

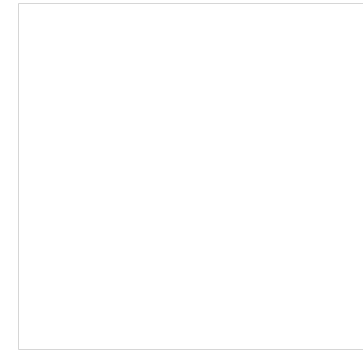


Using Social media to engage residents

A Torfaen perspective by Neil Jones

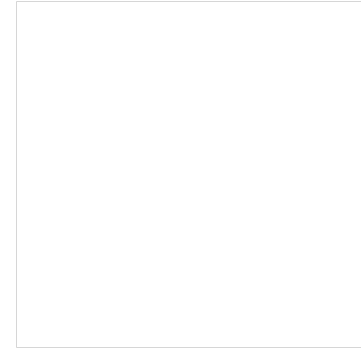
Outcomes from today

- Our journey - understanding Torfaen's approach to social media
- Implementing Elvis - understanding what works and why
- Enhancing your reputation during a crisis
- How to use SM wisely without fear of repercussions

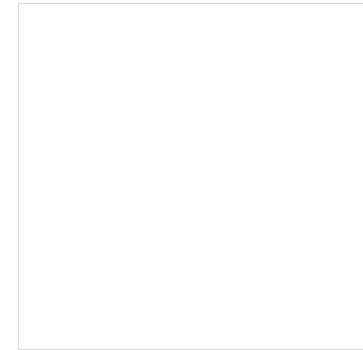


What is SM?

- It's the zillions of conversations taking place online every second of every day
- Internet-based applications that allow the creation and exchange of user-generated content



It has revolutionised the way we...



- watch television, get information, shop, consume, recommend, work, complain, buy and listen to music, influence, vote, learn, live...
- The digital toolbox...

Facebook, Twitter, YouTube, Flickr, LinkedIn, Yammer, Foursquare, Pinterest, Google+, Instagram, blogs

- And don't forget to use email!

Social media – why bother?



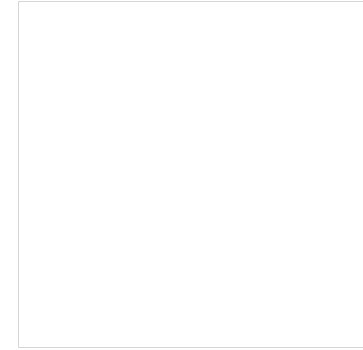
- Public expectations have changed
- “A lie gets halfway around the world before truth has a chance to get its pants on”
- *Winston Churchill*
- <http://www.youtube.com/watch?v=nPYrbSUqr2k>

Why we bother - Digital Torfaen



- 94% have mobiles
- 76% of homes have a broadband connection
- 11% have a tablet
- Average home has three internet enabled devices
- Generation 'Y', the 'millennials', digital natives as service users and employees
- Print is shrinking - all growth is online

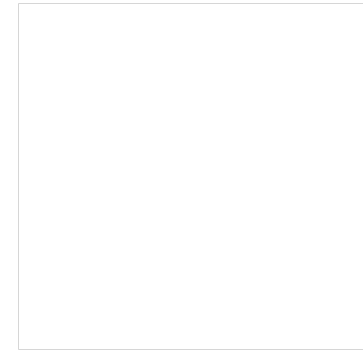
Torfaen in numbers



- Torfaen Facebook fans - 7,000
- Twitter followers - 6,000
- Every service using SM - over 50 accounts
- Era of mobile internet - 53% of people own a smartphone
- 180,553 visits to Torfaen web via mobiles in 2013 – up 116% from 2012 and 20% of all visits
- Tablets - 102,723 visits in 2013 up from 34,784 in 2012
- good mobile user experience = good customer service

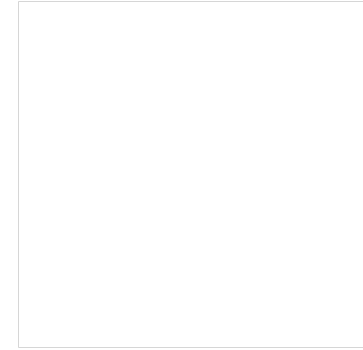
Our SM journey

- It began with snow and trust
- Communicate, Engage, Inform
- Created guidelines for personal/professional use
- Communications-led; enable not control
- Open, transparent, first and fast
- Lead in a crisis – residents turn to us
- Delivered training for 200 staff and all councillors

