



How is Local Government making use of Social Media?



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Overview



The road to 2020
A manifesto for the Ensuring Council

**The Ensuring
Council**



'Channel Shift'

And Me!

@apsetweets

Bloggin' It

/paul-o-brien

Communicate in a way people want to listen and engage



What will local government look like in 2020?

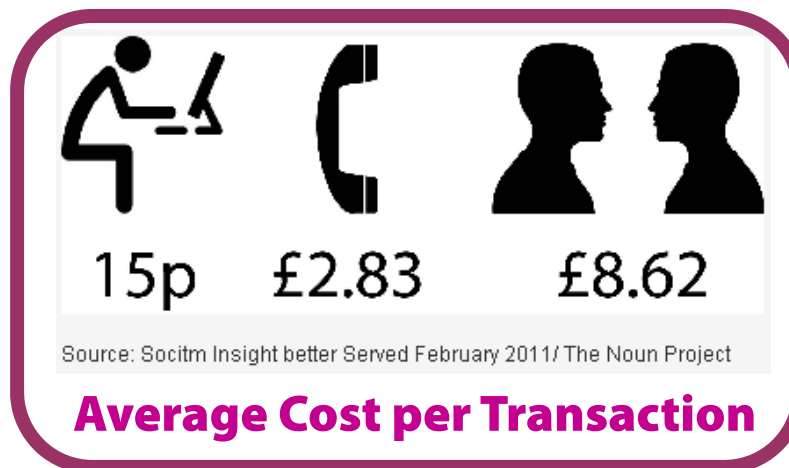
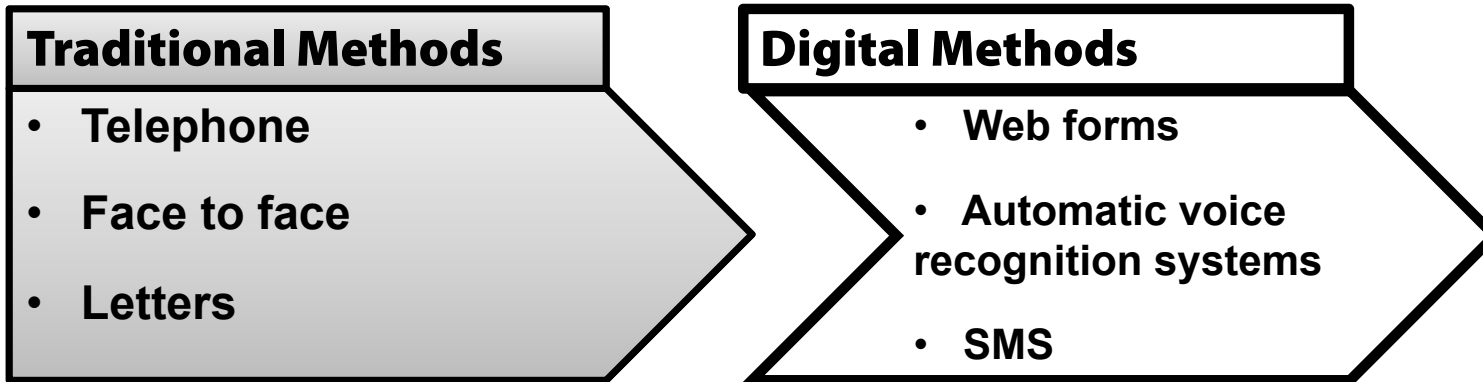


Why use social media?



- **Engage:**
 - the public in the financial debate and political democracy
- **Enable:**
 - the public to shape services they receive
- **Involve:**
 - the public in a dialogue on how we meet the huge policy challenges
- **Achieve:**
 - transactional efficiencies, service delivery redesign and demand management

A Channel Shift in Communication....





...over time

- **Know your audience and keep options open**
 - *“1 in 3 disabled users have never used the internet compared with 1 in 10 of the able-bodied population”*
(www.peskypeople.co.uk)
- **Take people with you- nudge don't shove!**
 - Sell the advantages e.g. faster service, transparency, right first time
 - Promote the digital via the traditional e.g. your website address & twitter name on letterheads

Not just cost savings but higher customer satisfaction



"The resulting reduction in volumes of phone and face-to-face contacts will reduce cost as well as improving customer satisfaction, particularly where enquiries are resolved on first contact."

