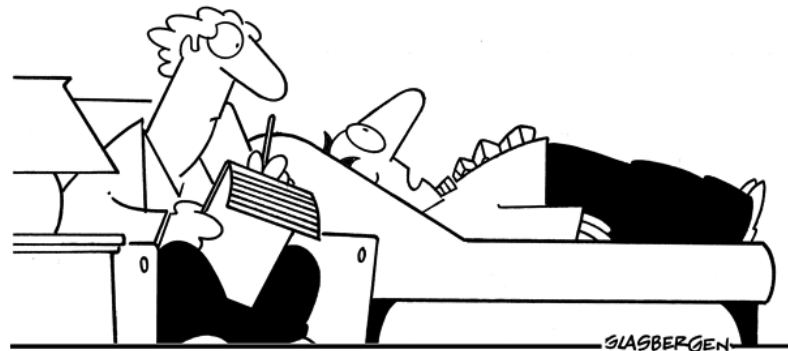




How is local government making use of social media?

© Randy Glasbergen / glasbergen.com



“Ever since I signed up for Twitter, I get the feeling that people are following me!”

Mo Baines, APSE Head of Communication and Coordination

Join the conversation using #APSEcomms

The future of local government

Figure 3: Percentage change in TSE by neighbourhood service sub-group and level of deprivation, 2010-11 to 2015-16¹²

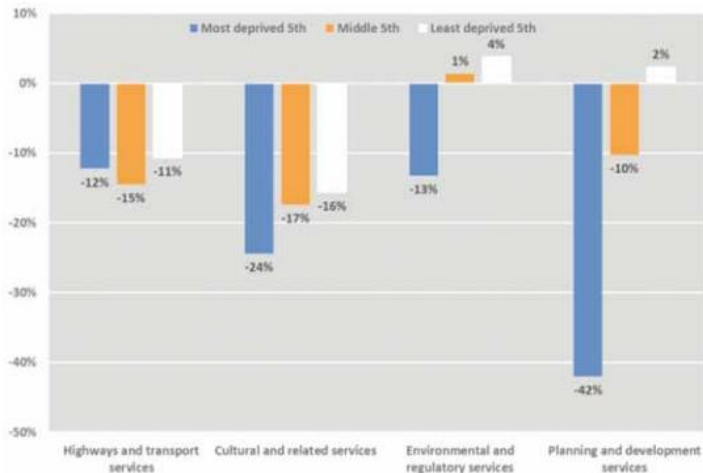
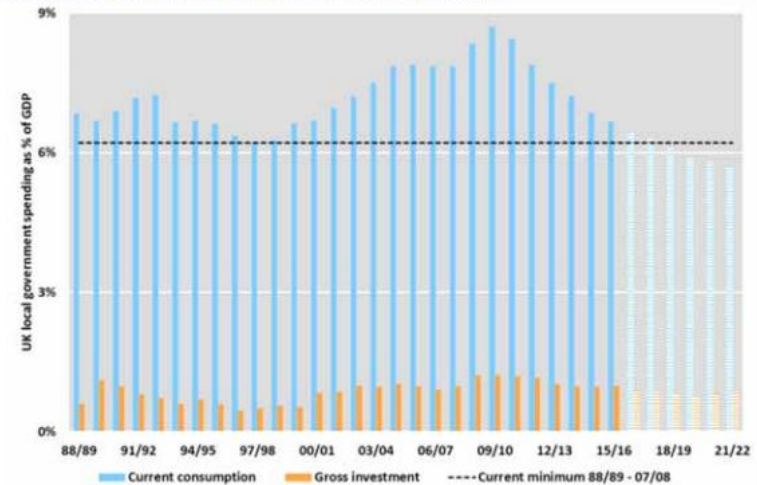


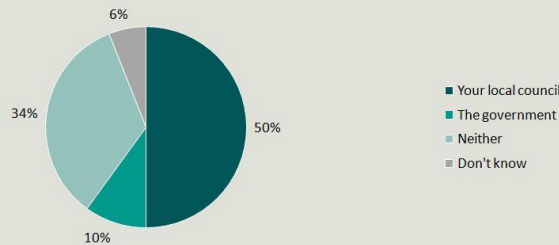
Figure 5: UK Local Government current consumption and gross investment as % of GDP. actual and forecast³²