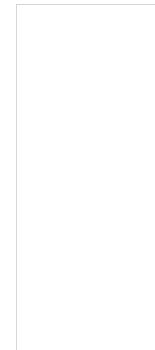


How we use SM

- Informing citizens – comms/engagement/consultation/customer service
- Enhancing democracy – switching people on, getting them involved
- Campaigning, influencing, changing behaviour
- Storytelling – creating advocates
- Building communities – place, needs, services, skills
- Insight - knowledge sharing and collaboration – partners, colleagues, communities



And it's easy to share



School consultation begins this month

Posted on: Thursday 8 November 2012

Consultation will begin this month after proposals of the closure of three schools were debated in October, in the first step of a £257.6 million school transformation programme.

The proposals would help tackle surplus places, improve the use of school resources and raise pupil attainment. They would result in the following:

Two Locks Nursery School shutting, with the age range of Nant Celyn Primary School expanded from 4-11 to 3-11 Pontymole Primary School shutting, with pupils going to predominantly George Street and New Inn primary schools The Autistic Special Needs Resource Base at Pontymole Primary School relocating to Nant Celyn Primary School Kemys Faer Infants Schools shutting, with pupils attending Griffithstown Primary School.

The drop in sessions will start from 5.30pm at the following schools:

Kemys Faer Infants School – Thursday 22nd November
Pontymole Primary School – Wednesday 28th November
Nant Celyn Primary School – Thursday 29th November
Two locks Nursery School - Tuesday 4th December

People can make their views by attending a meeting, writing to the education department, email: primaryreview@torfaen.gov.uk or visit: <https://mysay.torfaen.gov.uk/consult/1/21stCenturySchoolsStrategicPlan/consultation/home>

Consultation ends on 14 December.

LAST MODIFIED: 08/11/2012 [Back to top](#)

IMPORTANT NOTICE
We are currently in the process of transferring the content over to this site. If there is anything that you can't find please visit www2.torfaen.gov.uk

Other News In Education & Learning

Council rolls out digital learning system
02/11/2012

School girl wins gold for reading
26/10/2012

Cabinet approves school closures consultation
23/10/2012

School closure proposals
22/10/2012

Schools support electrical equipment recycling drive
15/10/2012

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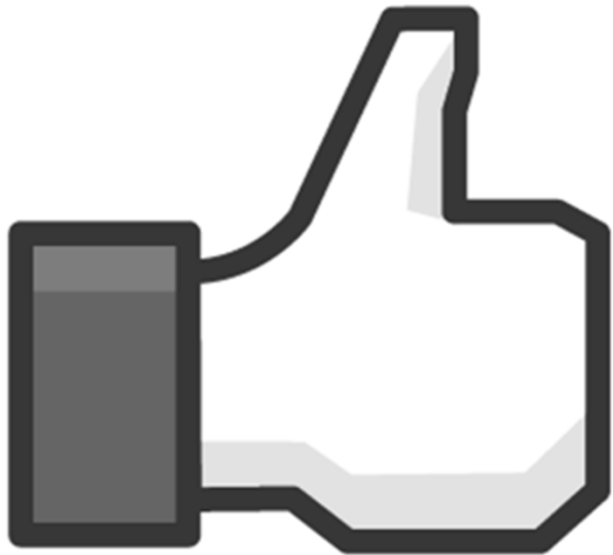
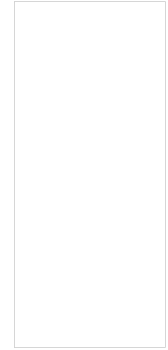
- New buttons on our website make it easy to make things ‘social’
- COPE – create once publish everywhere

