

Action Plan

Social Media Strategy 2020 - 2021



Our Environment | Our People | Our Future

www.southderbyshire.gov.uk

Social Media Strategy

Action Plan 2020

Action	Responsible Officer(s)	Details	Timeframe	Milestones/ Tracking	Status
Launch Social Media Strategy 2020-2021	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Social Media Strategy 2020-2021 and Action Plan to be signed off at Finance and Management Committee. 2. Upload Strategy onto the SDDC Intranet and website. 3. Write internal communications for all SDDC staff including a Better Online piece. 	<ol style="list-style-type: none"> 1. February 2020. 2. February/March 2020. 3. February/March 2020. 		
Social Media Audit	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Gain access to all South Derbyshire District Council Facebook accounts via Facebook Business Manager. 2. Ensure set up of pages are correct – i.e. set 'profanity' filters on all. 3. Create a database of all social media accounts across SDDC. Detailing a point of contact for each account and topline statistics. 4. Create a social media distribution mailing list. 5. Identify social media risks, particularly fake person-profile accounts linked to pages. Ensure all these adhere to Facebook policy. 	Points 1 to 7: February 2020.		

		<ol style="list-style-type: none"> 6. Creation of an organisational chart for all social media page owners. To be kept updated. 7. Regular updates sent to the SM distribution list with details about social media developments that may impact their services. 			
Create a framework for all social media accounts to ensure consistency across SDDC	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Create and distribute House Rules for all social media accounts. 2. Evaluate and agree monitoring hours for each account to manage residents' expectations. 3. Set-up automated messages for social media accounts, detailing when residents can expect a response. 	Points 1 – 3: February/March 2020.		
Implement new social media software - CrowdControlHQ	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Set up regular meetings with point of contact for software tutorial. 2. Set up keyword mentions of the Council taking place across social media. 3. Utilise the software and its many uses across all social media accounts as detailed in the Business Case. 	<ol style="list-style-type: none"> 1. March 2020. 2. March 2020. 3. 2020. 		
Reporting and Evaluation	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Dashboard annual reports for all accounts 2. Dashboard monthly report for central Facebook and Twitter accounts. 3. Create topline report detailing statistics for all SDDC social media accounts every 6 – 12 months. 4. Set up regular meetings with all social media points of contact to go through reports. 	<ol style="list-style-type: none"> 1. January 2021 2. Monthly. 3. July 2020 and January 2021. 4. July 2020 onwards. 		

Training	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Creation of social media training manual and deliver tiered training sessions. 2. Ensure all social media points of contact attend the social media training sessions. 3. Set up a social media e-mail address (socialmedia@southderbyshire.gov.uk) for ad-hoc queries. 4. Create regular drop-in sessions to allow page owners the opportunity to ask questions. 5. Distribute branded social media notebooks or manuals for training sessions. 6. Training a customer services lead on using the CrowdControlHQ software to ensure a more efficient service to residents. 7. Offer guidance and support to Elected Members. 	<ol style="list-style-type: none"> 1. May/June 2020. 2. May/June 2020. 3. February 2020. 4. 2020. 5. May/June 2020. 6. May/June 2020. 7. 2020. 		
Policies	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Creation of an Escalation Policy (how to manage negative interactions) and distribute to social media points of contact. 2. Creation of new account process and policy. 3. Run a workshop to enable social media points of contact to ask questions about these policies. 	<ol style="list-style-type: none"> 1. April 2020. 2. April 2020. 3. May 2020. 		
Content creation	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Creation of monthly social media schedules. To be signed-off by Communications Manager/relevant departments. 2. Plan and create social media campaigns. 	<ol style="list-style-type: none"> 1. Monthly. 2. Seasonal. 3. March, June, September, December 2020. 		

		3. Launch regular polls on each page to better understand residents' needs. Utilise feedback to enhance our services.			
Moving social media forward	Vin Gill Social Media and PR Specialist	<ol style="list-style-type: none"> 1. Launch of a central Instagram business account. 2. Plan, film and edit social media video content (approximately 1-minute videos). 3. Implement the use of LinkedIn. 4. Implement relevant platforms. 	<ol style="list-style-type: none"> 1. March/April 2020 2. Seasonal. 3. 2020 4. 2020 		