

REPORT TO:	FINANCE AND MANAGEMENT COMMITTEE	AGENDA ITEM: 15
DATE OF MEETING:	13th FEBRUARY 2020	CATEGORY: DELEGATED
REPORT FROM:	FIONA PITTAM, HEAD OF ORGANISATIONAL DEVELOPMENT AND PERFORMANCE	OPEN
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SUBJECT:	SOCIAL MEDIA STRATEGY 2020 – 2021 AND SOCIAL MEDIA ACTION PLAN 2020 - 2021	
WARD (S) AFFECTED:	ALL	TERMS OF REFERENCE: G

1.0 Recommendations

- 1.1 That the Committee approves the Social Media Strategy 2020-2021 attached in Appendix A.
- 1.2 That the Committee approves the Action Plan 2020-2021, attached in Appendix B.

2.0 Purpose of Report

- 2.1 The Social Media Strategy 2020-2021 (appendix A) and the Social Media Action Plan 2020-2021 (appendix B) will form a solid framework and clear set of guidelines for staff to follow when managing social media accounts on behalf of the Council. This will help to safeguard and enhance the Council's online presence. Having a strategy in place will strengthen, promote and protect the Council's reputation and nurture engagement on platforms which our residents are actively utilising.
- 2.2 The Social Media Action Plan (appendix B) details the steps towards implementing the Social Media Strategy. Some of these vital steps include conducting a social media audit, creating a framework for all accounts, implementing new social media software, reporting and evaluating, training, policy creation and designing creative content.
- 2.3 The Social Media Strategy Briefing Note (appendix C) details the importance of a Social Media Strategy. Some of these key points include: managing negative engagement, having a consistent tone of voice across all platforms, providing tiered training modules for staff to using feedback from residents to drive engagement.

It also sets out how strategic social media will allow the Council to “*have in place methods of communication that enables customers to provide and receive information*” as showcased in the Corporate Plan 2020-2024.

This report demonstrates the way in which we intend to manage, monitor, adapt and evolve our social media presence to ensure we deliver against the priorities set out in the Action Plan 2020-2021.

3.0 Executive Summary

- 3.1 The Social Media Strategy will provide a clear strategic direction as well as the correct framework, structure and safeguarding of our online presence.

4.0 Detail

- 4.1 The purpose of the Social Media Strategy (appendix A) and the Action Plan (appendix B) is to ensure that anyone managing a South Derbyshire District Council social media platform has a clear set of guidelines about how to effectively communicate with residents.
- 4.2 (Appendix A) will be reviewed and updated after one year because of the fast-paced nature of the social media landscape, new digital trends and the fluctuating sentiment of our residents/online social media users. The fundamentals of the Social Media Strategy (appendix A) will remain the same. This will also ensure that we are on-track in delivering the action points set out in (appendix B).
- 4.2 Evaluation and reporting throughout 2020 will allow us to evolve, grow and enhance our social media presence. We will monitor and analyse social media content to learn more about our diverse audiences to allow us to deliver relevant and shareable content.

5.0 Financial Implications

- 5.1 CrowdControlHQ - the Social Media software package, costs £2,988 on an annual basis and is covered in the budget for 20/21. This software can be reviewed on an annual basis. (This software will help to efficiently manage our social media accounts in one central place, pick up untagged mentions of the Council and manage customer service queries).

6.0 Corporate Implications

- 6.1 Strategic social media will allow the Council to *“have in place methods of communication that enables customers to provide and receive information”* as showcased in the Corporate Plan.

Employment Implications

- 6.2 There are no direct employment implications associated with this report.

Legal Implications

- 6.3 There are no direct legal implications associated with this report.

Corporate Plan Implications

- 6.4 As detailed.

Risk Impact

- 6.5 Most local authorities have clear guidelines for staff to follow about how to effectively communicate with residents using social media. Without the implementation of a strategy, we will be exposed to the continuous threat of staff feeling they can speak on behalf of the Council, messages being put

out on social media without being checked or authorised and not being aligned to the tone of voice and core values of the Corporate Plan and the Council.

Currently, anyone with access to a Council social media account can speak on behalf of the Council. This strategy will establish a clear line of authority including the authorisation of key messages by the Communications Team and departmental heads.

7.0 Community Impact

Consultation

- 7.1 The Social Media Strategy is based on key learnings and industry insights from, the Local Government Association, Local Government Communications Academy, Ofcom Adults' media use and attitudes report, industry research, white papers and on-going data analysis of our own social media platforms. Regular social media polls have also been launched to gain valuable insight from residents.

Equality and Diversity Impact

- 7.2 Not applicable in the context of the report

Social Value Impact

- 7.3 Not applicable in the context of the report

Environmental Sustainability

- 7.4 Not applicable in the context of the report

8.0 Background Papers

Not applicable in the context of the report

8.1 Appendices

Appendix A – The Social Media Strategy 2020 - 2021

Appendix B – The Social Media Action Plan 2020 - 2021

Appendix C – The Social Media Briefing Note