

Customer contact in Highways and Winter maintenance

Simon Spedding, *Group Manager (Design and Operations)*

Simon Williams, *Senior Digital Officer (Strategic Communications)*

@sgloscouncil

facebook.com/**sgloscouncil**

www.southglos.gov.uk/**socialmedia**

www.southglos.gov.uk



Once upon a time..

- Letters from the dominions
- Parish walk-rounds
- Phone calls
- Call centres



- And there was email

Expectations of how people receive information are changing

Fast access to accurate and latest information


- Opening times...schools, offices, services
- Bin collections
- Gritting
- Roadworks and closures


Changing expectations about everyday contact


- Channels that are part of everyday life
- Don't like to wait on the phone
- Hiding behind digital profile?
- Increased access and scrutiny - phones, tablets etc
- Ability to submit photos and location data with queries
- Expect/demand a quick response
- Rapid spread and sharing of information




Increasing expectations

 **@sglosouncil** very smelly pond in Bromley Heath Park. Causing local dogs gastroenteritis. Please investigate. 5d
Open

 **South Glos Council @sglosoc...** 4d
@sglosouncil We will send out an inspector to check the dew pond.

 **@sglosouncil** has the dew pond been inspected yet please? 8:08am · 20 Apr 2015 · Twitter for iPhone

 **@sglosouncil** When are the bridge widening works at Teewell Hill going to be finished? 6:44pm · 19 Apr 2015 · Mobile Web (M5)

 **@sglosouncil** Could you put a sign up telling the birds that this isn't for their use! Thanks! 4d
pic.twitter.com/enRTncvYmg



Internal preparations

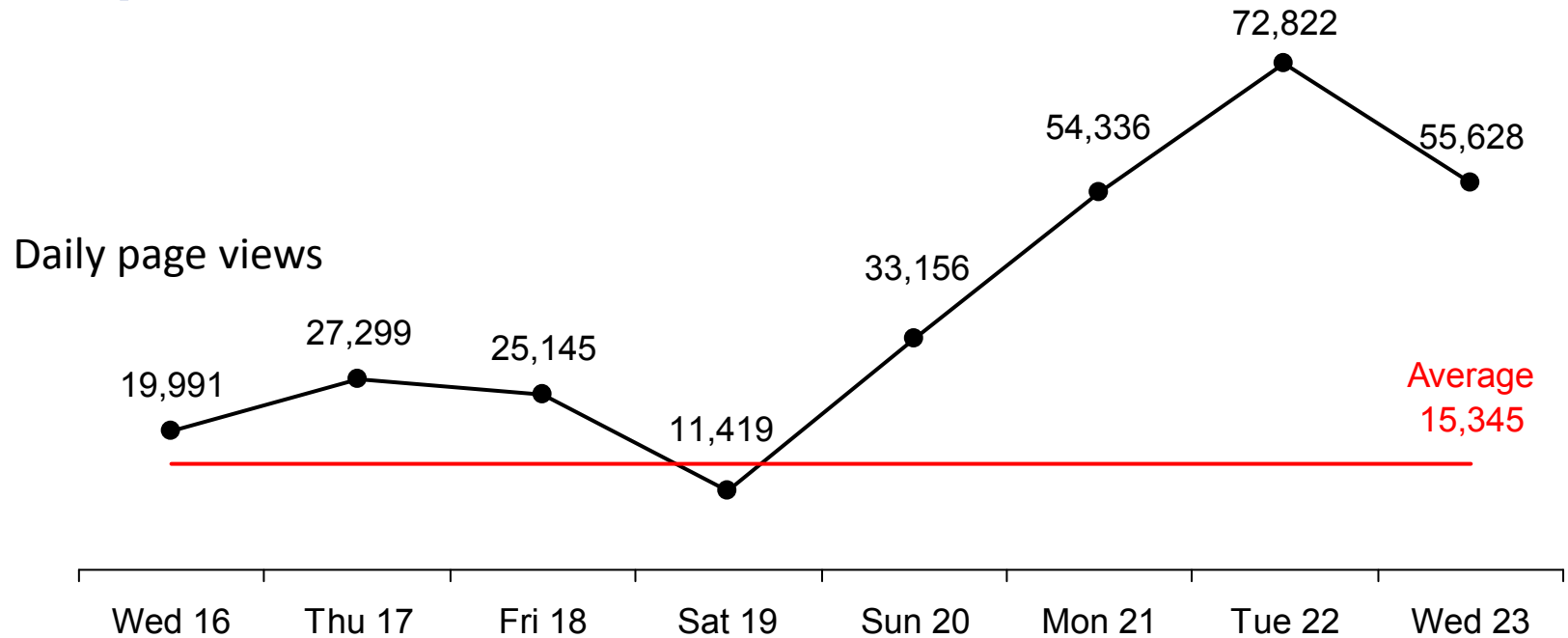
- Integration of social media
- Tweetdeck for teams, facebook admins
- Policy
- Direct contacts, templates and 'model' responses, rotas
- Web app for schools opening status
- Website - signpost to social media
- Regular internal updates when necessary