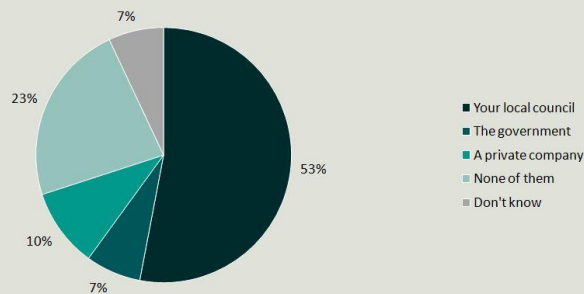
The future of local government



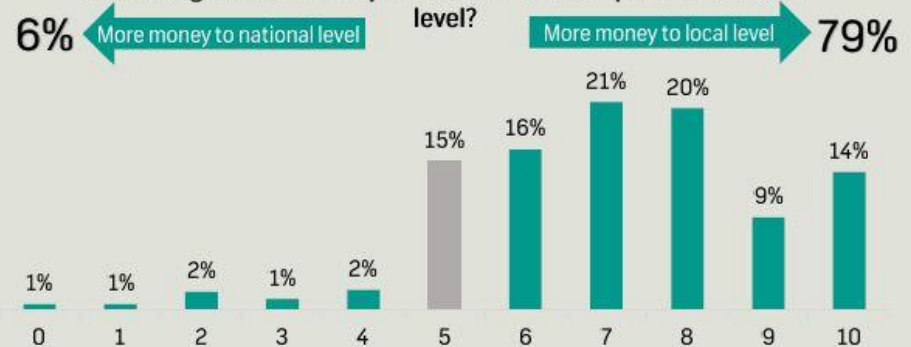
Who do you trust the most to make decisions about how services are delivered and about how services are provided in your local area?



Who do you trust most to deliver services to your local area?



Would you like to see the government keep more money than it currently gives to local councils to spend at national level or should it give more money to local councils to spend at the local level?

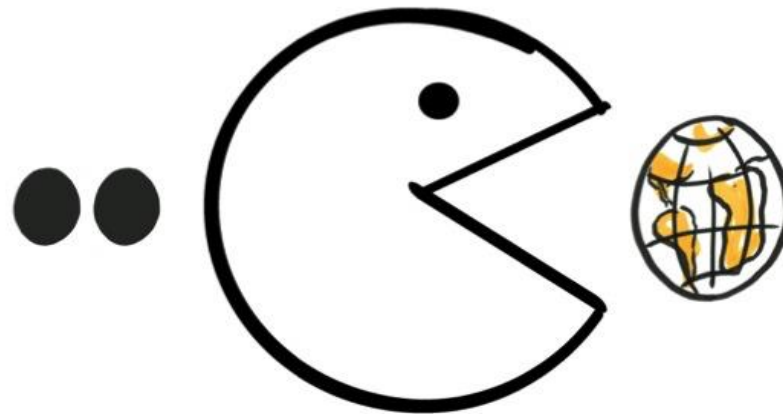


- Respondents were asked to place themselves on a scale of 0-10 scale, where 0 meant that they would like to see the government keep more money than it currently gives to local councils in order to spend more at the national level and 10 meant that they would like to see the government give more money to local councils to spend at the local level.
- More than three-quarters of the public (79%) chose a number between 6-10 on the scale, indicating that they would like the government to give more money to local councils to spend at the local level.
- Further, more than a two-in-five (43%) chose a number between 8-10 and one in ten (13%) chose 10.
- Around 15% thought that spending should remain the same, choosing 5, while only 6% chose a number between 0-4, indicating they wanted less money to be spent at a local level.

