



Facebook- what is there to like about it?

Stephen Fraser, Midlothian Council

Context



- Why am I here?

Midlothian Council rated in Scotland's top five and ranked eleventh in the UK for the use of Facebook.


Top 20 Councils with Facebook Followers, February, 2012. page 164.

With friends like these



- Midlothian total number of people who have clicked the like button **6591**

Subject: quintly - weekly summary as of 08/20/2013



WEEKLY SUMMARY

Dear User,
this is the summary of the Facebook pages you are tracking with our application quintly.

For more detailed analyses please login to your account on our website <http://www.quintly.com>.

Your Facebook pages:

PAGE	#FANS	LAST 7 DAYS		LAST 30 DAYS	
		TOTAL	%	TOTAL	%
Midlothian Council	6,591	2	0.03 %	25	0.38 %
The City of Edinburgh Council	2,653	12	0.45 %	83	3.23 %
West Lothian Council	24,993	13	0.05 %	166	0.67 %

In case you don't want to get this weekly mail anymore, please click [here](#).

If you have any other questions please contact us at support@quintly.com or via the following contact details:

quintly - SMT Social.Media.Tracking GmbH

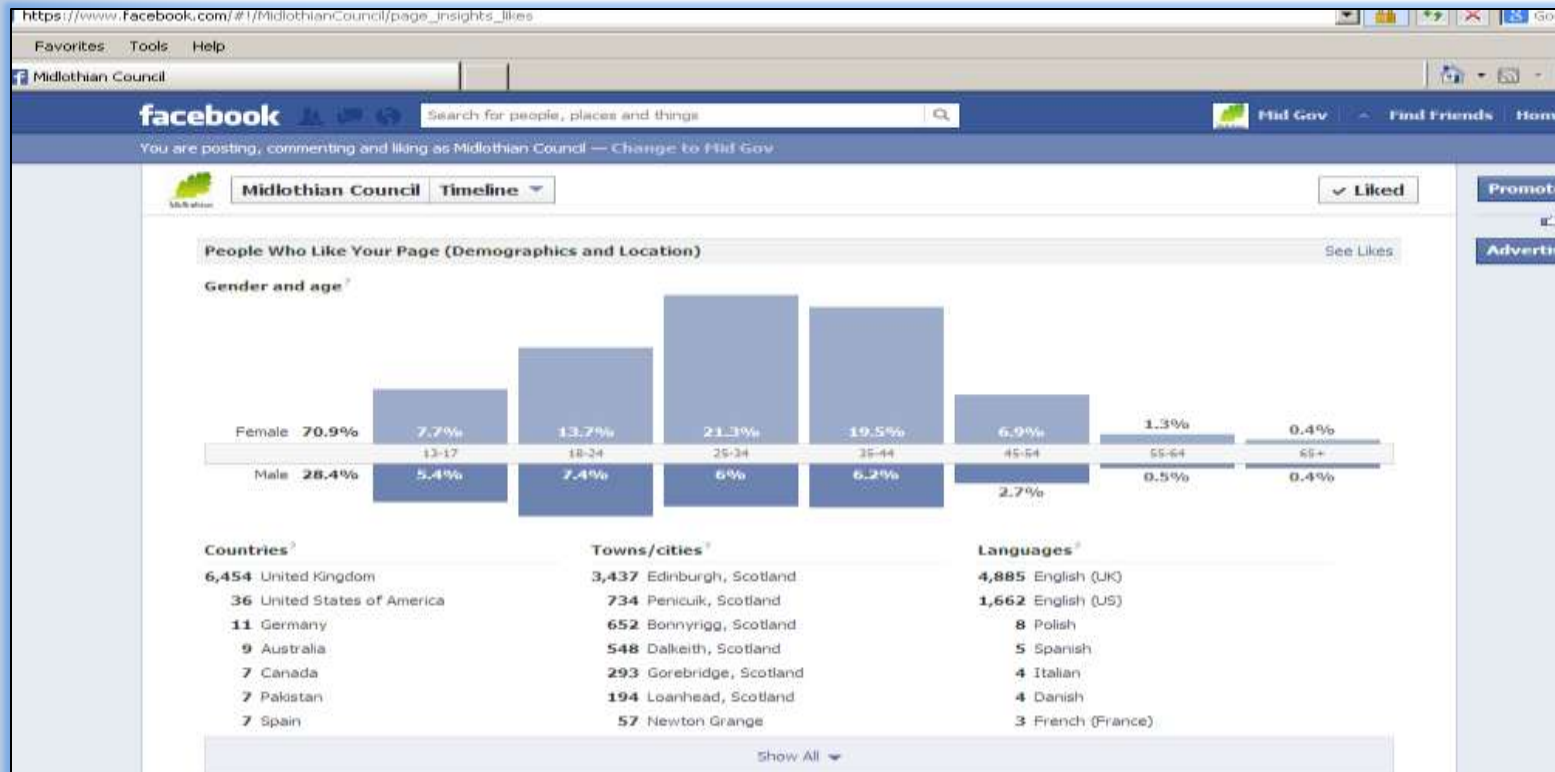
Midlothian Context



6,591 likes from a total population over the age of 13 of 66, 776. (Census 2011).

ONE IN TEN RESIDENTS HAVE CHOSEN TO LIKE US!

Midlothian Advertiser circulation is around 6,000 a week.



Maintaining Interest



- Not centrally controlled – we have one corporate presence but support nine services with their own Facebook presence
