

Public Sector Digital Communications and Social Media Survey

Report



Social Media icons from YOOtheme, <http://www.yootheme.com/icons>

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About this report

This report has been produced by Madeleine Sugden (<http://bit.ly/mdlin> / [@madlinsudn](https://twitter.com/madlinsudn)) on behalf of GOSS Interactive ([@GOSSInteractive](https://twitter.com/GOSSInteractive)).

Madeleine Sugden

With over 10 years' web experience, Madeleine's passion is helping nonprofits optimise their digital communications. She helps organisations at the start of their digital journey as well as those who need to rationalise when things get out of hand. She champions usable, accessible and well written websites and the effective use of social media. After five years at RNIB, she helped create KnowHow NonProfit. She freelances as a web content consultant and trainer. <http://bit.ly/mdlin> / [@madlinsudn](https://twitter.com/madlinsudn).

GOSS Interactive

GOSS delivers digital strategy, guidance and software to manage online experience based around our powerful Web Content Management system and online efficiency solutions.

Public Sector organisations are ideally placed to take advantages of the efficiencies offered by online solutions. The online channel, by far, offers the best value for delivering services and information. Streamlining the online efficiency of your organisation can significantly reduce administration costs.

Introduction

“The wonderful thing about social media is the ability to 'speak' directly with the people we serve. We have fantastic unsolicited positive feedback, responses to action and the ability to just chat and learn about each other.” Marketing Manager from Third Sector organisation providing services to the public sector.

“When people consider digital communications to be safe, secure and usable I might consider investing in this but until then (I guess 25 years), it is not sensible.” Councillor from a Borough Council

The two quotes above, taken from this survey into attitudes and use of social media by public sector organisations, shows the range of experience and understanding embedded within these organisations. Local Government staff reported that the attitudes of senior management and elected representatives were holding progress back. Certainly some of the negative comments made by some of the Councillors answering this survey supported this view.

Hopefully the good practice illustrated in this report and general findings of this survey can inspire those organisations who are not yet communicating to and with their stakeholders using these channels.

Summary

The findings of this survey are based on a sample of 115 people from public sector organisations. 57% were from Local Government, 13% from Civil Service organisations, 11% from other publicly funded bodies. Respondents were mostly middle management (42%) and elected representatives (25%).

Digital engagement and social media activity was varied. Only 23% reported that there was a strong interest in their organisation (Q8) but 70% reported that social media was included in their communications strategy (Q9). The average number of social media channels being used was four. 63% reported that they were using social networking (Facebook and LinkedIn), 62% were using microblogging (Twitter), and 44% were using video (YouTube or Vimeo). (Q13)

Although the number of organisations analysing the effectiveness of the digital engagement and social media was low (43%) there were some inspiring examples of success. 36 respondents shared work they were most proud of which included communicating through crises, increasing interaction about the Census, elections or budgetary decisions and building communities online. These activities often resulted in increased web traffic and followers and pride in developing the methods for two-way interactions with stakeholders.

"I am proud of every interaction achieved as it means people are interested and engaged." Respondent from a non-departmental public body (quango)

68% agreed that digital engagement and social media could contribute towards efficiency savings in their organisation. 64% of Local Government respondents agreed although only 52% of Councillors. (Q23)

Having the necessary skills was seen as a challenge to using social media in their work by 67% of respondents. Other barriers included restrictive IT policies (46%), fear of technology (45%) and budget (44%). (Q20) Many respondents said that their organisation's use of social media could be developed by receiving additional training and information (eg using case studies and good practice examples, training for managers, training for practitioners, regular briefings on new developments). (Q21)

Respondents shared many examples of good practice and learning from within the public sector and outside. These are listed in full detail at the end of this report.

Profile of respondents

115 people responded to the survey in August 2011. The majority of respondents (57%) were from Local Government, 13% from Civil Service organisations, 11% from other publicly funded bodies, 7% from Third Sector organisations running services for the public sector, 4% from a non-departmental public body (quango) and 1% from a social enterprise providing services to the public sector. 7% said that they were from an other type of organisation. (Q4)

Overall, respondents were mostly middle management (42%), elected representatives (25%) and back office support (18%). 88% of staff (ie not elected representatives) had web, digital, communications, community or information in their job titles (Q3)