Socitm insight, 'Better served: Customer access, efficiency and channel shift', Feb 2011

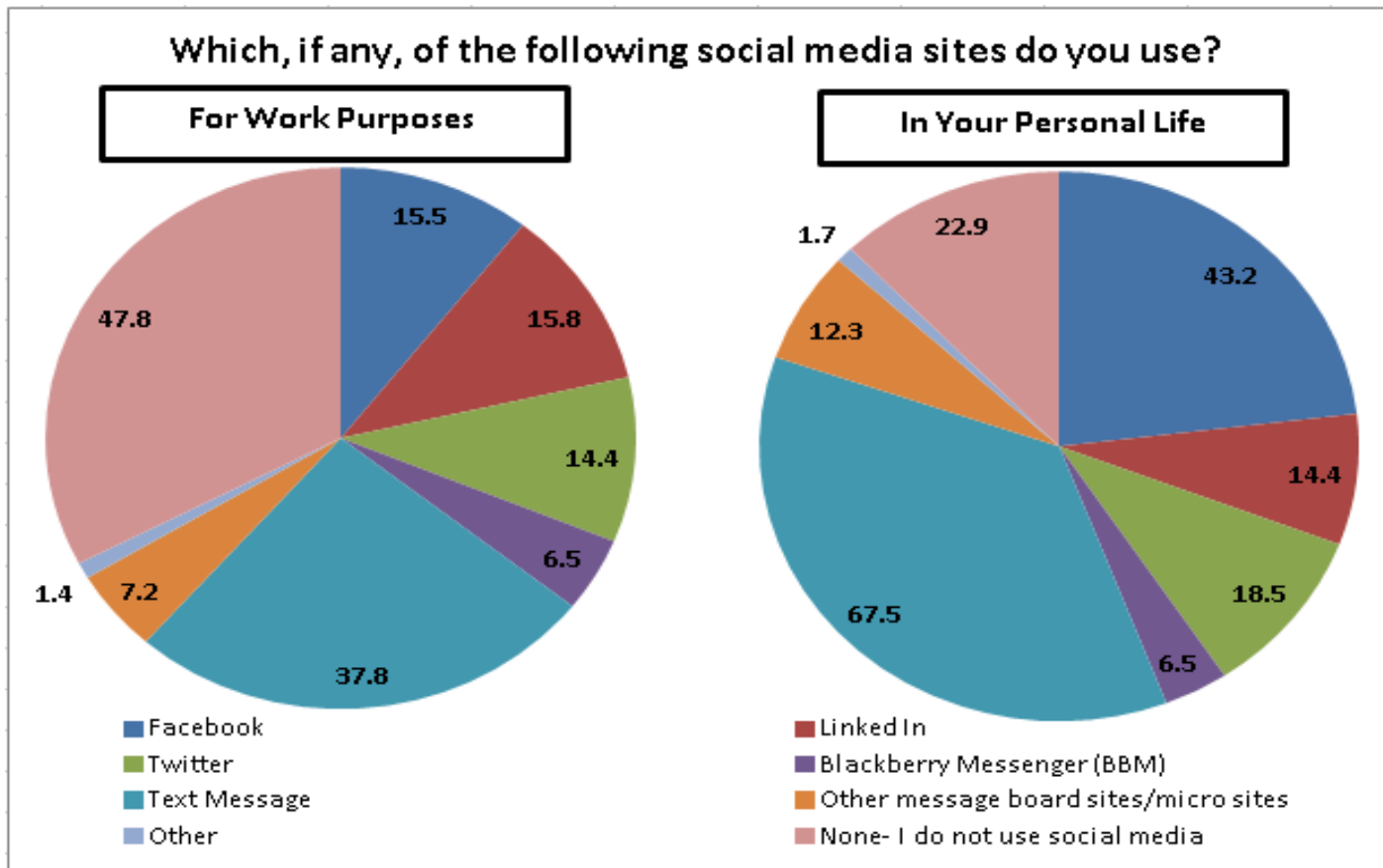
£ 54%

When asked about their 'return on investment' (ROI) in Social Media, 54% of Local Authorities identified increased customer satisfaction.