Managing expectations in the digital age



Software is eating up the world*

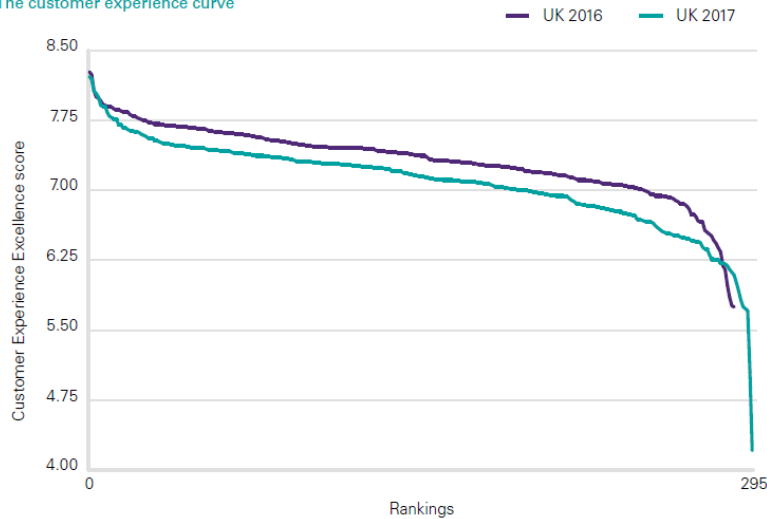


* Marc Andreessen
in Wall Street Journal

Managing expectations in the digital age



The customer experience curve



Customers Demand Real-Time Interactions

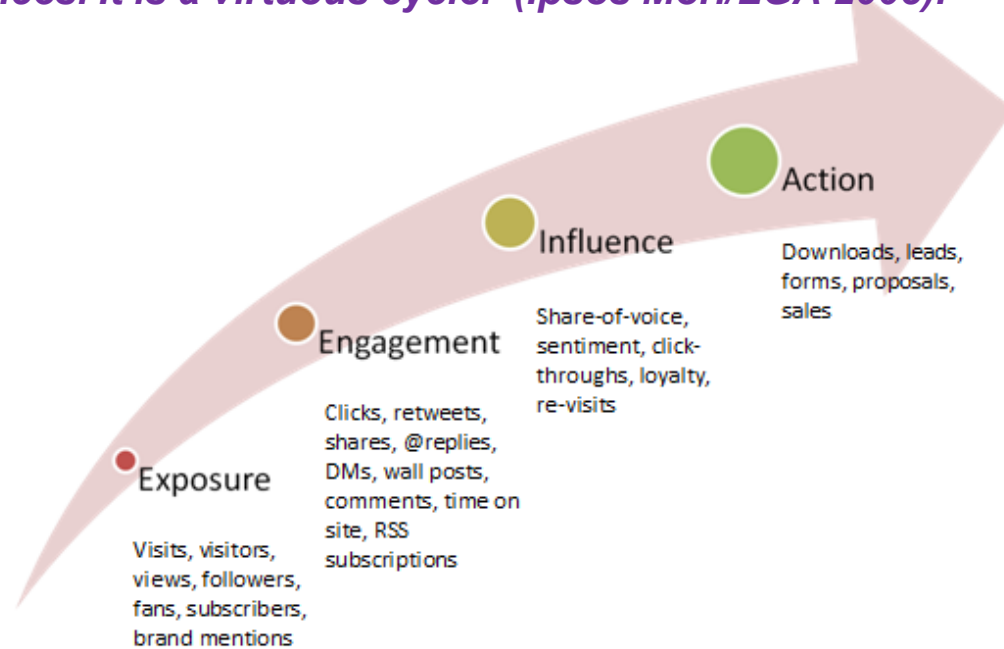
The culture of immediacy has fundamentally changed the nature of customer interactions with companies. Sixty-four percent of consumers expect companies to respond and interact with them in real time.





Channel shift & local government

'If residents feel informed about what their council does, they are more likely to be satisfied with its services. It is a virtuous cycle.' (Ipsos Mori/LGA 2008).



Channel shift & local government - Grenfell Tragedy



Local government has lost trust over Grenfell – we need a strong voice to earn it back