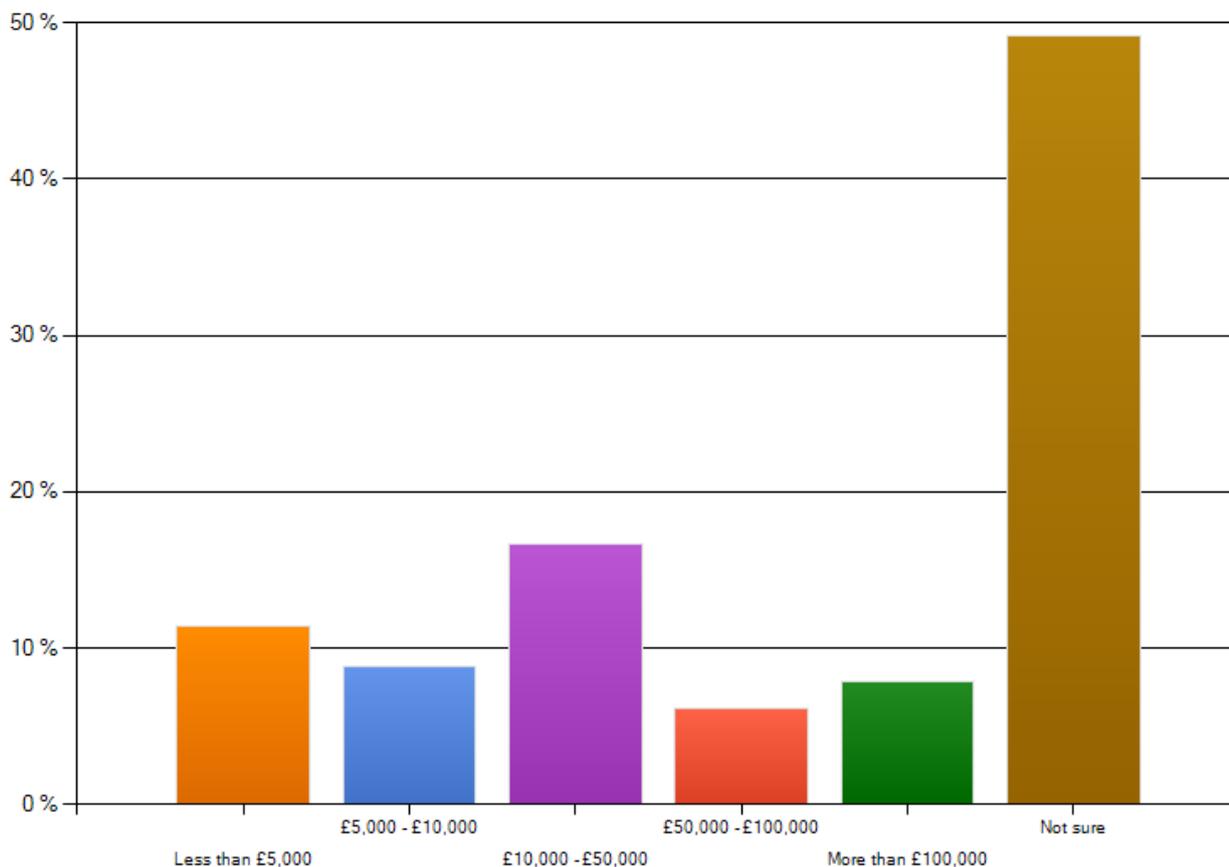
Of those from Local Government, 96% were from Borough, City, District or County Councils. 40% of respondents from Local Government were elected representatives (councillors) and 40% were staff with web, digital, communications, community or information in their job titles.

Profile of current digital use

All but one of the respondents (99%) reported that their organisation had a website. The one that didn't was a social enterprise providing a service to the public sector. (Q5)

Website budgets (excluding social media) varied greatly with no significant majority spend and no clear trends across type of organisation. 49% weren't sure what the budget was. There were 13 organisations with a budget under £5000 including three Councils and 16 with a budget of £50,000 – £100,000 or more than £100,000, 75% of which were Councils. The average website budget for Local Government organisations was £10,000-£50,000 (see appendix for full data). (Q6)

What is your organisation's annual budget for your website? (excluding social media)



32% of respondents said that the website budget was the same as last year. 16% said it had gone down, 11% said it had increased and 41% weren't sure. (Q7)