Our Facebook experience



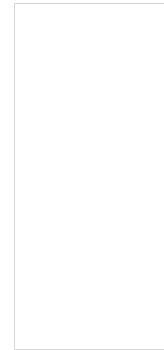
- Half Torfaen residents are FB users
- Great for intelligence and insight
- People love photos/local history
- Spikes during a crisis/big event
- It's not numbers, but interactions
- What matters to you? Positive news, bins, potholes, dog poo, schools...
- What doesn't work?
- strategy, policy and taking people off to another site

The perfect Facebook post



- Content + context
- Includes photo, video
- create 'sticky' content for audiences to share
- Ask people to do something (like, share, comment)
- Adds a link to more information

Facebook insights



- Average 826 clicks on photos v 305 clicks on a status v 126 links on a link (our experience is people on FB like to stay on FB)
- 72% of fans are women (4,652), 48% of women aged 25-44 (3114)
- Busiest times that fans are online: Weds/Thurs 9pm
- Vandalism appeal for information was shared 1,694 times, generated 437 comments and 117,297 viewed the post. Resulted in arrests!
- 750 posts in quarter 1 this year by residents
- 40% on waste and recycling – reduces expensive calls and face to face interaction in customer care
- The number of comments significantly higher

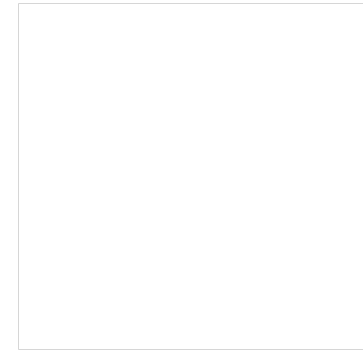
Our Twitter experience



- Fastest growing, net savvy mobile audience. Reach and speed can be enormous
- Great for 'live blogging' meetings/events
- Tweet life is very short
- Good for sharing and pushing content, retweet and share.
- Ask for retweets.

#gwentgrit

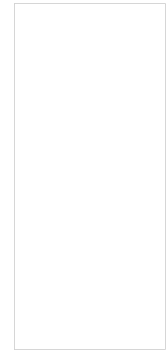
- 7 public sector partners plus RSLs
- Citizen focused – not organisation
- Promoted by local media
- Used by local journalists
- <http://www.youtube.com/watch?v=Hp7Jly15rHU>



YouTube



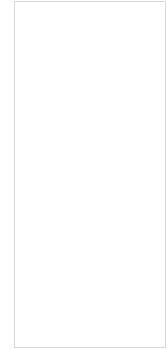
- Using video brings the council to life – enhancing the reputation of public services
- Over 4 billion hours watched each month and 72 hours of video uploaded every minute
- Young people watch Youtube more than mainstream TV



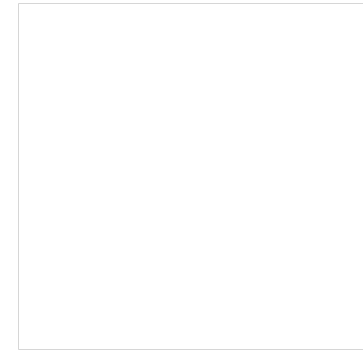
In the Depot



- <http://www.youtube.com/watch?v=G6UerjFCLdI>

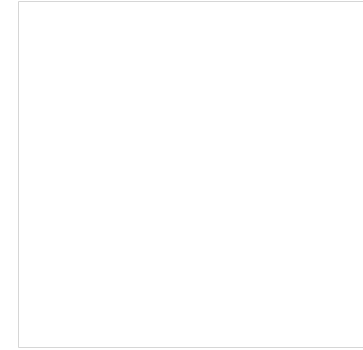


How we did it



- We planned
- A number for Elvis
- A pub and a laptop
- A 9am business continuity meeting
- A 4x4 and driver

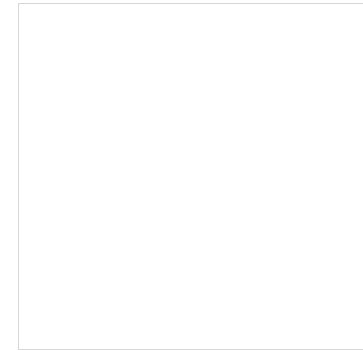
Elvis Outputs



- Video – went viral, viewed 350,000 times in a week with over 500 positive comments on YouTube
- Facebook had 226 snow updates on service disruption – these received 7138 likes, 3421 shares, and reached 59,000 people in the week, an increase of 885% on the previous week
- 170 tweets from @torfaencouncil
- 115 updates to the snow webpage in a week achieving over 100,000 page views
- 24 press releases/media invitations published during the week