6 JULY, 2017

Grenfell was a terrible fire and a huge communications challenge

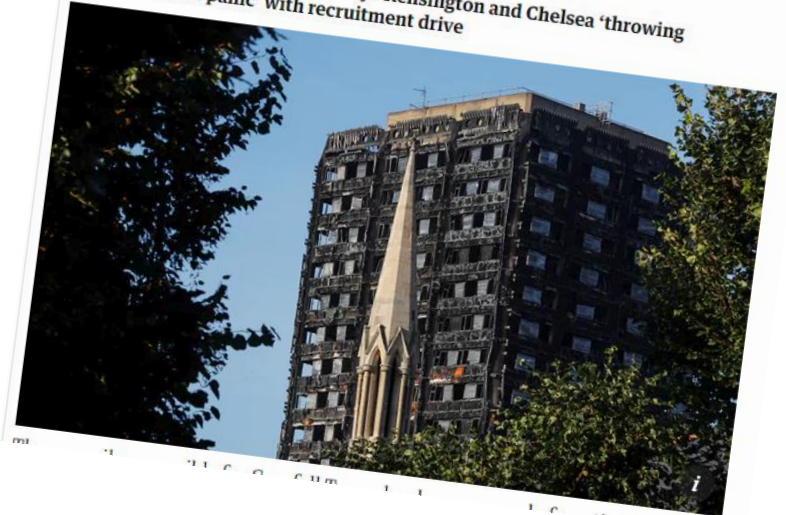
July 12, 2017 by Glenn Sebright , 1 comment

Four weeks on and the devastation caused by the Grenfell Tower fire is still unfolding. The communication challenges are endless, and as new issues morph into existence the potential to confuse people with information overload is in itself a fire safety concern.

Opinion

Grenfell council accused of wasting up to £1m on communications jobs

Chair of local residents' group says Kensington and Chelsea 'throwing out money in a panic' with recruitment drive





Communicating in a digital age – ONS 2017 internet users in the UK stats

- In Quarter 1 (Jan to Mar) 2017, 89% of adults in the UK had recently used the internet (in the last 3 months), up from 88% in 2016; while 9% had never used the internet, down from 10% in 2016.
- Virtually all adults aged 16 to 34 years were recent internet users (99%), in contrast with 41% of adults aged 75 years and over.
- 90% of men and 88% of women were recent internet users, up from 89% and 86% in 2016.
- Recent internet use among women aged 75 and over had almost trebled from 2011.
- 22% of disabled adults had never used the internet in 2017, down 25% in 2016.
- Northern Ireland is catching up with the other UK regions in recent internet use, reaching 84% in 2017, however, it remained the region with the lowest recent use.



Communicating in a digital age

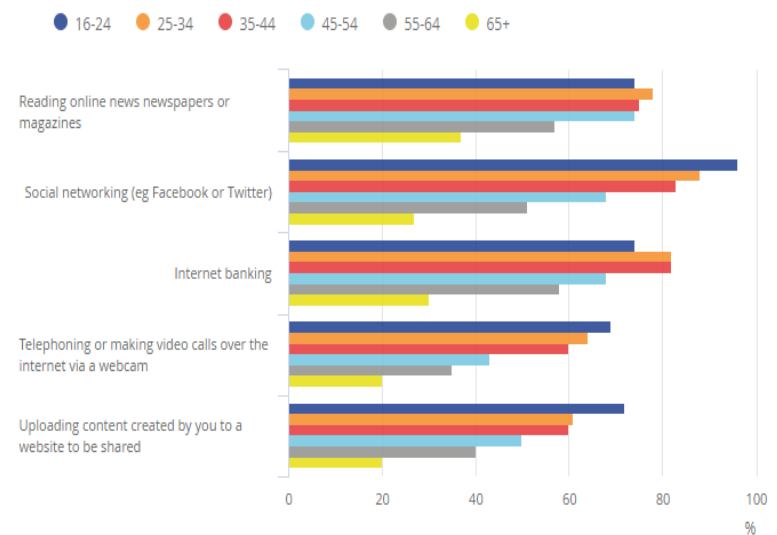
Social networks and the changing media landscape

Figure 2. Three-year CAGR by media industry sub-sector

Media sub-sector	3 year CAGR
Social Media	83%
Video Gaming	14%
TV Production and Distribution	14%
Film Production and Distribution	12%
Advertising	6%
Other	5%
Music Publishing and Distribution	0%
Book Publishing	-1%
Information Publishing and Events	-2%
News Publishing	-3%
Magazine Publishing	-5%

Source: Deloitte, 2017, based on published company accounts

Figure 4: Internet activities by age group, 2017, Great Britain



Source: Office for National Statistics

Going viral



Local government using social media effectively

how a dumped speedboat thread went viral

November 24, 2017



Doncaster Council
@MyDoncaster

Follow

We have found a speedboat. On a road. In Doncaster. THREAD:



3:47 PM - 31 Oct 2017

1,343 Retweets 1,933 Likes



222 1.3K 1.9K

Doncaster Council @MyDoncaster 31 Oct
We have found a speedboat. On a road. In Doncaster. THREAD.
pic.twitter.com/7N9K2Eqn5