Organisation's interest in digital engagement and social media

Levels of interest in digital engagement and social media varied. Only one person said it wasn't even being considered. 19% said there was moderate interest. 57% reported that there was a mixed response (some very interested and others not) while 23% reported a strong interest. A number of 'other' responses reported resistance and mistrust of these tools by senior management, lack of coordination as well as access blocked internally. (Q8)

Social media policies and guidelines

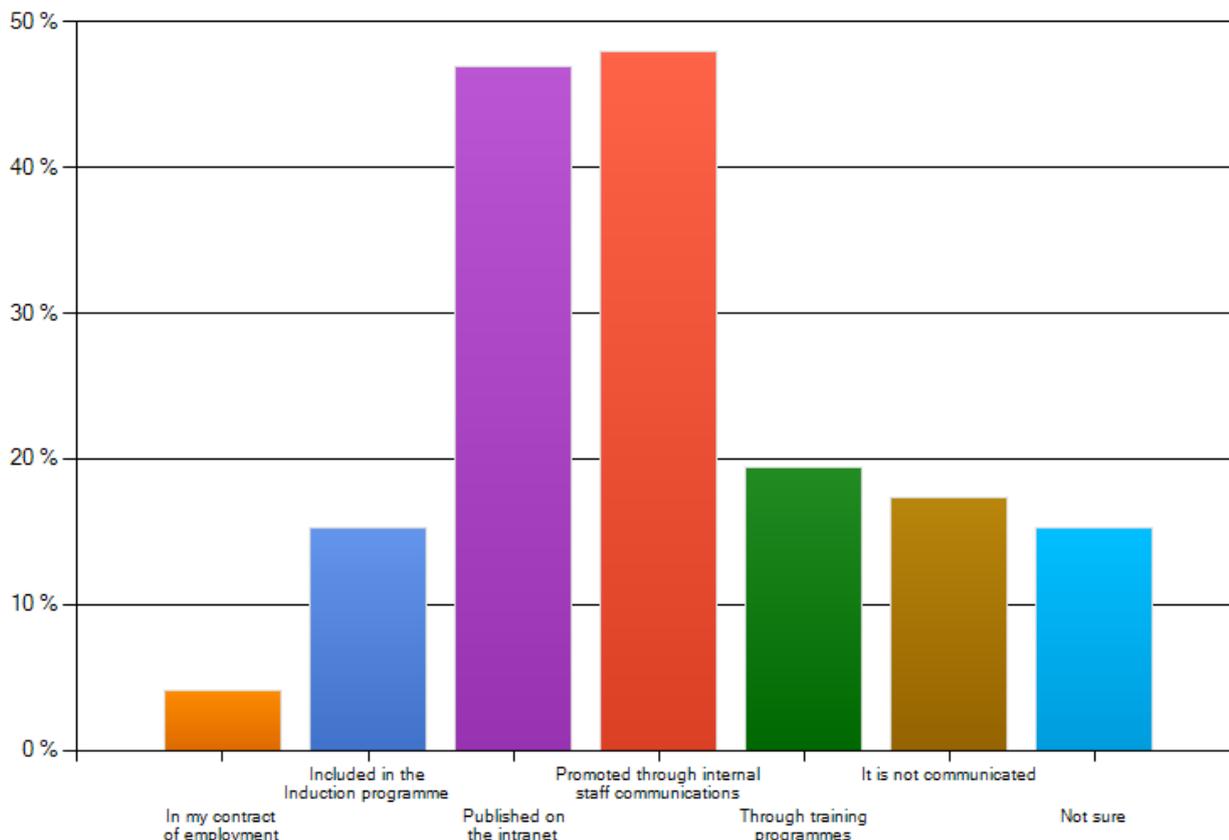
70% of respondents reported that social media was included in their communications strategy. 18% said it wasn't and 11% weren't sure. (Q9) 54% said their organisation had a social media policy (30% didn't and 16% weren't sure). (Q10) 60% said their organisation had social media guidelines, 25% didn't and 16% weren't sure. (Q11). 39% said yes to all three questions (45% from Local Government respondents).

Respondents were asked how their social media policy and guidelines were communicated internally. The most commonly used method was 'promoted through internal staff communications' (48%), followed by published on the intranet (47%).

Only 15% said the policies and guidelines were part of the induction programme and 19% said that training was given. 17% said they weren't communicated and 15% weren't sure. 9% said their policies and guidelines were in the process of being developed and would communicate them once approved.