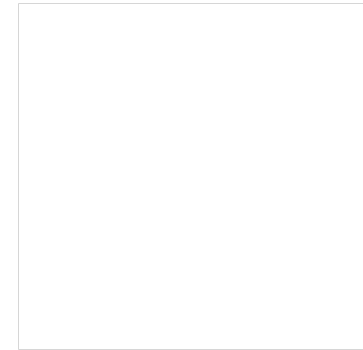
Outtakes

- In The Depot trending as the second most watched video on Youtube
- The video was 'shared' 30,390 times across Facebook, including Radio 2 and 1757 times on YouTube FB page.
- 30,306 Facebook 'likes' and 14,754 positive comments
- The video was shared 2,800 times on Twitter by targeted influencers - weather presenters, journalists, bloggers, politicians and media.
- Full house of media including:



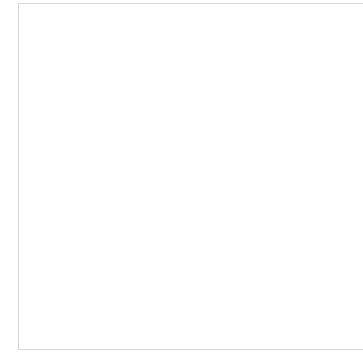
Outakes

- **TV** – Sky News, BBC News, ITV News, Channel 4, BBC Wales, BBC WM, the Wales Show
- **Radio:** Radio 2, Steve Wright’s viral video of the week, Radio 5 Live, Radio 6, Radio Wales, Real Radio
- **Print** articles in Mirror, Star, Independent, Telegraph, Western Mail, SWArgus, Free Press, Big Issue and local government press (The MJ)
- **Online** BBC, Huffington Post, Sky News Australia, blogs by the Independent, Comms2Point0 and even shared fan forums from Elvis to football clubs. Guardian’s viral videos of the week



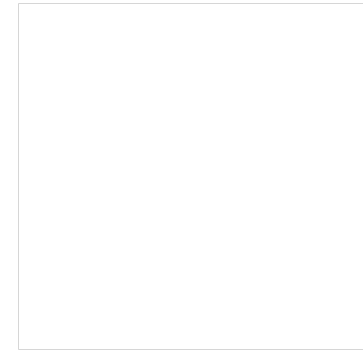
Outcomes

- A post-snow social media residents survey revealed 97% of were better informed
- Online sentiment for local government increased 17,200 positive comments, praising Torfaen
- The video was watched by over 502,691 people
- Within weeks, Torfaen's online influence increased with Facebook followers rising by 65% to over 5000
- 20 unique pieces of positive media coverage in the national media and eight articles in Welsh media.



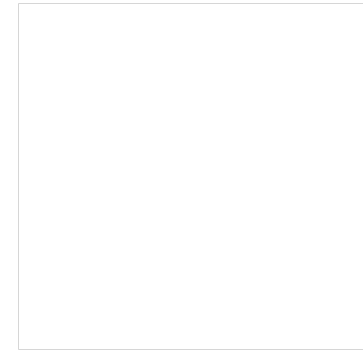
Endorsements

- Praise from ex-pats in Jamaica, Australia, Canada and USA.
- UK Highways Agency published the video
- UK Resilience cited it as best practice
- Councils from Aberdeen to Bournemouth shared the video with residents and staff
- It was sung on a local rugby terrace.
- Imitated by Worcestershire and Wakefield and a JCB company in Middlesbrough!
- Shown in Sweden and Brussels



