

apse seminars

Social media



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

Friday 7 February at the Radisson Blu Hotel, Durham

Friday 7 February 2014

09:30 - Delegate Registration

10:30: Welcome and opening

10:35am **Session one**

The use of social media on the road to 2020

- 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

The Social Media Skills Revolution

- What platforms are available and how can we use them strategically
- Helping your workforce or organisation feel comfortable with new media
- What skills do staff need?
- What would a staff training programme look like?
- Who should own and lead on social media?

Speaker: Dr Mike Nicholson, Centre Director, Centre for Global Learning and Executive Education, Durham University Business School

Social media and new technology: Can it deliver on efficiencies?

- The UK digital divide
- Channels of Communication
- Automation, self-service and savings
- 'Binfo', Council Connect and more

Speaker: Peter Atkinson, U6 Media

Panel question and answer session

11:30 - 11:45 Tea and coffee break

11:45 Session two

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
- Taking a proportionate approach

Speaker: Germaine Machin-Cowen, Walker Morris Solicitors'

Engaging residents in winter maintenance services

- Service delivery and social media benefits
- Make it fun!
- #Elvis has now left the depot

Speaker: Neil Jones, Head of Communications, Torfaen County Borough Council

Panel question and answer session

1:00 pm - 2:00 pm Lunch and Networking

2:00 - 3:30 pm Session three: Frontline examples

Social media, elected members and Purdah!

- What should be the protocols for elected member use?
- Can social media replace those empty church halls?
- Skype surgeries
- Using social media as a tool for community engagement and consultation

Speaker: Cllr David Harrington, Stockton on Tees Borough Council

From zero to 23,345 'likes' and counting: Coventry City Council's use of Facebook

- The journey from a pilot facebook page to winning LGComms Reputation Awards
- Maintaining interest in an established facebook audience
- Lessons learnt and next steps for Coventry City Council and social media

Speaker: Alison Hook, E-Communications Editor, Coventry City Council

Stop Wittering and Start Twittering!

- Understanding your Audience
- Enabling a feedback driven environment
- Using social media as a tool to give and get feedback on your services
- How Hull City Council was able to develop a 21st century communications and marketing strategy

Speaker: Eddie-Coates-Madden, Senior Communications and Marketing Manager, Hull City Council

Panel question and answer session

3:30pm - 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, leisure and culture, 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 highlighting the professional approaches adopted by APSE member authorities. Importantly, this seminar will also look to what's coming next.

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 Leisure and culture
 - o Street scene and the public realm
 - o Street cleansing
 - o Environmental enforcement
 - o Housing
 - 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 it or emailing to Vicky Starmer at APSE on 0161 772 1811 vstarmer@apse.org.uk

The venue

Radisson Blu Hotel

Frankland Lane, Durham, DH1 5TA

**LOCAL SERVICES
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INVESTOR IN PEOPLE



Booking form

APSE social media seminar, Friday 7 February, Radisson Blu Hotel, Durham

Office Use

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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 5 working days of sending your booking form, then please contact APSE on 0161 772 1810.

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 519 286 915

- 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 vstarmar@apse.org.uk or fax to 0161 772 1811. 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 Vicky Starmar, APSE, 2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester M32 0FP or fax direct to: 0161 772 1811 Telephone: 0161 772 1810 - E-mail: vstarmar@apse.org.uk