Four people said it was in their contract of employment (with job titles of Information Officer, Digital Marketing Manager, Deputy Head of EComms, Director of Quality and Operations.) Only 13% reported that three or more methods were being used to communicate the policy and guidelines. There was no significant difference in responses from Local Government respondents. (Q12)

How are the social media policy and guidelines communicated internally? (please tick all that apply)



Social media channels

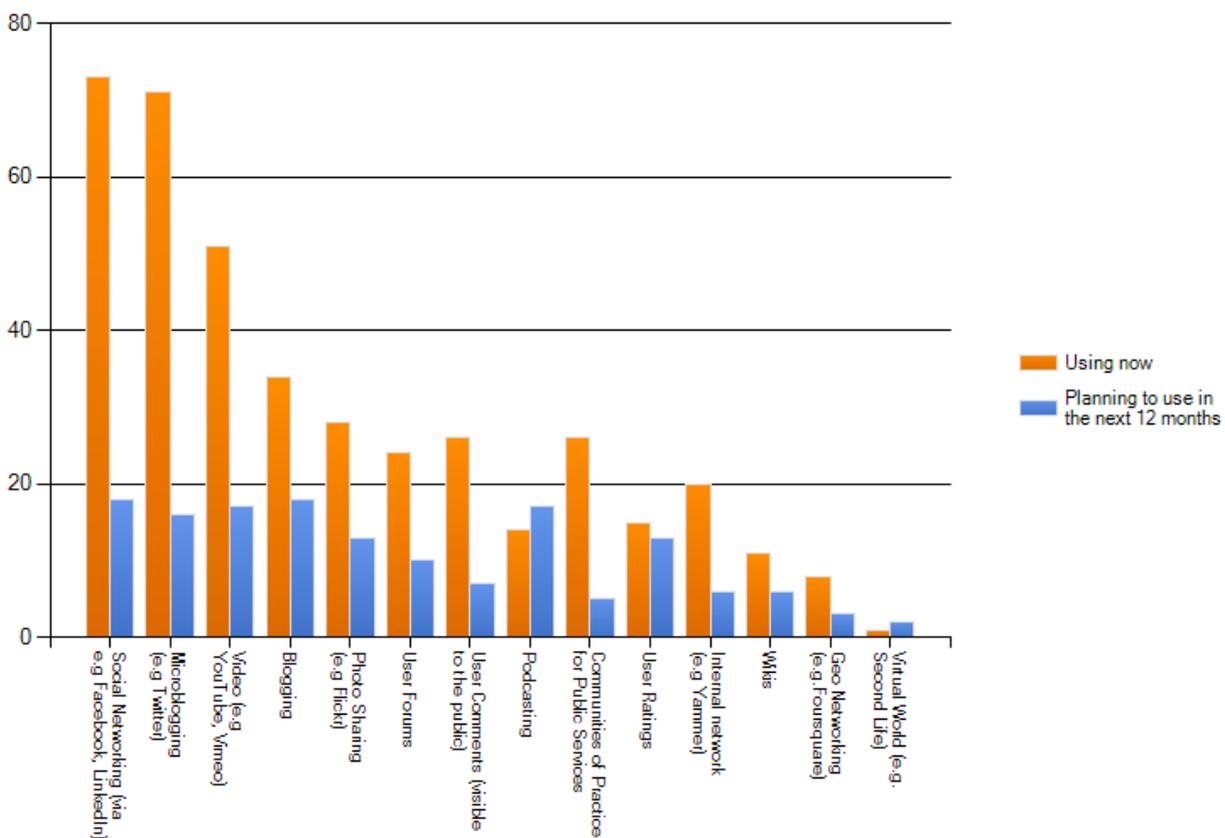
We listed 14 social media channels (eg social networking sites, Twitter, YouTube, Flickr), methods of broadcasting (eg podcasting, blogging) and interaction tools (eg user forums, wikis) and asked people to select ones their organisation was using now and planning to use in the next 12 months. The average number of social media channels being used was four (ranging from 0-11) and the average number of ‘planning to use these in the next 12 months’ was 1.5 (range 0-8).

There were eight respondents who said their organisations weren’t using any of the social media listed. All except one of these were planning to use at least one channel in the next 12 months. There were 10 respondents who said their organisation was using eight or more channels.

