

Social Media Strategy

2020 - 2021



Our Environment | Our People | Our Future

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Introduction

This document sets out the strategic direction for the social media activities of South Derbyshire District Council. It will help strengthen, promote and protect the Council's reputation, provide a clear line of reporting and equip staff with on-going training.

Background

Social media is a dynamic way of communicating which will allow us to:

- Respond to positive and negative interactions in an effective and timely manner.
- Influence sentiment by providing information that residents want to know.
- Create trust by building an online thriving social media community.
- Engage and learn more about our residents to deliver key messages.

Below highlight the latest figures from Ofcom Adults' media use and attitudes report 2019:



Strategy aims and objectives

The Social Media Strategy sets out clear structured guidelines to navigate within the digital landscape. Social media will be used strategically to enable the Council to *“have in place methods of communication that enables customers to provide and receive information”* as highlighted in the Corporate Plan.

The aims of this strategy are:

- to ensure all South Derbyshire District communications carry clear and consistent messaging.
- to help manage reputational risk by providing solutions such as how to manage negative engagement, the administration of departmental pages and page admins, how and when to interact with residents and applying a consistent tone of voice.
- to promote opportunities for a joined-up approach across departments and stakeholders.
- to use feedback from residents to drive engagement.
- utilise relevant and innovative digital approaches to reach wider audiences.

Our existing communication channels

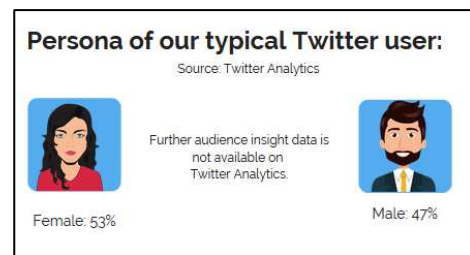
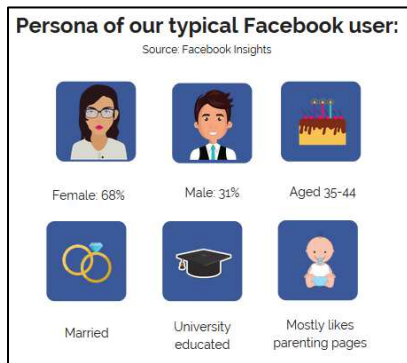
- We have a central Facebook and Twitter account managed by the Communications Team.
- We also have super-user admin access to all departmental pages via Facebook Business Manager.
- The Council currently has 11 departmental Facebook pages, managed by the departments.
- In total, there are over 32,000 social media fans across all platforms.
- 72% of our audience on the central Facebook page are aged between 35 - 65+.



Facebook is a social networking site where users can post comments, share photographs and videos, post links to news or other interesting content on the web and engage in community Facebook groups.



Twitter is an online news and social networking site where people communicate in short messages called tweets (280 characters) and Direct Messages (DMs) - these are private interactions.



Social media poll

Between 2016 - 2019, we asked our social media users what they thought about our social media content. It is not a reflection on the quality of the content, but on the fluctuating mindset of the users and their moods.



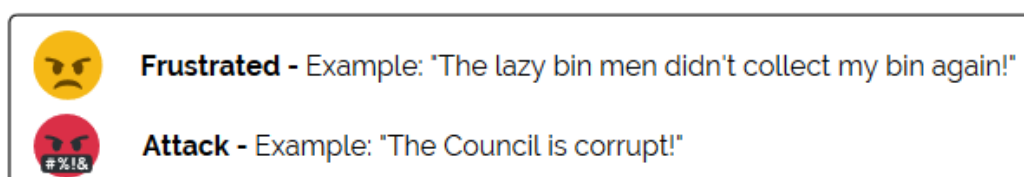
Our strategic approach

The strategic approach for social media content will be to:

- be professional, positive and personable when talking to residents on behalf of the Council.
- ensure good engagement with residents on all platforms, including utilising Facebook community groups to reach a wider audience.
- promote and protect the Council's reputation efficiently, managing negative interactions by following the process set out below in 'Managing negative engagement.'
- provide real-time accurate updates and information to residents during a crisis.
- have ownership of Facebook Business Manager to allow the Communications Team to oversee the departmental Facebook accounts and manage any advertising targeted campaigns.
- increase website traffic by incorporating call to action links in posts and tweets.
- ensure departments requiring a new social media account go through a formal approval process where final sign-off will have to be granted by the Communications Team and Senior Leadership Team.
- plan, film/stream and edit video content to upload onto social media, embed onto the website and distribute to the media.
- create social media monthly schedules with sign-off from the Communications Manager/relevant department.
- provide quarterly updates to the Senior Leadership Team via the social media dashboard reports.