BDO & MJ, 'Local Government Social Media survey', Jan 2012



Social media use amongst APSE members- work & play 2013

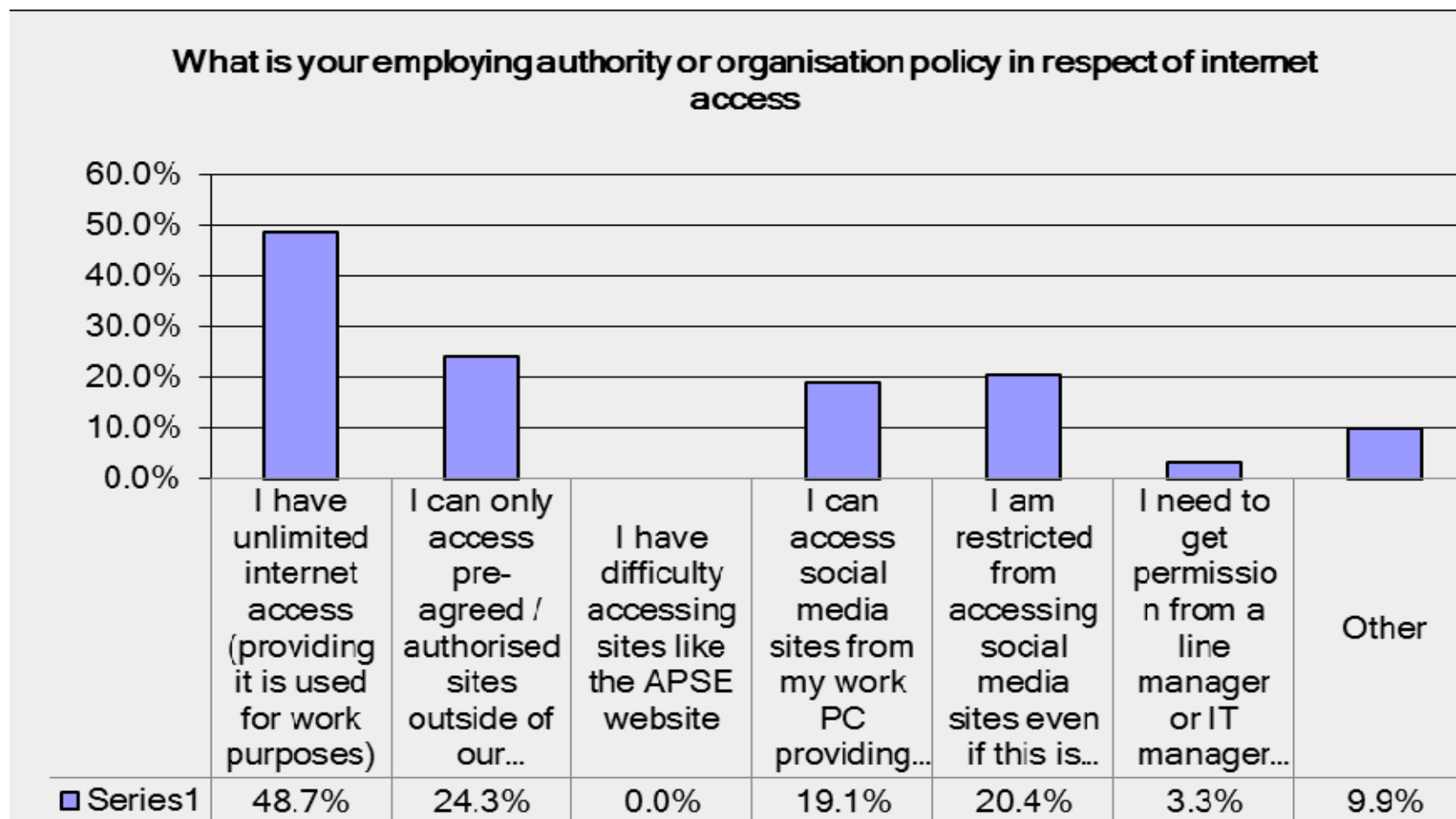


2015 Work & Play

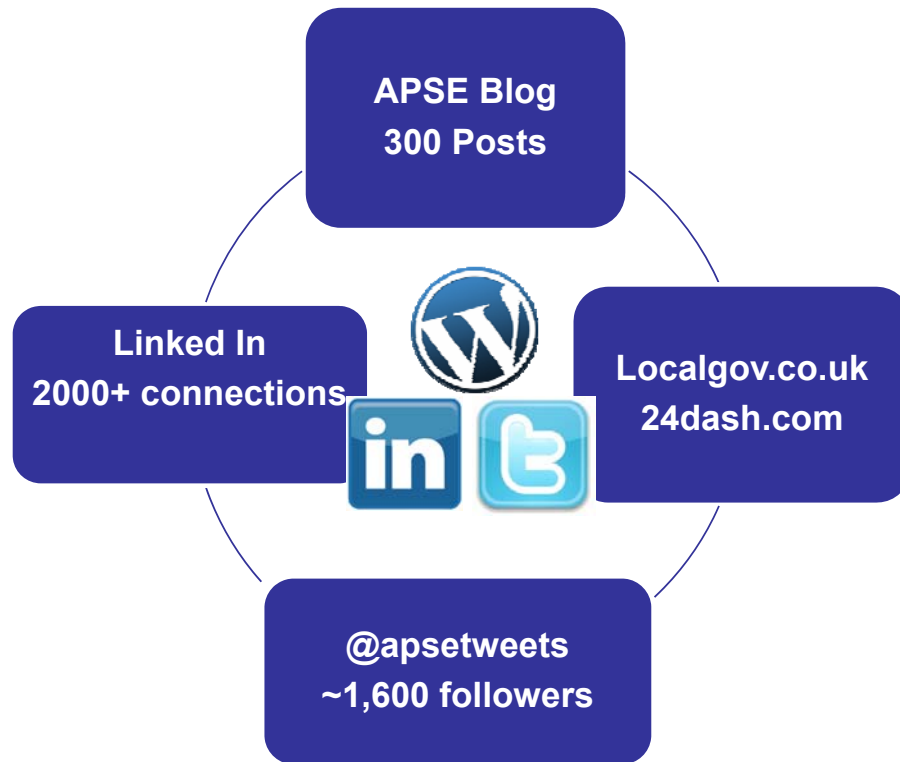


Answer Options	Response Percent	Answer Options	Response Percent
Facebook	35.30%	Facebook	62.50%
LinkedIn	28.70%	LinkedIn	40.10%
Twitter	42.70%	Instagram	12.50%
Instagram	3.30%	Twitter	37.50%
Disqus	0%	Disqus	0.70%
YouTube	16.70%	YouTube	42.10%
Google+	14.70%	Google+	26.30%
Skype	3.30%	Skype	26.30%
Tumblr	0%	Tumblr	3.30%
WhatsApp	2%	WhatsApp	26.30%
Text messages	35.30%	Text messages	71.10%
Other message board sites / micro sites	9.30%	Other message board sites / micro sites	11.20%
None I do not use social media for personal use	32.70%	None I do not use social media for personal use	10.50%
Other please specify	4.70%	Other please specify	2.00%

An issue of culture rather than access?



A middle aged bloke's journey - to infinity and beyond!



Social Media is a set of tools in my communications toolbox

It enables me to repeat my core message frequently and across many outlets



"My wife said I don't listen to her. At least I think that's what she said."

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



Democracy and Governance		
Answer Options:	Response Percent	Response Count
Stream or provide live commentary on council meetings	28.1%	18
Promote turnout at polling stations	42.2%	27
Raise awareness of consultation	79.7%	51
As a point of contact for local councillors	21.9%	14
To communicate internally with colleagues	15.6%	10
Communicate / network with partners, across the sector	57.8%	37
answered question		64
www.apse.org.uk	skipped question	#apsesm 16

Service delivery



Enhancing service delivery		
Answer Options:	Response Percent	Response Count
Receive and respond to customer/client enquiries	85.5%	59
