



Tom Jennings

Senior communications officer
Oxford City Council

Oxford City Council has some of the **most-followed** social media accounts of any **UK council**



	Council	Population	Twitter followers	% of population
1	Nottingham City Council	325,300	104,114	32.01
2	Oxford City Council	161,300	44,383	27.52
3	Belfast City Council	339,600	92,628	27.28
4	Manchester City Council	541,300	147,530	27.25
5	Glasgow City Council	615,100	156,160	25.39



	Council	Population	Insta followers	% of population
1	Nottingham City Council	325,300	7,636	2.35
2	Manchester City Council	541,300	10,278	1.90
3	Oxford City Council	161,300	1,928	1.20
4	Belfast City Council	339,600	3,995	1.18
5	Wigan Metropolitan BC	323,100	3,413	1.06



	Council	Population	Facebook likes	% of population
1	Wolverhampton Council	256,600	48,229	18.80
2	Belfast City Council	339,600	58,152	17.12
3	Manchester City Council	541,300	71,536	13.22
4	Bournemouth BC	197,700	23,828	12.05
5	Coventry City Council	352,900	40,410	11.45
16	Oxford City Council	161,300	11,496	7.13



Our social media followers have **grown** in the last **12 months**

- **29.5%** growth on Twitter
- **47.4%** growth on Facebook
- **47.9%** growth on Instagram



How did we achieve this?



Our social media **strategy** included

- **Rationalising** the social media accounts
- **Democratising** main account content creation
- Contact Centre taking over **customer enquiries**



Training for new content creators

- How to use **Facebook Business Manager** and **Twitter Studio**
- **The law** – defamation, contempt, copyright and safeguarding
- **Spreading out messages** using an Outlook calendar
- How to create **thumb-stopping content**



How to create **thumb-stopping content**

- Use a thumb-stopping **picture, GIF or video**
- Make sure the picture or video is **square**
- **Simple** message and **clear** call-to-action
- Use all the **emojis** all the time

Examples of thumb-stopping content





Getting more followers

People must **want to follow you**

- Create **useful** and **shareable** content
- Use **thumb-stopping** pics, GIFs or videos
- Run **competitions**
- Post **consistently** – whether hourly or daily
- Leverage big local **events**
- Use trending **hashtags**
- Find your local **zeitgeist** – and ride the wave



Quick and easy ways to get **more Facebook followers**

- Create **events** – and post in them
- Use **adverts**
- **Invite** everyone who likes a post to like your page