Integration and monitoring

- Sign post social media
- 'fast track' accounts
- Tweetdeck for teams
- Facebook 'work' profiles for administration
- Google alerts monitor 'big data'
- Free tools e.g. twitter analytics, facebook insights, socialmention, topsy, tweetreach

Website traffic (severe weather)

Example: Severe winter weather 2013



Encourage engagement

The image displays a grid of Facebook posts from the South Gloucestershire Council page, illustrating various types of content used to engage the community during a snow event. The posts include:

- Administrative notices:** Posts from 19 and 20 January providing information about library closures and council services affected by the snow, including links to further information.
- Community photos:** Users sharing photos of snow-covered landscapes, including Kingsgate Park in Yate, a snowman, and a frozen allotment.
- Council operations:** Photos of council vehicles, such as a yellow gritter with 'Street Care' branding, and SORT IT! Centres.
- Interactive content:** A post asking users to share their snow photos, and another asking for snow photos to share.

The posts show engagement metrics such as likes, comments, and shares, indicating the reach and interaction with the content. The overall theme is community support and information sharing during winter weather.

Challenges

#useless #tossers #completejoke



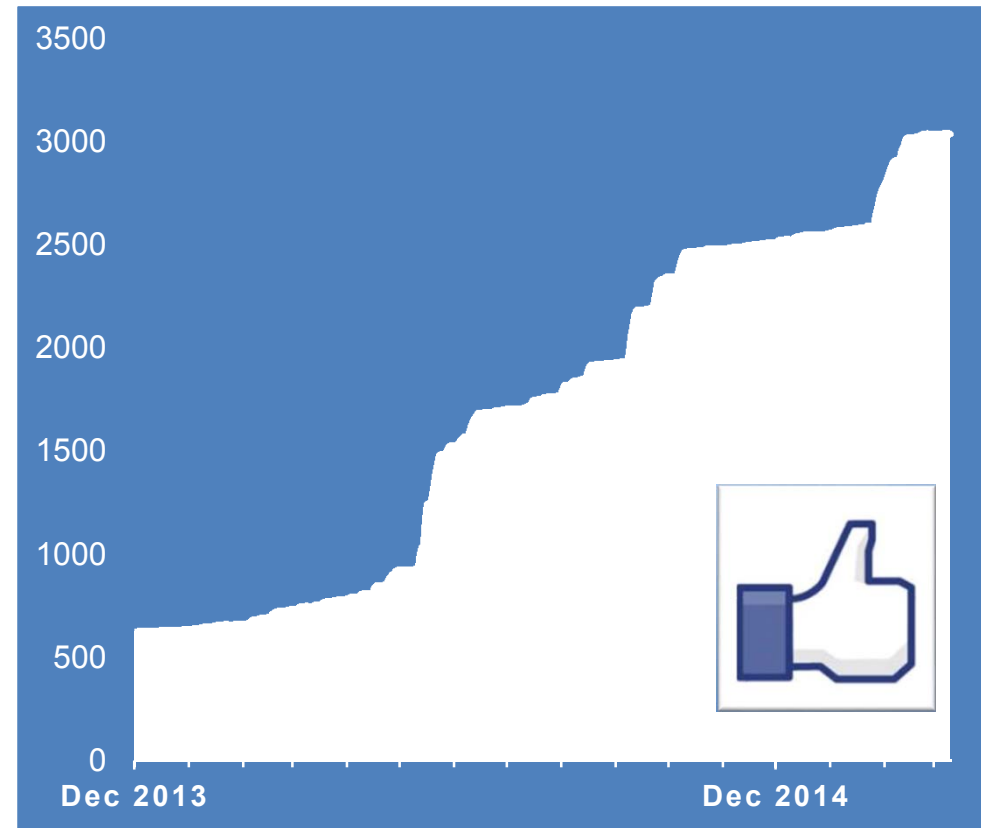
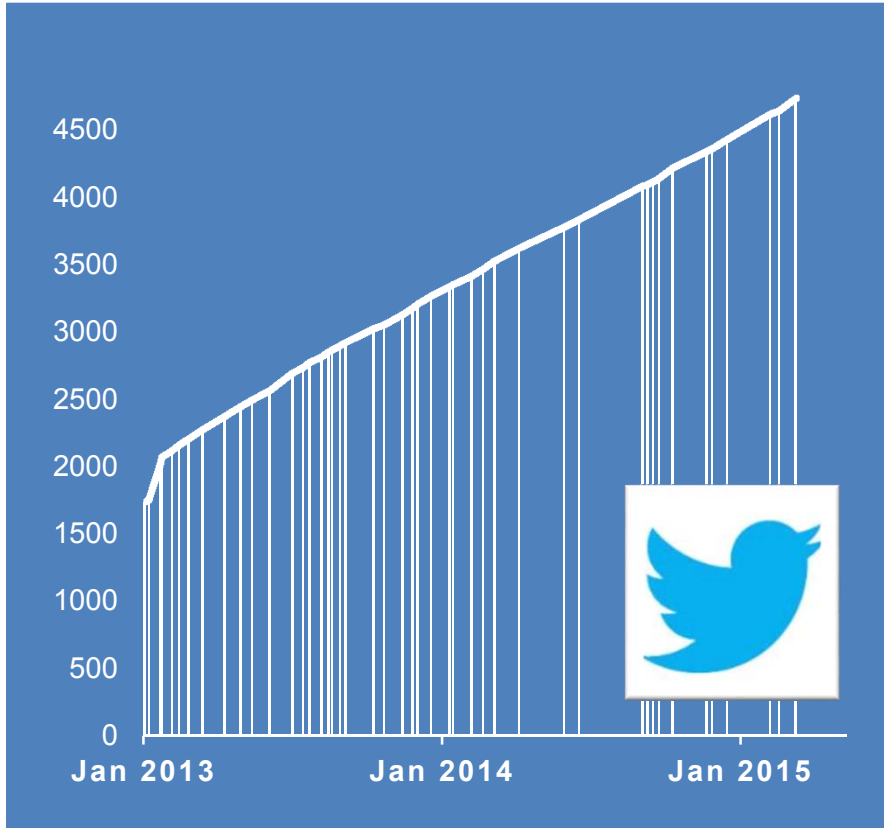
24/7
non stop

- Internal tracking
- Answer or not?
- Linking messages
- Acting faster if we can
- Monitoring outside normal working hours
- Reputation management
- Users/contacts in Technical teams

Rewards and prizes



Rise in social media usage



Lessons learned

- Close the loop
- Social media competencies
- Correct any misinformation
- Respond timely and consistently, acknowledge if a response might take a while to gather
- Co-ordinate responses
- Use images, web links and video
- Need for better social media monitoring tools
- Be proactive. e.g. road closures, changes to services
- Ensure comms channels for the digitally excluded

Next steps

- Management tools and better contact centre integration
- Review social media policy and guidance
- Monitor upcoming digital trends for customers
e.g. Streetlife, Mr Pothole
- Increase use of video content to engage
- Twitter still most popular amongst local government
- Improve integration between digital channels
including web, flickr, pinterest, youtube and vimeo