

LGiU SEMINAR

PLANNING AND MANAGING SOCIAL MEDIA

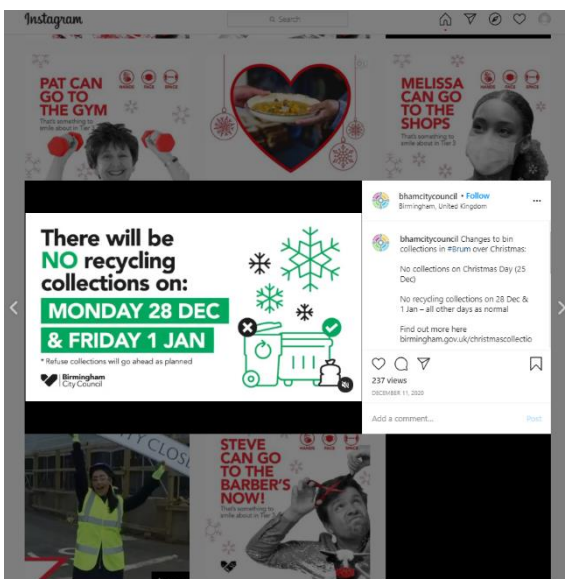
WHY ARE YOU TALKING ABOUT THIS ISSUE?

Warwickshire County Council Digital Strategy

smbwarks.wordpress.com/about/

WHAT'S YOUR MESSAGE?

Birmingham City Council messaging around Christmas and New Year refuse collections.



Holy Brook Associates

Ashford Borough Council

twitter.com/ashfordcouncil

facebook.com/AshfordBoroughCouncil/

instagram.com/ashfordbc

WHO ARE YOUR AUDIENCES?

Twitter would be appropriate for communicating with:

Local journalists

The general public

Council's customers

Facebook can be used for:

Targeted advertising

Residents and community associations

Parents

Older people

Businesses

LinkedIn can be used for:

Potential employees

Businesses

Instagram can be used for:

Marketing your brand

Images and video to promote services

Images and video to promote campaigns

Reaching younger people

Reaching parents



Holy Brook
Associates

USING SOCIAL MEDIA TO ENGAGE

House of Commons Petitions Committee - twitter.com/HoCpetitions

Twitter Post 1: We're very sorry that the site is still experiencing problems. We are working urgently to get it back up and running as soon as possible. 9:48 AM · Mar 21, 2019 · [Twitter Web Client](#) 1K Retweets 2.7K Likes

Twitter Post 2: As many of you have guessed, the number of people using the site has caused problems this morning. It's a mix of people reloading the front page to watch the signature count go up and people trying to sign petitions. 10:53 AM · Mar 21, 2019 · [Twitter Web Client](#) 595 Retweets 1.1K Likes

Twitter Post 3: We've taken the trending petitions feature off the front page to prioritise people trying to sign petitions. 10:54 AM · Mar 21, 2019 · [Twitter Web Client](#) 225 Retweets 896 Likes

Twitter Post 4: Our job is to help people to start and sign petitions about the things they care about, so we're working really hard to make sure that can happen. 11:55 AM · Mar 21, 2019 · [Twitter Web Client](#) 106 Retweets 714 Likes

Twitter Post 5: A lot of people have been asking about numbers. Between 80,000 and 100,000 people have been simultaneously viewing the petition to revoke article 50. Nearly 2,000 signatures are being completed every minute. 12:44 PM · Mar 21, 2019 · [Twitter Web Client](#) 3K Retweets 4.5K Likes

Twitter Post 6: The rate of signing is the highest the site has ever had to deal with and we have had to make some changes to ensure the site remains stable and open for signatures and new petitions. Thanks for bearing with us. 12:45 PM · Mar 21, 2019 · [Twitter Web Client](#) 6.6K Retweets 12.2K Likes

Twitter Post 7: Thanks so much for your patience. As you can tell, people are signing petitions really quickly. The sudden spikes in usage are causing intermittent problems, but we're doing everything we can. 6:51 PM · Mar 21, 2019 · [Twitter Web Client](#) 237 Retweets 729 Likes

Twitter Post 8: We're also aware that signature validation emails are taking longer than usual to get through. Please expect to wait 24 hours and check your junk email folders. 6:51 PM · Mar 21, 2019 · [Twitter Web Client](#) 1K Retweets 1.3K Likes