73 organisations (63%) reported that they were using social networking (Facebook and LinkedIn), an additional 18 were planning to use it in the next 12 months. 24 had no plans to use it. 71 (62%) were using microblogging (Twitter) and 16 (14%) planned to use in the next 12 months. 51 (44%) were using video (YouTube or Vimeo), 17 (15%) planned to use in the next 12 months.

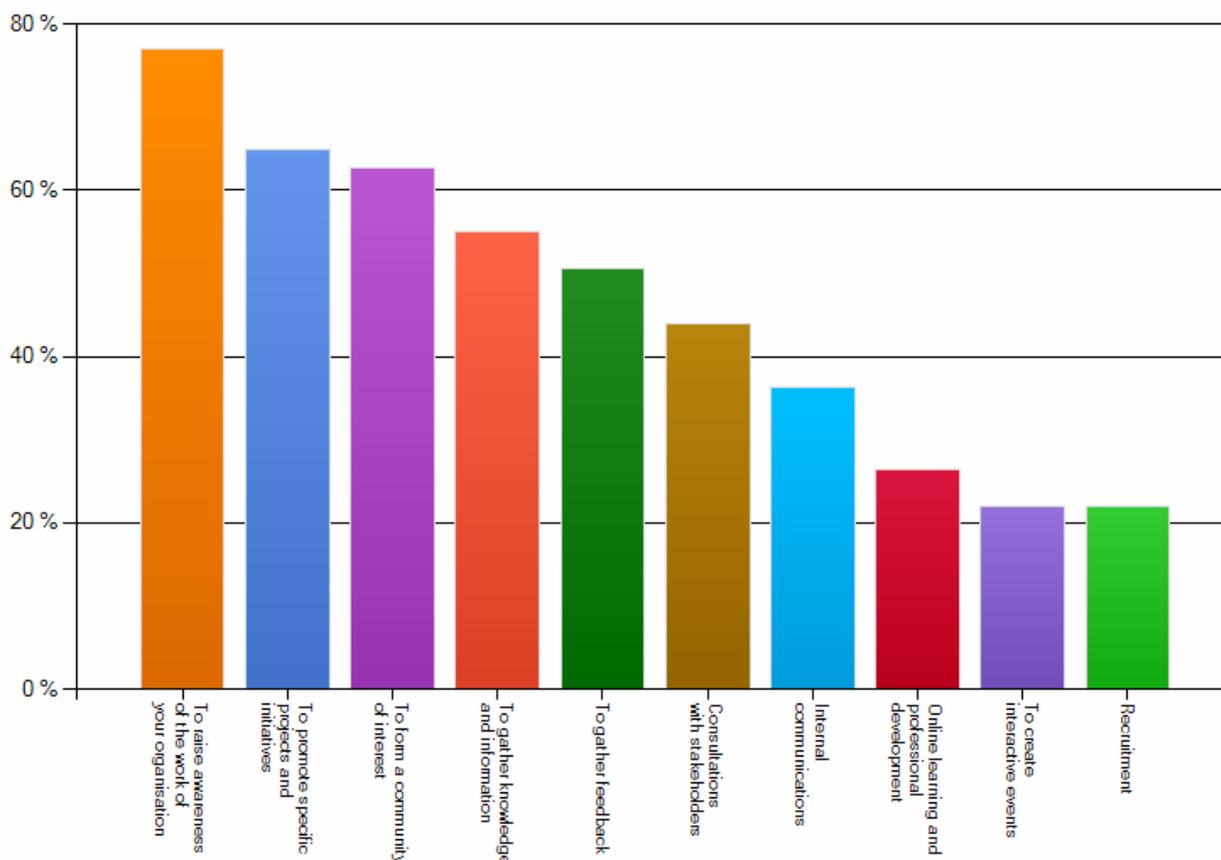
12 people skipped the question, three didn't know and one said that they weren't allowed to use these channels. One Councillor said ***"I have no plans for my council to spend money on this; individuals can make their own arrangements."*** Although on visiting the website, a Twitter account, Facebook page, Flickr site, Leader's Blog and RSS feed were all promoted on the homepage. (Q13)

What types of social media is your organisation using now or planning to use in the next 12 months? (Please tick all that apply)



77% of respondents reported that they used social media to raise awareness of the work of their organisation. 65% used it to promote specific projects and initiatives, and 63% to form a community of interest. In terms of using social media to listen and interact, 55% to gather knowledge and information, 51% to gather feedback and 44% to run consultations with stakeholders. (Q15)