- Content generation – broadcast mechanism – every media release going up – 5-10 a week.
- Engagement – Newbattle Consultation dialogues – same status as public meetings – held in the same phase.

Maintaining Interest



- Recycling Q and As

Video and Photography

facebook Search for people, places and things Mid Gov Find Friends

You are posting, commenting and liking as Midlothian Council — [Change to My Gov](#)

Midlothian Council Timeline 2013 Admin Panel

653 people saw this post Boost Post

Midlothian Council 12 June · 🌐

Sneak peek at new Lasswade High School Centre (5 photos)
Check out our latest photos showcasing the new school and community facilities — in Lasswade.

Like · Comment · Share 20 15

117 people saw this post

Midlothian Council shared a link. 12 June · 🌐

On: 14/06/2013.
Concert featuring Ethan Thomas, The Sail Pattern, Anna Shannon and Gallus Crows.

Loanhead Music Festival

Scopus Better connected 2013 measuring quality in course websites

Like · Comment · Share

Video and Photography



facebook Search for people, places and things Mid Gov Find Fri

You are posting, commenting and liking as Midlothian Council — (Switch to Mid Gov)

Midlothian Council Photos + Create Album

Add photos Edit Tag

Sneak peek at new Lasswade High School Centre

Updated about 2 months ago · Taken in Lasswade, Midlothian · 1/1

Check out our latest photos showcasing the new school and community facilities.

Like · Comment · Share 19

138 people like this.

