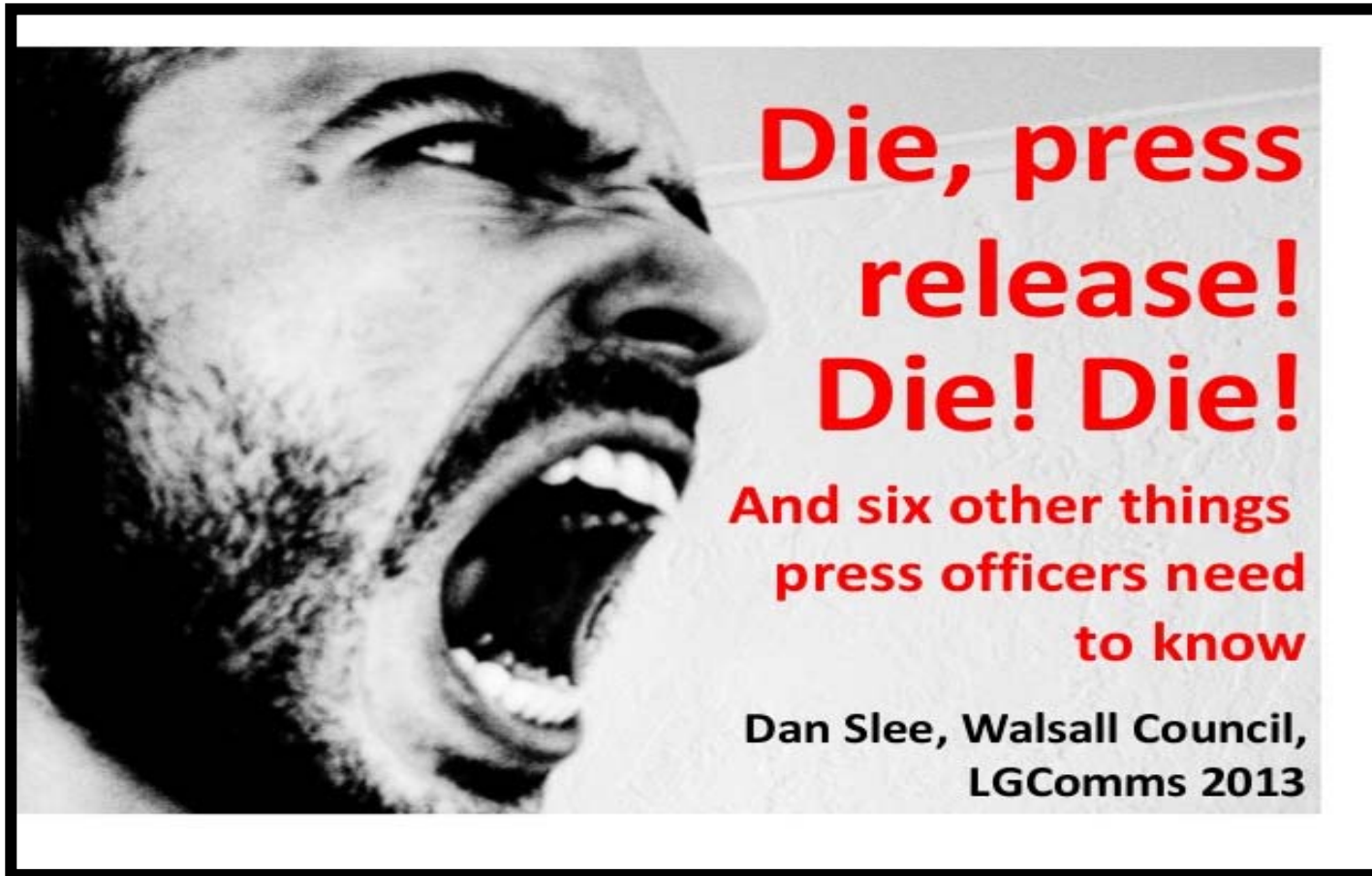
**PUBLIC RELATIONS VERY  
MUCH NOT DEAD.**



# PETHERA

## HOW HULL CITY COUNCIL JOINED THE 21<sup>ST</sup> CENTURY








**“The future is diverse, and the industry needs people who can adapt and change across all platforms, digital and otherwise.”**

