

# Annual Communications Dashboard 2016/17

## Social media

### Twitter Impressions



Impressions

Number of times a tweet is seen in a timeline



## Website

### Sessions



Sessions

Number of website visits



## Projects and Campaigns

### Communications Strategies

Both documents were approved by committee in December 2016. The Communications Strategy sets out how we plan to keep residents, customers, stakeholders and other parties engaged and informed about Council services, successes and achievements. The Internal Communications Strategy identifies the way forward for engaging with employees and Elected Members.

### Corporate Plan

Staff from across the Council attended a Corporate Plan Focus Group and, based on the outcomes, an action plan was drawn up to raise workforce awareness of our overall vision and to put in place measures that will help to guide cultural change. A Corporate Plan refresh workshop programme, targeting both Elected Members and Unit Managers, was completed in early 2017 and updated projects and measures for 2017/18 agreed.

## Better online (the intranet)

### Top Search Terms

Pay | Leave | Overtime | Car | JEQ | Pay scales | Letter | ID badge | Sickness | Expenses

### Most read articles

Blog, FM - launch of Better online (195); Housing Director's New Year message (148); Fresh faces, Liz Booth (143); Christmas jumper day (137); Chief Executive's Christmas message (134); Pay and grading blog, FM (128)

75,092 Sessions ↑ 12.5%

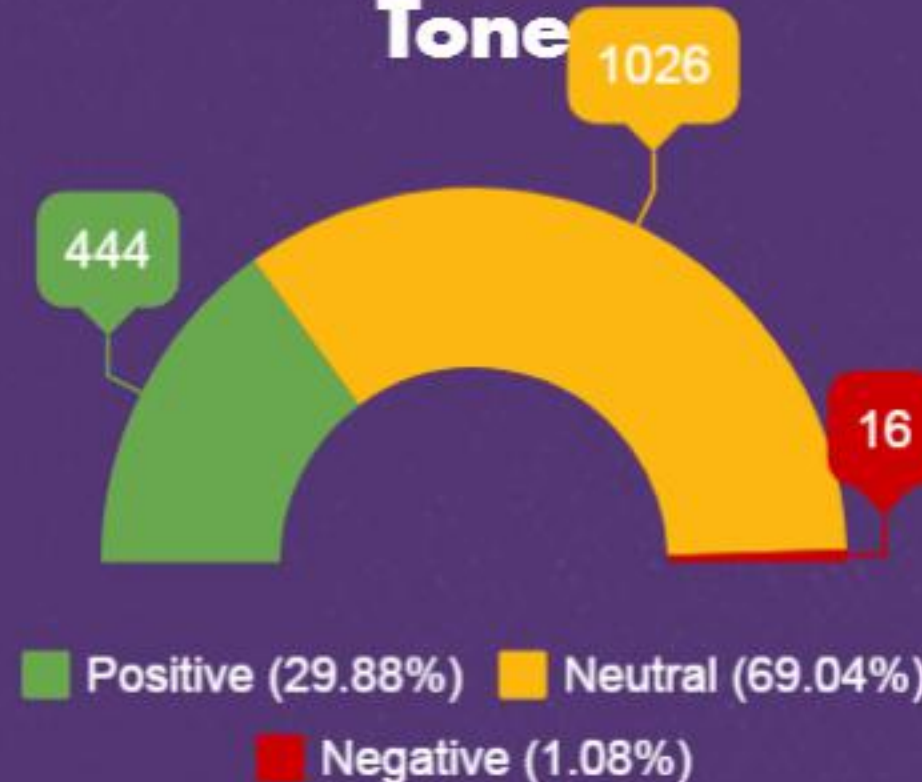
146,299 Page Views ↑ 22.9%

64.9% Bounce rate ↓ 3.4%

8,527 News hits (NB from Sep 2016 onwards) ↑ N/A

## Media coverage

### Tone



183 Press releases ↓ 5.2%

243 Media enquiries ↓ 36.4%

### The media

The increasing focus on a 'digital first' approach by the press was reflected in a significant drop in media queries in 2016/17, with more and more content being sourced through social media. This, along with the continued growth of the Council's online audience, will be factored into our upcoming social media strategy.

### Channel Shift

The creation on the new SDDC website is at an advanced stage. By March 31, 2017, content had been migrated across for 27 of 30 sections and more than 50 online forms had been produced and published.