View 18 more comments

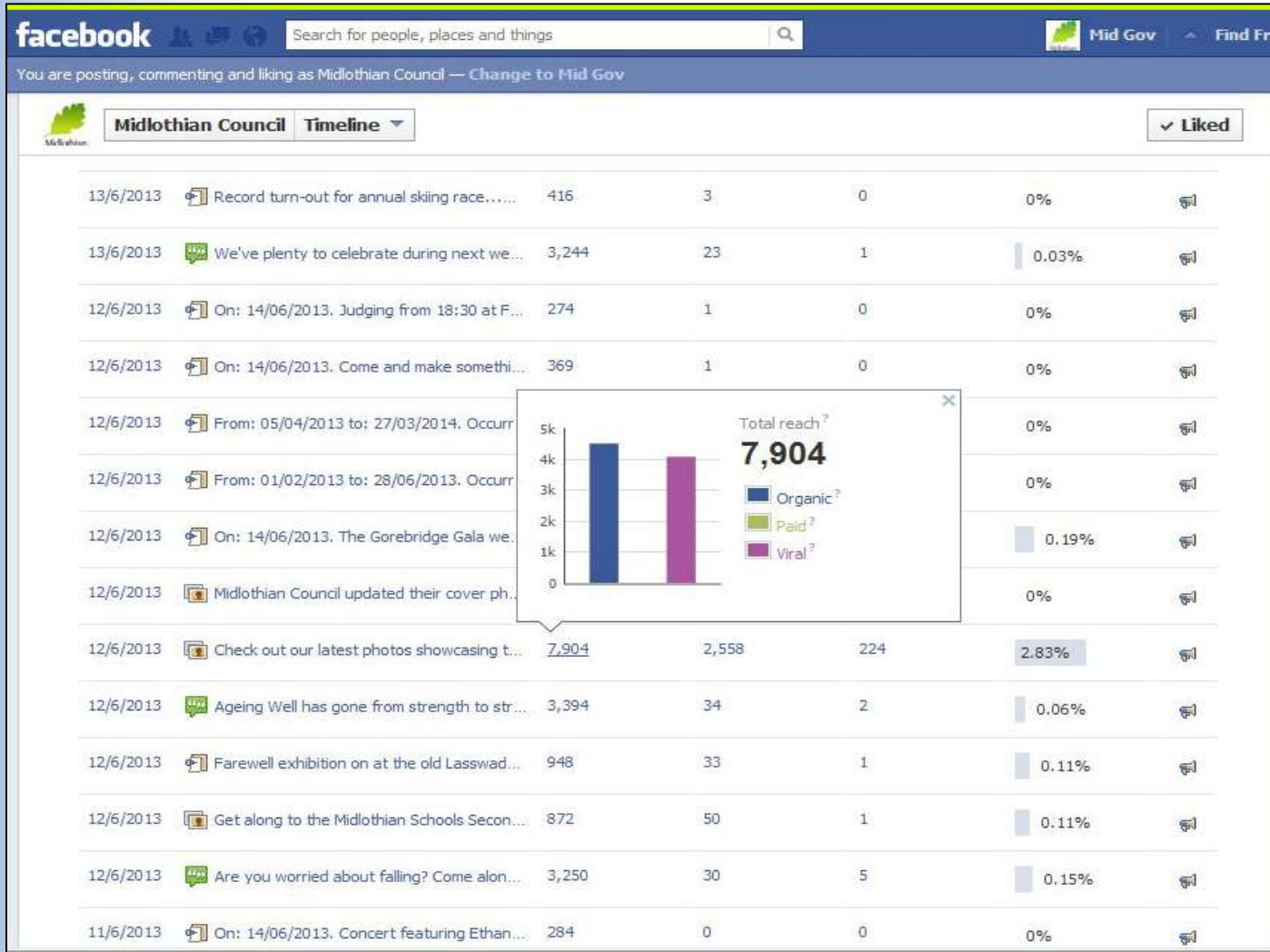
Michelle Cunningham Lynne it really was amazing to see, both the school and sport side is fab. Much better than I imagined. Yip hope Newbattle School turns out just as good.
12 June at 22:13 via mobile · Like

Mary Hickechnie When will you publish opening times for general public?
25 June at 16:59 · Like

Write a comment...

Other Albums

Results



Lessons learned



- Learn what the word governance means and use it as a lever.
- What's the worst that could happen? Comms as enablers within frameworks of support.
- You don't have to moderate debate.

Next steps for us



- Future is where a tweet or post is treated as a service request.
- That needs CRM manufacturers and others to think big about automation and integration of social media in CRM systems
- That needs local government decision makers to care about dynamic opinion tracking and see the benefit in knowing more about your community's views.

Question Time



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Search for Midlothian Council on Facebook
[@midgov](#)