How do you use social media in your organisation? (please tick all that apply)



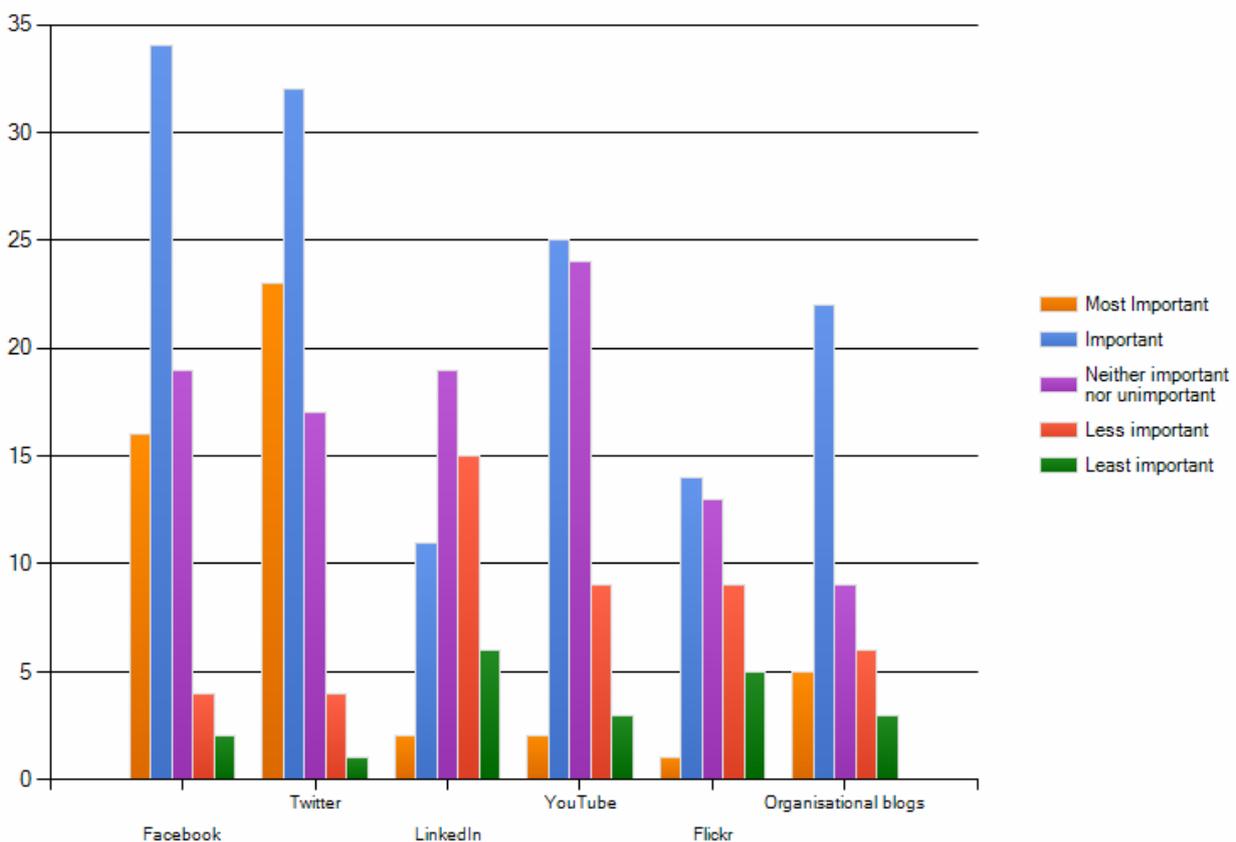
Effectiveness and usefulness of social media

Despite this relatively high level of activity, only 43% of respondents were using website analytics (such as Google Analytics) to measure the effectiveness of their digital engagement and social media campaigns (24% didn't and 32% weren't sure.) Size of budget made little difference to whether analysis was being done. For example, of the organisations with website budgets of £50,000 or more, only 50% were analysing effectiveness. (Q16)

Of the people responding to question Q15 (86%), 24% said that Twitter had been **most important** to their organisation. 34% said that Facebook was **important**, 32% said Twitter was **important**, 25% said YouTube was

important and 22% said organisational blogs were **important**. Flickr and LinkedIn were less important. A number of comments indicated that responses were opinion rather than measurable data. (Q14)

Which social media channels have been most useful for your organization? (please rate in order of importance)



Learning from other organisations and people

When asked, only 37% of respondents shared examples of other organisations they look to for good practice. Given that digital engagement and social media is such a public activity, it is surprising that organisations are not taking advantage of learning about this area of work from each other.

