

apse seminars

Social media

Practical applications that work for frontline services



A seminar providing real examples of the use of social media in supporting local authority services- street cleansing and waste, soft fm, housing, highways and council communications.

Tuesday 27 August 2013 at Hampden Football Stadium, Glasgow

Tuesday 27 August 2013

09:30am - Delegate Registration

10:00am: **Welcome and opening**

10:05am **Session one: Policy and legal context**

Social media and the Ensuring Council

- Ensuring Council: what's social media got to do with it?
- A "Channel Shift" in communication
- APSE's engagement in the social media revolution

Speaker: Paul O'Brien, Chief Executive, APSE

Scotland's Digital Future: The delivery of public services

- Scottish Government's vision of what success will look like
- The part Scottish councils are playing in this vision
- What next? The progress of the vision

Speaker: Colin Cook, Head of Digital Strategy & Programmes, Scottish Government

Keeping it legal!

- The legal risks of social media use by employees in the Local Government context
- Key issues in the workplace to consider and manage
- Common pitfalls and essential safeguards

Speaker: Paul McMahon, Employment Partner, Brodies

11:30am Tea and coffee break

11:45am **Session two: Council wide approaches to social media**

Connecting People: Local Government & Social Media

- Council comms response to a changing media landscape
- Involvement of frontline staff in social media comms
- The need for constant innovation and experimentation

Speaker: Stewart Argo, Media Manager, City of Edinburgh Council

A new way to communicate with the electorate

- Championing social media use by political Members
- The benefit to local democracy
- Bolstering scrutiny- community feedback in improving services

Speaker: Cllr Paul O'Kane, East Renfrewshire Council

Midlothian's use of Facebook: increasing its 'likes'

- The facebook journey
- Maintaining interest in an established facebook audience
- Lessons learnt and next steps for Midlothian Council and social media

Speaker: Stephen Fraser, Communications & Marketing Manager, Midlothian Council

1.00pm Buffet lunch

2.00pm **Session three: Social media use in frontline services part I**

Practical application of social media in catering services

- Use of interactive school catering menus on website
- Recipe book and nutritional content for all
- Making the web page fun and educational for children (and adults)!

Speakers: Bill Kennedy, Facilities Services Manager, Tayside Contracts

Practical applications of social media in housing services:

- The next phase of NLC Looking Local
- Use of new technologies within housing property
- Development of wider ICT framework and information links

Speaker: Lynsey Smith, Senior Service Delivery Manager, North Lanarkshire Council

2:45pm Tea and coffee break

3:00pm **Session three: Social media use in frontline services part II**

Practical application of social media in environmental services

- Harnessing mobile technology allowing residents to report issues
- How it works and the integration of the "Report It" app into day-to-day service delivery
- Managing resident expectations and success stories to date

Speaker: Esther Gunn-Stewart, Senior Manager, North Ayrshire Council

Practical application of social media in highways and winter maintenance service

- @slcroads - roads and winter twitter in South Lanarkshire
- Top tips and pitfalls in using social media for winter maintenance
- Keeping South Lanarkshire Moving - success of twitter in improving service

Speaker: Carlyne Mitchell, Information Officer, South Lanarkshire Council

4:00pm - Seminar close

Seminar objectives

We are all aware of social media, Facebook, Twitter and apps but few are making full use of the opportunities. The technology is fast moving and sometimes the hype tends to run ahead of what's genuinely achievable. This seminar will provide real examples of the use of social media in supporting local authority services such as street cleansing and waste, soft fm, housing services and highways as well as council communications. It will showcase examples of local authorities just starting out in social media as well as those with an established approach, providing learning whatever stage you are at. This seminar will explore the legal issues associated with local authority social media use as well as highlight Scottish Government's vision for a Digital Future in delivering public services.

After the day you will not only understand the technology further, but be able to assess and apply the benefits to your own service area. The seminar will feature plenary sessions on policy and corporate approaches to social media use in local government as well as in depth case study sessions demonstrating the practical application of social media in front line services. Attendance at this APSE one day seminar is essential for all officers and members seeking to understand what social media is about, how social media can be used by their Council and the benefit it can bring to improving front line service delivery.

Who should attend?

- Chief executives and council leaders
- Elected Members
- Service directors and heads of services
- Front line service managers and officers:
 - o Soft fm
 - o Street scene and the public realm
 - o Street cleansing
 - o Environmental enforcement
 - o Housing & Building
 - o Highways and winter maintenance
- Support Service manager and officers:
 - o Communication and marketing
 - o ICT and customer care
 - o Business improvement
 - o Strategic policy
 - o Legal services
- Trade union representatives

Reserve your place now by completing the booking form and faxing or emailing it to Laura McNab at APSE on 01698 200 316 Lmcnab@apse.org.uk

The venue

Hampden Football Stadium

Letherby Drive, Glasgow, G42 9BA

Road and Parking

We are just 3 miles away from Glasgow City Centre (short 10 minutes by taxi). Both the M8 & M74 are approx 3 miles from the stadium.

We also have up to 1,000 car park spaces.

Train

Commuters by train should connect from Glasgow Central to Mount Florida station, and from there it is a short 5 minute walk to the entrance of stadium.



**LOCAL SERVICES
LOCAL SOLUTIONS**



Booking form

APSE social media seminar, Tuesday 27 August 2013

Office Use

Del#.....

DB:.....

Conf:.....

main contact name: _____ authority: _____

address: _____

post code: _____

telephone: _____ fax: _____ email: _____

Please detail here any special dietary/access requirements for the delegates listed below:

APSE issues a written confirmation for all delegate bookings received. If you have not received your confirmation letter within 10 working days of sending your booking form, then please contact APSE on 01698 459 051.

Payment information

What's included: The delegate place covers attendance, delegate documentation, lunch and light refreshments. Please note that hotel accommodation and travel costs are not included. A list of recommended hotels in the area is available on request.

APSE members delegate fee:- £125 + VAT

Non-members delegate fee:- £169 + VAT

Please indicate preferred method of payment (tick):-

VAT registration number 671 447 720

- Please find enclosed cheque (made payable to APSE)
- Please invoice me

CANCELLATION & REFUND POLICY: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to Lmcnab@apse.org.uk or fax to 01698 200 316. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Delegate name	Delegate position	Delegate email

Please return completed form to Laura McNab, APSE, Brandon House Business Centre,
Unit 18-20, 23/25 Brandon Street, Hamilton, ML3 6DA
or fax direct to: 01698 200 316 Telephone: 01698 459 051 - E-mail: Lmcnab@apse.org.uk