# From one, press release driven twitter account in 2010

## Twitter accounts

- >> [@2017Hull](#) - Follow Hull's successful bid for UK City of Culture 2017 
- >> [@activehull](#) - Details of low cost and free leisure activities in Hull... football and netball teams, zumba, boxing, dance classes, walking groups and much more!
- >> [@ArenaHull](#) - See what events are coming up at Hull Arena.
- >> [@BSFinHull](#) - Keep up to date with the development of our schools, introducing new ways of learning that are fit for our current and future times.
- >> [@cluedupinhull](#) - Stuff to do, work and careers advice, health tips and much more for young people in Hull.
- >> [@CityHallHull](#) - A wide variety of events take place at Hull City Hall so don't miss out on some great shows.
- >> [@HCCTraining](#) - Keep up to date with all the training courses and opportunities available across the region including open evenings.
- >> [@Hull2013](#) - In 2013 Hull welcomes the world including the Rugby League World Cup
- >> [@HullccMW](#) - Affordable business space to start or grow your business
- >> [@Hullccnews](#) - Follow the council's news Twitter account for all the la  from Hull City Council.

- >> [@HullFerens](#) - Keep checking the page for news on upcoming or current exhibitions and events.
- >> [@hullgold](#) - Follow Hull Gold for information on sporting and cultural events taking place in Hull.
- >> [@hull\\_libraries](#) - Follow Hull libraries on Twitter for all the latest news and events from our libraries
- >> [@Hullordmayor](#) - Follow the Lord Mayor of Hull on Twitter as they participate in Mayoral engagements and raise money for their charities.
- >> [@logonmoveon](#) - Information and support for 14 - 19 year olds planning future learning.
- >> [@LookHullsTalkin](#) - Find out about the city of Hull with regular statistics and useful information
- >> [@MarfleetCC](#) - Keep up to date with the latest activities and events at Marfleet Children's Centre.
- >> [@NewTheatreHull](#) - Hull New Theatre hosts a wide range of events including musicals, operas, children's shows, pantos and much more.
- >> [@NNetworkHull](#) - A charitable trust made up of Hull based neighbourhood groups including residents groups, trader groups, neighbourhood and business partnerships, Neighbourhood Watch and tenants groups that are interested in community safety.
- >> [@StreetGames](#) - Find out about the latest sporting activities taking place  young people

**Over 40000 total followers**

**62 to 9300 Average over 2000**

**Over 32000 total likes**  
**10 to 14000 Average 732**

## Facebook pages

- » **2017 Hull** - Follow Hull's successful bid for UK City of Culture 2017.
- » **Acorns Children's Centre** - Keep up to date with the latest activities and events at the children's centre.
- » **Active Hull** - Find out details of free or low cost activities taking place across Hull.
- » **Active Women** - Keep up to date with all the current and upcoming activities for women taking place across Hull.
- » **Adult Education** - Latest news about courses at Hull Adult Education. Brush up your skills or learn something new!
- » **Bricknell Children's Centre** - Keep up to date with the latest activities and events at the children's centre.
- » **Building Schools for the Future** - Keep up to date with the developments of the Building Schools for the Future programme in Hull.
- » **Clued Up in Hull** - If you are a child or young person, keep up to date with the latest activities, clubs and events for you on the Clued Up in Hull facebook page.
- » **Creative Voice** - Find out about the youth arts activities and become involved.
- » **East area** - Do you live in the North Carr area of Hull? Get involved in making sure we, your area team, knows what issues matter to you and your community!
- » **Exhibitionists Hull** - Keep up to date on facebook about monthly events for 16-25 year olds including live acoustic and dance sets, art and design projects and much more.
- » **Family Learning at Hull Adult Education** - Family Learning at Hull Adult Education – Keep up to date with free courses and activities to help you and your child's learning and development.
- » **Future Ferens** - 18-25? Passionate about art? Take part in everything from hands on workshops to organising exhibitions and staging events at the Ferens Art Gallery.
- » **Get into football** - Enjoy playing football? Keep up to date with football activities in Hull you can take part in.
- » **Hearty Lives Hull** - Find out about the ways you can look after your heart and activities that will help.
- » **Heritage Learning** - Find out about the range of creative learning and community engagement services and projects in Hull.
- » **Hull adoption** - If you are interested in adopting a child, find out more on our Facebook page.
- » **Hull Arena** - Find out what shows, events and sports matches take place at Hull Arena as well as the skating programmes on offer.
- » **Hull City Hall** - Join our Hull City Hall facebook page and find out about all the latest shows and performances.
- » **Hull events** - Keep up to date with all the latest events taking place in Hull - festivals, carnivals, exhibitions, fairs, shows and much more!