Doncaster Council @MyDoncaster
First we had a car in a pond. Now we have a speedboat on a road. Just another day in Doncaster, apparently?
pic.twitter.com/A1tqE7Hsl
3:47 PM - Oct 31, 2017



5 12 97

Doncaster Council @MyDoncaster 31 Oct
Replying to @MyDoncaster
We're all in stitches. pic.twitter.com/ISQwJk42zS

Doncaster Council @MyDoncaster
Seriously, even the boat looks embarrassed!
pic.twitter.com/s5kcPP92v
3:49 PM - Oct 31, 2017



2 15 96

Doncaster Council @MyDoncaster

One line of investigation is that this guy could be involved.
pic.twitter.com/sl60z6pUF6
3:50 PM - Oct 31, 2017

A photograph of a man in a suit sitting on a white speedboat. The boat is on a stage with a colorful, cartoonish background. The man is looking towards the camera.

10 51 413



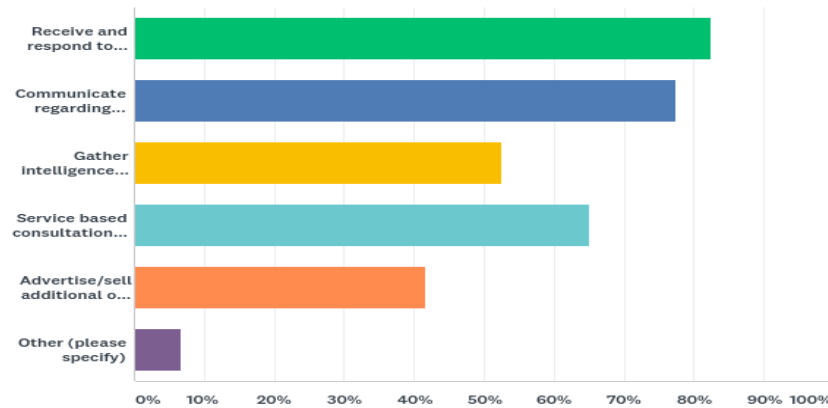
What and how are social media tools being used for service delivery objects?