Communicate regarding day-to-day service delivery	91.3%	63
Gather intelligence about what is happening in local communities	46.4%	32
Service based consultations e.g. about service changes such as bin collections	68.1%	47
Advertise/sell additional or traded services	31.9%	22
	answered question	69
www.apse.org.uk	skipped question	#apsesm 11

Campaigns / promotional



Campaigns or Promotional Work		
Answer Options:	Response Percent	Response Count
Promote the local area as a tourist destination	63.8%	44
Promote healthy lifestyles	72.5%	50
Advertise job opportunities	65.2%	45
Enhance public opinion and awareness of the role and function of the organisation	84.1%	58
answered question		69
skipped question		#apsesm 11

What demonstrable outcomes can we point to from its use?



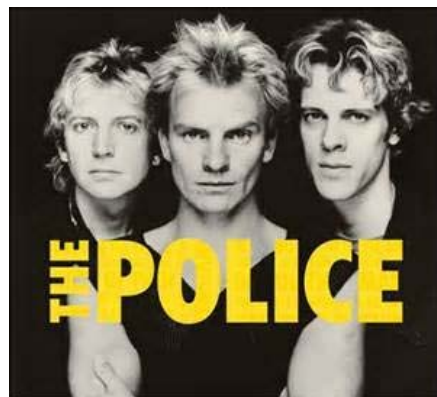
How has the way you've used Social Media affected your budget?

Answer Options:	Response Percent	Response Count
It has created savings	54.5%	18
It has generated new income for the council	21.2%	7
It has increased costs	30.3%	10
answered question		33
skipped question		48

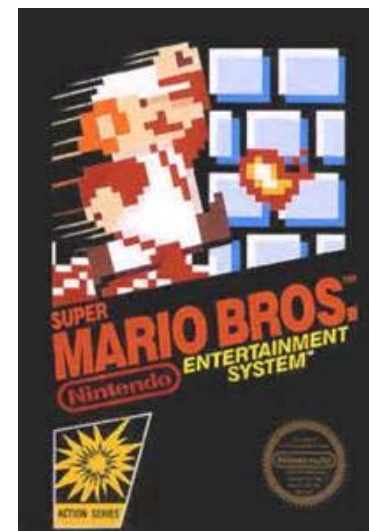
What is being developed and what is on the horizon?



I ♥ 80's



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Conclusions



1. Social media being under-utilised in Local Government
2. Huge opportunities exist to change the way services are delivered and consumed
3. Public changing the way it expects to interact with and receive services from Local Government
4. Investment in internal training on social media required if cultural change is to be achieved
5. Social media a vehicle to enhance the debate about the future of Local Government via the engagement of resident and citizen



LOCAL SERVICES

LOCAL SOLUTIONS



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