# 46 granular facebook pages

- » **Hull fostering** - If you are interested in fostering a child, find out more on our Facebook page.
- » **Hull Freedom Chorus** - If you enjoy singing, don't miss your chance to sing in the Hull Freedom Chorus massed choir! Keep up to date with the rehearsals and discuss your experience in the choir on our facebook page.
- » **Hull Gold** - In 2012 Hull is going for gold and celebrating our city with a vibrant mix of fun and events. Join the Hull Gold facebook page to find out more.  
[Join our Hull Gold facebook page](#)
- » **Hull karting** - If you have always wanted to experience the thrill of real motor racing, then why not give go-karting a try? Find out more on our Facebook page.
- » **Hull libraries** - Find out about all the latest news and events from Hull libraries.
- » **Hull museums** - We have eight free museums in Hull, and loads of free events held at the museums throughout the year. Find out what's happening first on the Hull Museums facebook page!
- » **Hull New Theatre** - Keep up to date with the latest shows taking place at Hull New Theatre!
- » **Hull Register Office** - Planning a marriage or civil partnership? Join in the fun on our Hull Register Office facebook page!
- » **Hull tenant participation** - Are you a council tenant? Tell us what you think about any of the housing services, keep up to date about upcoming meetings, or find out more about tenant involvement on this facebook page.
- » **Hull 2013: Twice the Passion** - Hull FC, Hull KR and Hull City Council are campaigning to host the Rugby League World Cup in Hull in 2013! We you're your help - show your passion for the Hull bid to host the Rugby League World Cup in 2013 on our facebook page.
- » **Hull Winter** - Keep up to date with the latest weather, school and council building closures along with the gritting updates.
- » **Humber Mouth** - Find out about the literature festival that runs every year in June and July.
- » **Lemon Tree Children's Centre** - Keep up to date with the latest activities and events at the children's centre.

- » **Log on move on** - Information and support for 14 - 19 year olds planning future learning.
- » **Marfleet Children's Centre** - Keep up to date with the latest activities and events at the children's centre.
- » **Neighbourhood Network** - This is a charitable trust made up of Hull based neighbourhood groups including residents groups, trader groups, neighbourhood and business partnerships, Neighbourhood Watch and tenants groups that are interested in community safety.
- » **North Carr area** - Do you live in the North Carr area of Hull? Get involved in making sure we, your area team, knows what issues matter to you and your community!
- » **Northern area** - Do you live in the Northern area of Hull? Get involved in making sure we, your area team, knows what issues matter to you and your community!
- » **Park area** - Do you live in the Park area of Hull? Get involved in making sure we, your area team, knows what issues matter to you and your community!
- » **People's Panel** - Join the Hull People's Panel to shape the future of Hull, share your views about the city and make a difference. Join in the conversation on our facebook page.
- » **Priory Children's Centre** - Keep up to date with the latest activities and events at the children's centre.
- » **Street Games Hull** - Find out about the range of activities available for 14 to 25 year olds.
- » **The Parks Children's Centre** - Keep up to date with the latest activities and events at the children's centre.
- » **West area** - Do you live in the West area of Hull? Get involved in making sure we, your area team, knows what issues matter to you and your community!
- » **Windmill Children's Centre (was Tilbury)** - Keep up to date with the latest activities and events at the children's centre.
- » **Wyke area** - Do you live in the Wyke area of Hull? Get involved in making sure we, your area team, knows what issues matter to you and your community!

**PIP**

**THE CHALLENGES THAT LIE IN  
WAIT**

# Customers will *CONNECT*

**BUT...**

**A) NOT ALWAYS WHERE YOU WANT THEM TO  
AND**

**B) TO EACH OTHER**

- **RISE IN CAMPAIGNS (RUFUS HOUND)**
- **DIRECT TO THE CEO – (TOM RIORDAN ET AL)**
- **DIRECT TO NEW AGENCIES / COMPANIES / CICs  
(TO THE PLACE)**

**STRUCTURING TO RESPOND AND  
LEARN?**

# Councils will *CONNECT*

**COMMUNICATIONS AS A CUSTOMER  
SERVICES FUNCTION**

**PLACE-BASED APPROACHES**

**SHARED DIGITAL PLATFORMS  
WITH GOV.UK APPROACH**

**SOCIAL MEDIA, MEDIA, FEEDBACK AND  
CUSTOMER INFORMATION COLLOCATED.**



**Hull**  
City Council

**COMMS THROUGH ALL CHANNELS**

# Creativity will *CONNECT*



**@LincsCC\_Winter Our cameras show Lincs drivers today must beware black ice, frozen snow and an Imperial assault on the rebel base."**



# Thank you

bloody opinions  
Obviously Hull-City-Council  
communications-and-marketing-manager  
Hull media  
@pseudograph  
communications  
foolData probably  
Opinionated  
eddie-coates-madden  
lgovsmknow-all  
time  
Open  
wrong

