

APSE Social media seminar 2015

Gathering customer insight through use of Social Media channels

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**Northamptonshire
County Council**

Why Customer Insight?

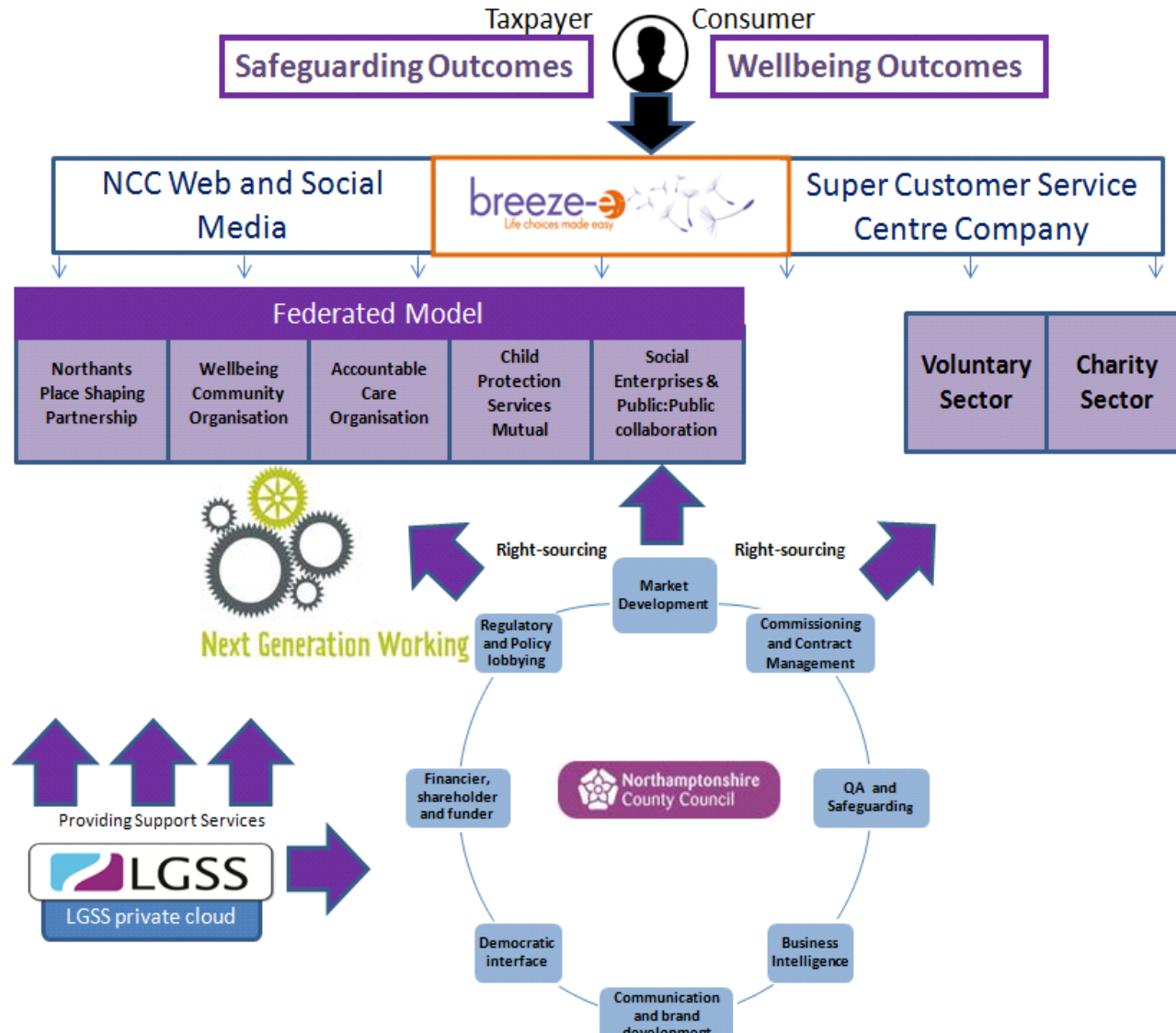
What we are doing in Northamptonshire?

- **Next Generation Model**
- **Consumers and residents –insight and foresight**
- **Pull and push factors – from and through social media channels**



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Next Generation Model



Physical and virtual communities

- **Identifying communities and their characteristics: strengths, profiles, emergence**
- **Differences between physical and virtual communities – social capital**
- **Resident needs beyond the notions of 'service user', 'consumer', 'customer' - a whole county approach**



Mapping social capital in virtual communities vs. physical communities

Profiles for various types of communities in the county and the use of social media in each:

- **Established, strong physical infrastructure**
- **Emergent, nascent physical infrastructure**
- **Hybrid, virtual infrastructure as community catalyst**



The role of the County Council as catalyst

Push:

- Parish councils websites
- Branding and promotion
- Marketing and engagement campaigns
- Corporate social media presence: Facebook and Twitter accounts
- Mapping out social media activity for our partners (e.g., VCS)



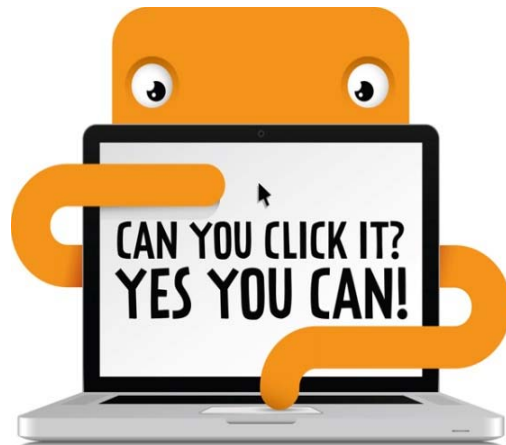
The role of Social Media as catalyst

Pull:

- **Mining intelligence from online activity**
- **Building profiles for virtual communities**
- **The missing link – which resident groups?**
- **Informing engagement and commissioning strategies**



Our campaigns



Twitter

@mycountycouncil

#20millionsteps

My County Council...
anywhere! Go Mobile!



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Developing a viable offer built on resident insight and foresight

- Understanding emerging need and demand
- Expanding the offer to better respond to what we are learning from our residents
- Engage with people in a way which is meaningful to them
- Move the public sector into the 21st century social media world