The following organisations were cited by more than one person:

- [BBC](#) (6 people)
- [IDeA Communities of Practice](#) (3)
- [Walsall Council](#) (3)
- [Central Office of Information](#) (2)
- [The Guardian](#) (2)
- [Coventry City Council's use of Facebook](#) (2)
- [Brighton and Hove Council](#) (2).

Nine respondents said that they look to other Councils (not specified) (eg: “Not one in particular, but observing how others do things has informed our decisions on what we do not want to do or like and what we do”) and four said that they looked to corporate brands such as Levis and Coca Cola.

Some individuals stated that they looked to a number of sources. For example: “I follow a number of blogs, attend unconferences such as [localGov Camp](#) and I am an active user of Communities of Practice. All of these help to make useful contacts and share experience. The reason is simple social media is here to stay and its time to embrace it.” While others looked for examples internally: “I look internally to see what works well for some departments and consider if that can be replicated across the business.” (Q17)

We asked respondents to share the blogs, sites and online tools they followed to learn from. Over 60 blogs, sites and Twitter sources were cited. Ten people said that they used the [IDeA's Community of Practice](#), seven said [Mashable](#) was a useful source. Two Twitter hashtags were mentioned ([#govsm](#) and [#localgov](#)) as a way of connecting with others. Four blogs were followed by more than one person:

- [Dan Slee](#)
- [Carl Haggerty](#)
- [Dave Briggs](#)
- [We love Local Government](#)

One respondent said: ***“Outside internet access is blocked in my organisation, generally. Therefore I am unable to access social media from work computers.”***

But one Web Officer from a Fire and Rescue Service said: ***“Twitter is king for me. I follow a lot of web/digital tweeters which gives me enormous amounts of information linking to very useful articles.”***

Another said: ***“My Council doesn’t use Twitter but I find it invaluable.”***

See full list of organisations and comment in appendix. (Q17 and Q25)

Sharing own best practice

In response to the question, ***“Can you tell us about the digital engagement and/or social media work you are most proud of in your organisation?”*** there were 36 responses sharing a wide variety of work. The majority of examples came from respondents from Local Government.

Five respondents shared their experience of using social media to communicate through a crisis such as weather or serious incidents.

“I am most proud of using Facebook as the primary communications channel during the snow. It was very well received by residents, saved the organisation money, saw a drop in calls to customer care and reduced pressure on the corporate site.” Communications Officer from a Welsh County Council

“After the shootings we were warning people within 20 minutes of the first call. Very responsive.” Deputy Chief Constable

Eight respondents talked about using social media to engage people around core work of the organisation or events and campaigns. This included increasing interaction about the Census, elections or budgetary decisions.

“I am most proud of our Tough Choices Campaign. This was a budget consultation exercise around reducing the council's budget. It managed to get over 30,000 people engaging online as well as a series of offline events. The reason this activity is good is due to the blended approach to online and offline activity.” Digital Communications Manager from a County Council in south-west England

“We used Twitter as a communication tool during an Olympic test event. We created a hash tag and reached more than 20,000 people with messages about the race, road closures, photos on Flickr etc. Hits on our website went from a normal Saturday and Sunday or around 300 to more than 2,000 on both days as traffic was driven from social media to the info on our site.” Web Editor from a District Council

Others talked about the achievement of building communities online.

“Our ‘personal’ Facebook page which is based on the mascot of one of the leisure centres is popular among children and their parents. There's also been some success in raising awareness of some of our facilities through Groupon (vouchers for watersports activities), and online engagement around some of our large-scale tourist events.” Senior Social Marketing Officer from City Council

“Our Facebook page allows critiques of the Council, it's genuinely two-way.” Marketing and Communications Manager from a London Council.

See full list of responses in appendix (Q18)

Improving use of social media and digital engagement tools

67% of respondents reported that their most common challenge to the use of social media was having the necessary skills. 46% said it was restrictive IT policies, 45% said fear of technology and 44% said budget. 36% said that they faced three or more challenges.

There were some strong comments in response to this question especially in relation to mistrust and lack of buy-in from senior management / councillors.