Managing negative engagement

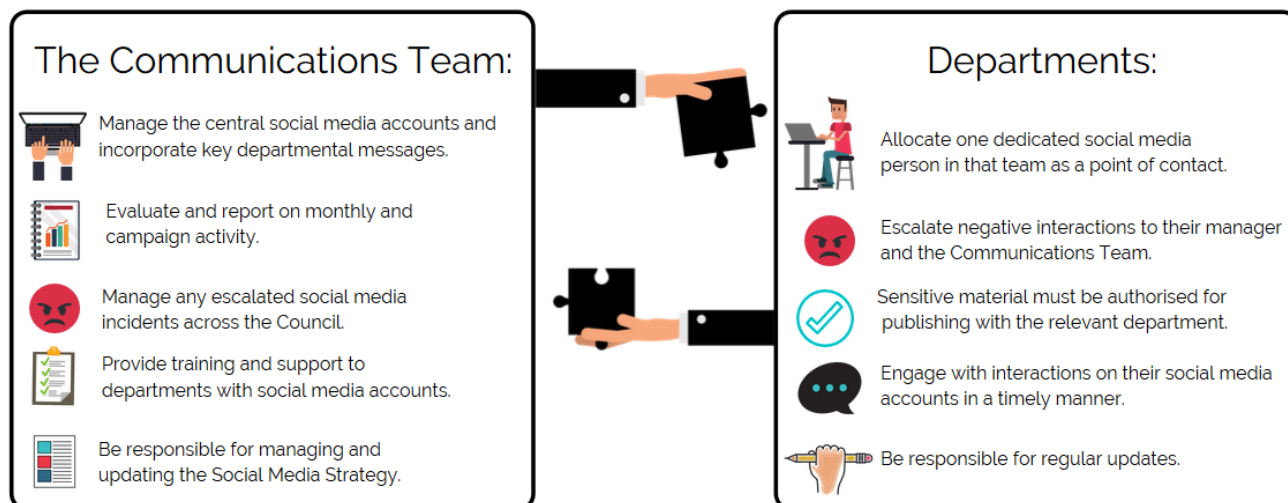
Negative engagement can be categorised into two types of interactions (*from residents*).



Each scenario above will have clear step-by-step guides to help staff manage the situation in a systematic and efficient manner with the primary focus being to diffuse and resolve the encounter publicly or in a direct/private message. If any social media content contains contentious, sensitive malicious, antagonising or abusive language, then an escalated procedure will be followed, involving the departmental head and the Communications Team.

Roles and Responsibilities

The roles and responsibilities of the Communications Team and departments are shown below.



Monitoring and evaluation

- We will monitor and analyse social media content to learn more about our diverse audiences to allow us to deliver relevant content.
- We will conduct regular online polls and use feedback from residents to enhance our service.
- Social media dashboard reports will be included in the quarterly Corporate Plan monitoring/reporting process.
- Staff will be updated about social media activity via monthly Intranet Better Online articles.

Next steps

The implementation of the Social Media Strategy will enable the Communications Team to:

- create an Action Plan with KPIs and objectives.
- audit our social media accounts to identify strengths and gaps.
- implement a central South Derbyshire District Council Instagram account to visually showcase the district and our services to wider audiences. (*Instagram is a social networking app made for sharing photos and videos from a smartphone*).
- provide tiered training modules and training guides to establish solid foundations and a consistent approach to interactions with residents in line with the values set out in the Corporate Plan.
- create a joined-up approach with departments, stakeholders and neighbouring public authorities.
- invest in the appropriate software and equipment.
- report on a monthly basis to help inform decision-making across departments/services.
- continue to keep the Senior Leadership Team updated with any relevant social media actions.