Service delivery

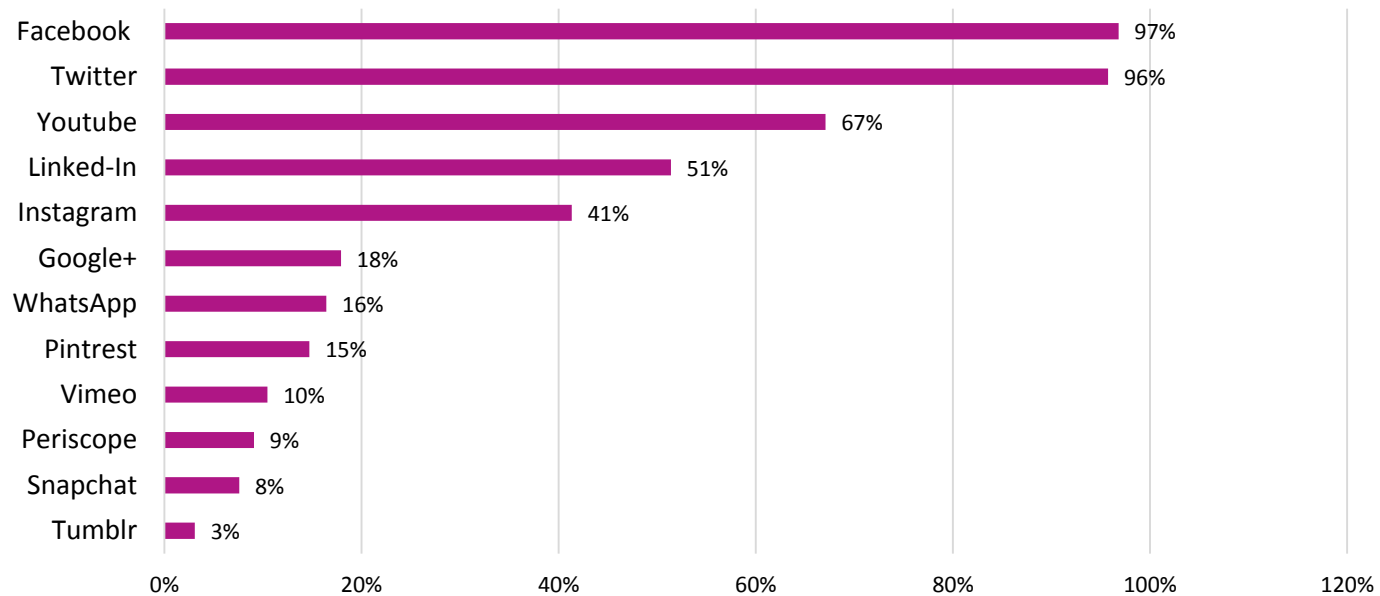
Q2 Enhancing service delivery



ANSWER CHOICES	RESPONSES	
Receive and respond to customer/client enquiries	82.50%	99
Communicate regarding day-to-day service delivery	77.50%	93
Gather intelligence about what is happening in local communities	52.50%	63
Service based consultations e.g. about service changes such as bin collections	65.00%	78
Advertise/sell additional or traded services	41.67%	50
Other (please specify)	Responses 6.67%	8
Total Respondents: 120		



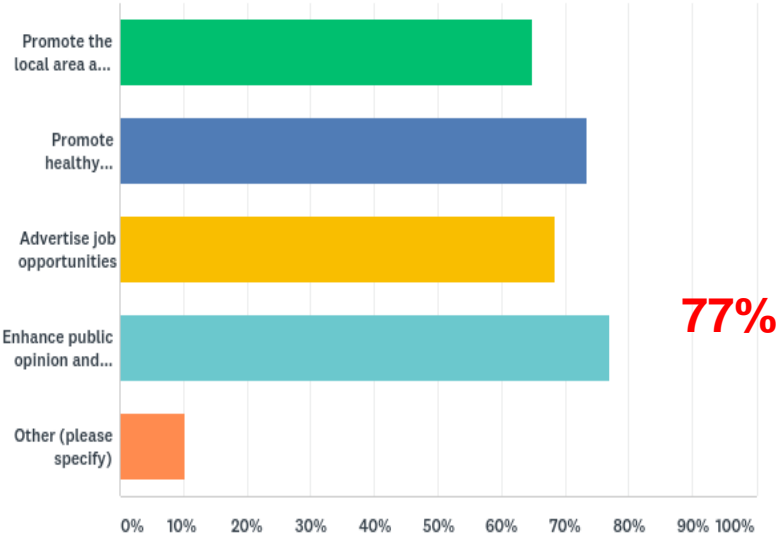
Which platform?



Campaigns and promotional



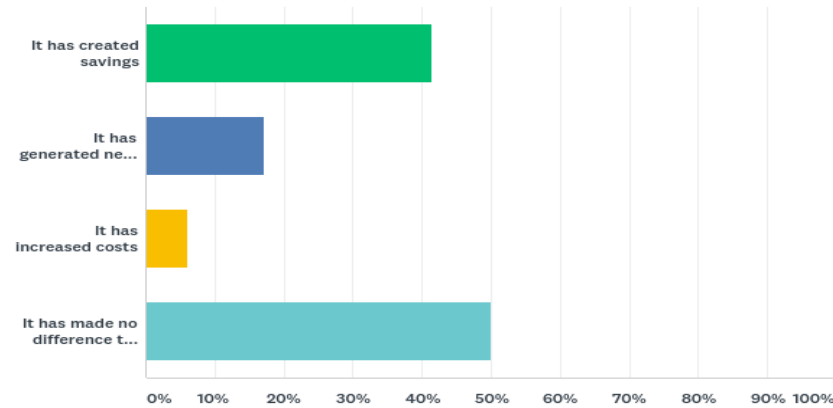
Q3 Campaigns or Promotional Work



ANSWER CHOICES	RESPONSES	
▼ Promote the local area as a tourist destination	64.96%	76
▼ Promote healthy lifestyles	73.50%	86
▼ Advertise job opportunities	68.38%	80
▼ Enhance public opinion and awareness of the role and function of the organisation	76.92%	90
▼ Other (please specify)	Responses 10.26%	12
Total Respondents: 117		