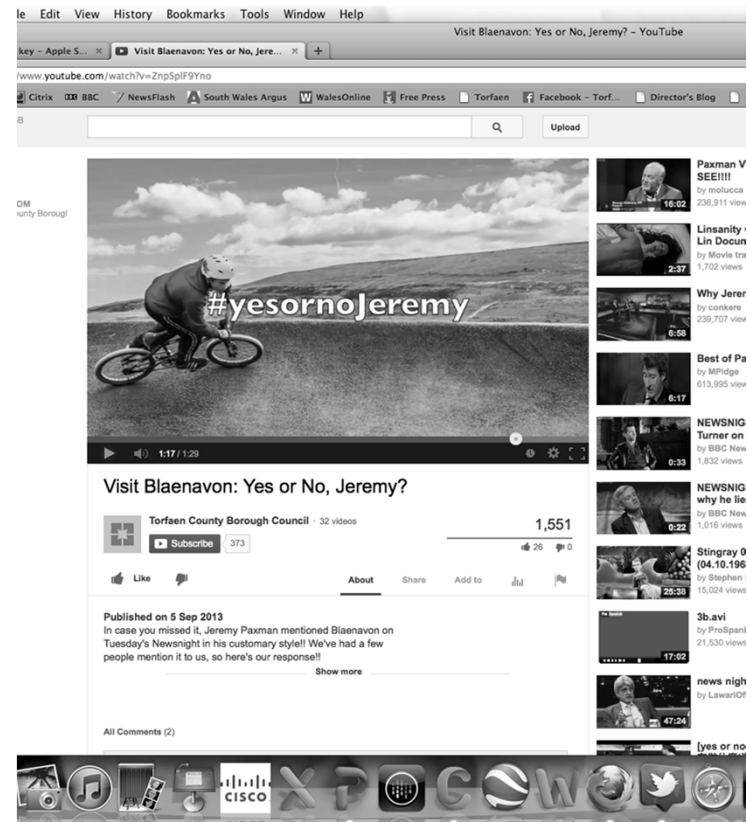
The result

- 2013: LG Comms Winners Best Use of Social Media
- 2013 CIPR Excellence: Best use of Social Media
- We continue to grow our social media audience and use video to engage the public



#yesornojeremy

- CEO wanted a letter of complaint to the BBC
- <http://www.youtube.com/watch?v=ZnpSpIF9Yno>
- National TV, Radio and Print media coverage
- BBC Breakfast, The One Show and Countryfile



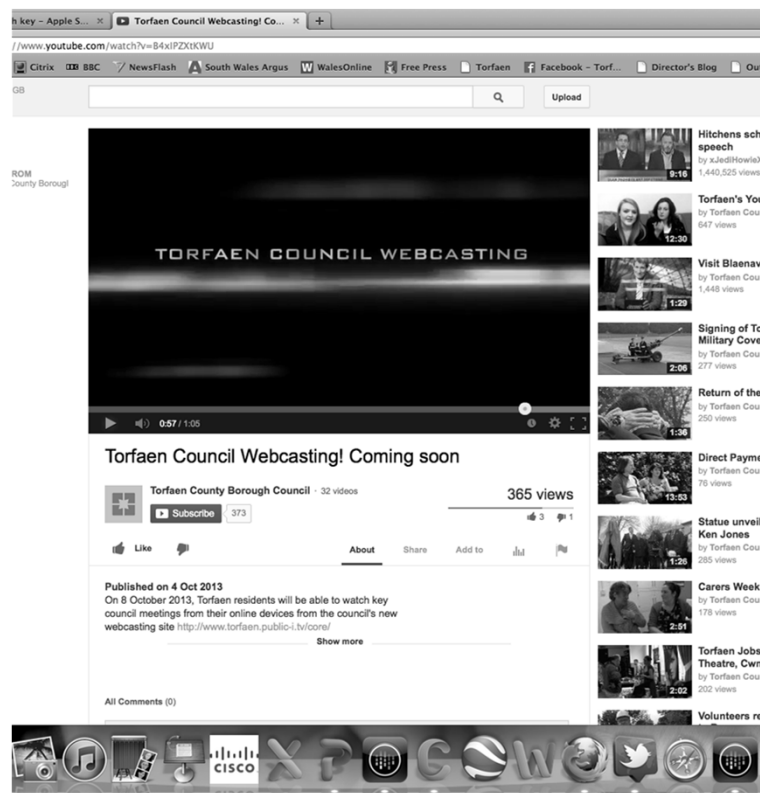
#yesornojeremy

- Influential retweets by Alex Aiken, Wynne Evans and CEO of the Lake District
- Using local online influencers/bloggers and the local community
- BBC weblink retweeted 500 times
- Reached over 100,000 twitter accounts