SOCIAL MEDIA MANAGEMENT TOOLS

Hootsuite - hootsuite.com/en-gb/

Buffer - buffer.com/

Orlo - orlo.tech/

Tweetdeck - tweetdeck.twitter.com/

Sprout Social - sproutsocial.com/

This is a useful list of free and paid-for social media analytics tools

<https://buffer.com/library/social-media-analytics-tools>



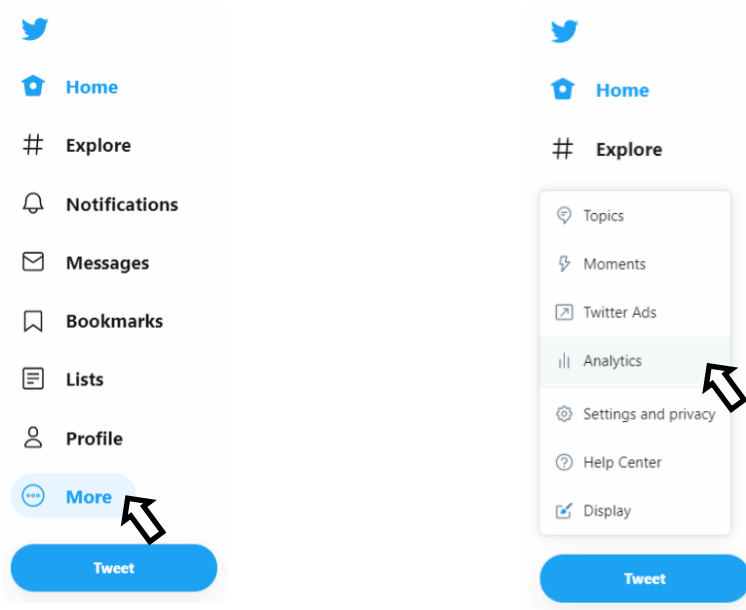
Holy Brook
Associates

ANALYTICS

Basic Facebook analytics as shown in the slide deck can be accessed via the Insights tab.

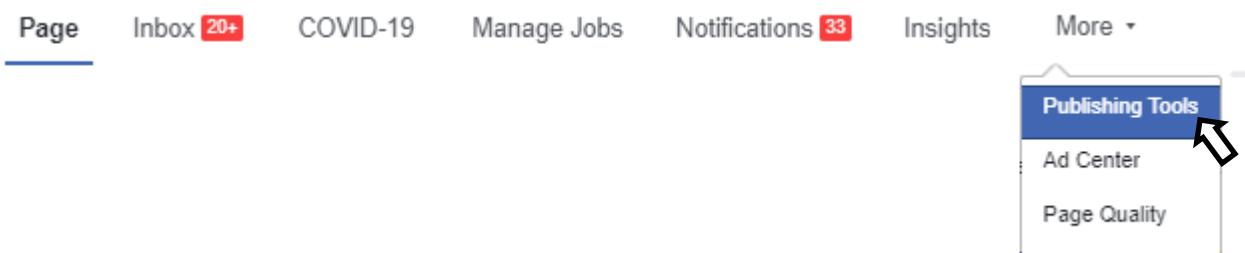


Twitter analytics can be accessed from the twitter menu by clicking 'More' then 'Analytics'

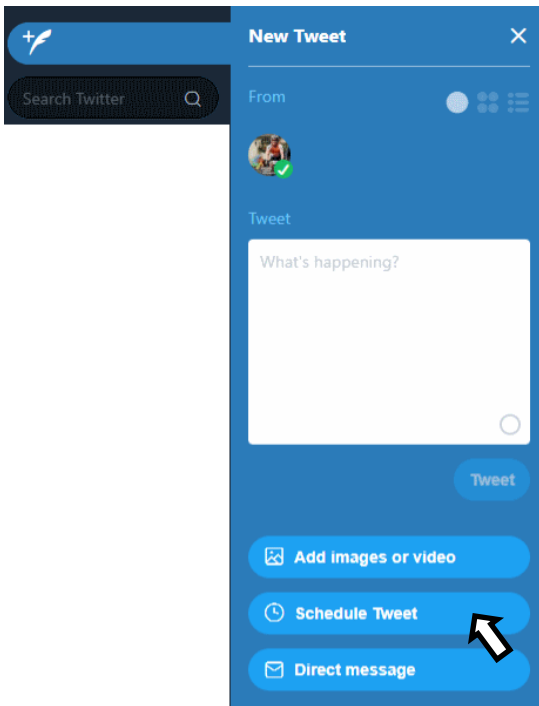


SCHEDULING POSTS

You can schedule posts on your Facebook page using Publishing Tools – click 'More' then 'Publishing Tools' on the menu bar.



You can schedule posts on twitter using Tweetdeck. Click 'New Tweet' then 'Schedule Tweet'.



USEFUL DAYS TO ALLOW YOU TO PLAN YOUR SOCIAL MEDIA

This are useful lists of observance days that can help you plan your social media.

www.un.org/en/sections/observances/international-days/

www.awarenessdays.com/