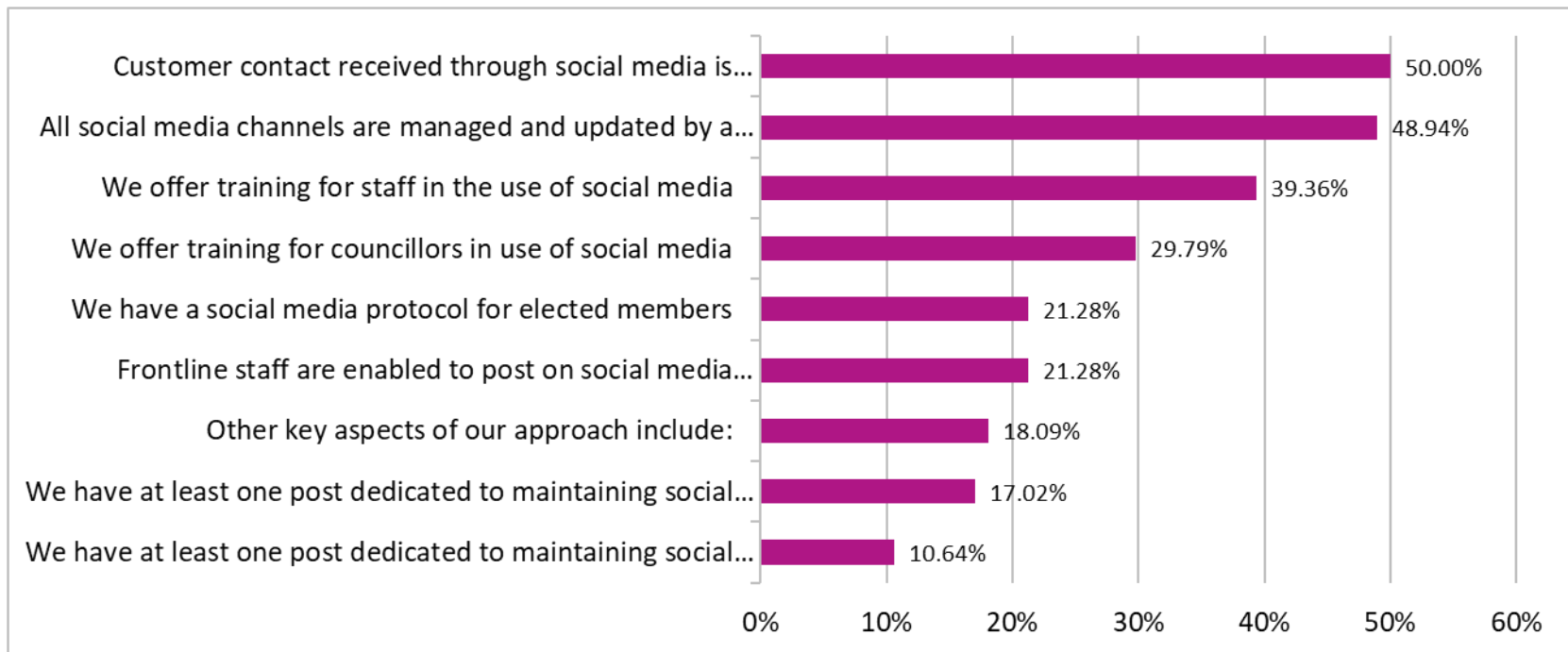


Q8 How has the way you've used social media affected your budget? (Please tick all that apply)



ANSWER CHOICES	RESPONSES
▼ It has created savings	41.46% 34
▼ It has generated new income for the council	17.07% 14
▼ It has increased costs	6.10% 5
▼ It has made no difference to our budget	50.00% 41

How does your organisation manage its social media?



How are you developing your social media for the future?



76.8%
Grow
audience
through
multiple
channels

73.1% More gifs
and video

73.1% Promote
and market the
councils services

Final thoughts



24/7 world

Distinct from other sectors?

Democracy v loudest
(digital) voices?

Loss of control v
empowerment of service
users?



Final thoughts



The whole concept of digital engagement is to become one of the voices, to be part of the network. Once people understand that councils are made up of humans trying to solve problems, an organisation made up of people who care about their work, it recasts the concept of a local authority not as a controlling organisation but as one who people trust to possess the requisite knowledge to guide them.

(Reynolds, 2012)



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