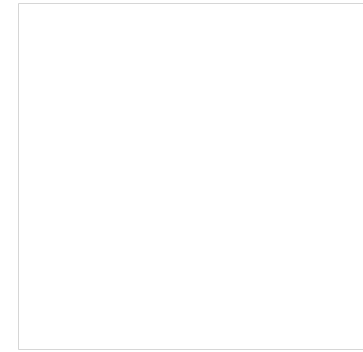
Democracy

- Live tweets/FB posts from Council and Cabinet
- Consultations, Scrutiny
- Webcasting
<http://www.youtube.com/watch?v=B4xIPZXtKWU>
- Over 500 watched live
- Over 1000 people viewed in first 24 hours



Knowing what works - free SM insight

- Facebook insights
- Twitonomy
- Tweetreach
- Hootsuite
- Topsy
- Tinyurl
- Tweetdeck

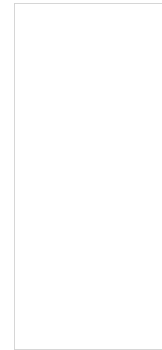


How we deal with negativity



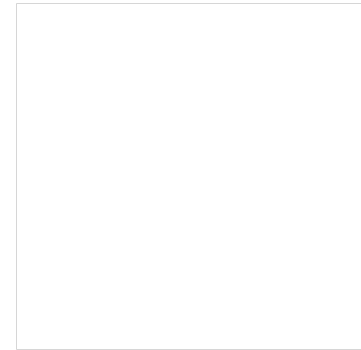
- Be grateful, engage, inform
- Respond quickly and appropriately
- Be thick skinned, tone is hard to gauge
- Take it offline if it can't be resolved
- Don't feed the trolls - they usually go away!
- Don't delete, don't ban

Think first - it can cost you!



- Don't paste in haste - would you say it to a journalist?
- It's all public and seen by billions!
- HR are dealing with a big increase in SM issues
- Irony struggles online
- New defamation bill – operators required to unmask 'trolls'
- Abide by T&Cs/Code of Conduct
- Remember the law - data protection, libel, copyright laws

Don't become the story



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Cash-strapped council spent £12,000-a-year on 'overblown PR' videos on handwashing and dangers of flu... some of which have been seen by just EIGHT people

- Warwickshire Council is tasked with slashing £92million from its budget
- It pays private company to produce the videos featuring attractive blonde
- Titles on YouTube include Keep Clean on Global Handwashing Day
- Council insists average of 1,000 people watch videos on own site

By AMANDA WILLIAMS

PUBLISHED: 17:57, 23 October 2013 | UPDATED: 19:16, 23 October 2013

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1 View comments

A council has come under fire for 'wasting' thousands of pounds of taxpayers' money on PR videos on subjects such as washing hands properly and bin collection times.

Warwickshire County Council, which is tasked with slashing £92million from its budget, spends £12,000 a year on the short films, which feature an attractive blonde presenter and a 'ticker tape'

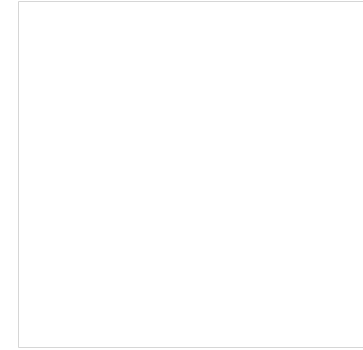
Site Web Search



Where next for Torfaen?

- Go where the eyes are!
- Integrate SM with webcasting
- April, Smartphone App – SoLoMo - Hotspots
- April, Gov.delivery – push personalised content to email accounts – joining the dots

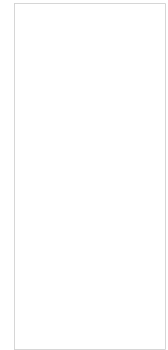
- Online participatory budget calculators 14/15
- Turn insight into service delivery



Moving forward



- First Welsh council to adopt Social Media Friendly Mark
- Digital by default communications strategy
- Torfaen Wisdom Bank



Any questions?

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