[My biggest challenge is] ***“changing the perception that social media is just 'social' and not appropriate for business, more importantly council business.”*** And: ***“How to maintain a balance between a small number of social media evangelists and the majority of staff/councillors who don't understand or want to understand it.”***

Of the councillors who responded to this survey, eight (30%) skipped the question. 63% cited having the necessary skills as a challenge, 37% said budget, 22% said fear of technology and 22% said restrictive IT policies.

General comments in response to this question also shared concerns about dealing with negative comments and loss of control: ***“I believe many are worried about the negativity of the public in regards to feedback and general comments that may be made publicly using social media.”***

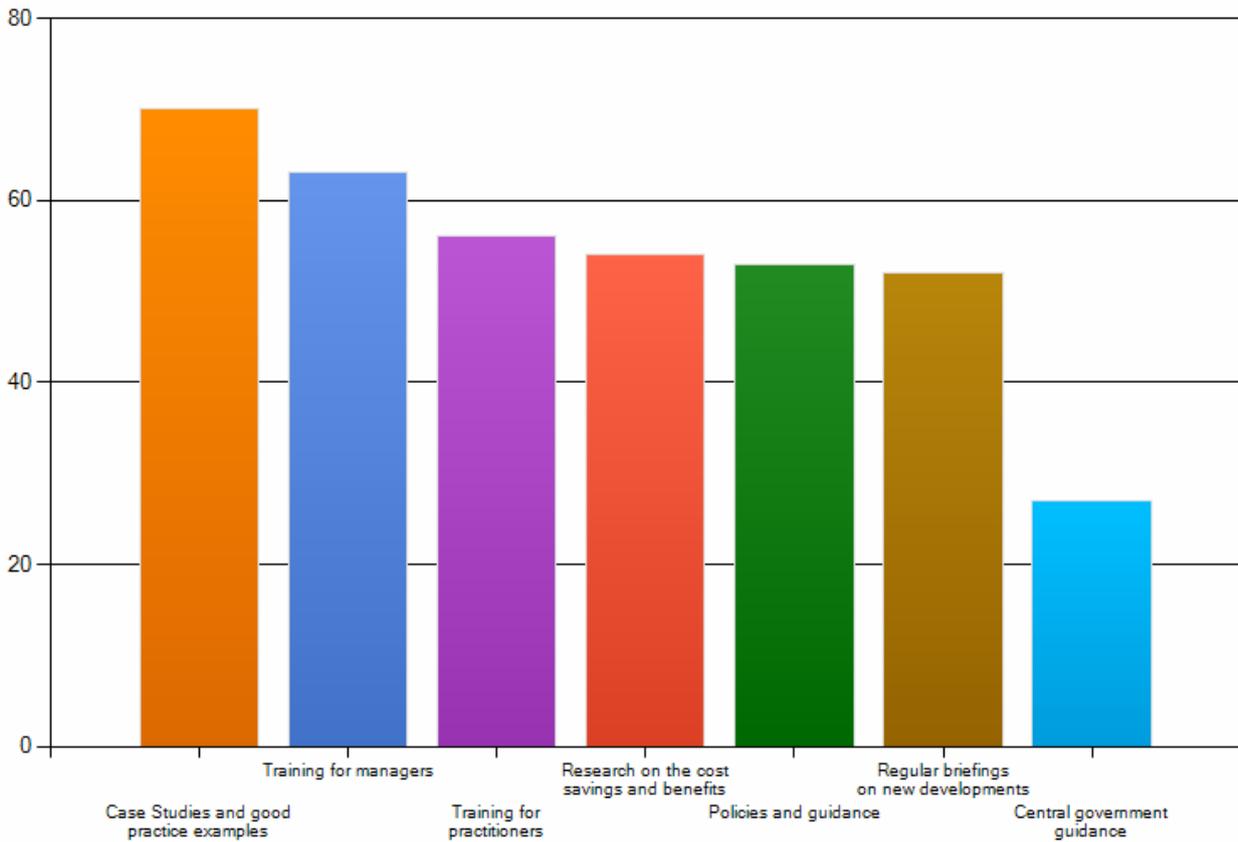
A number of respondents shared concerns about resources. Budget cuts and team reductions meant fewer staff to respond to interaction. One comment from a Council Communications Manager illustrated the complexity of challenges as follows: ***“Need to manage community expectation to be clear that the Council does not have the resources to enter into discussion with individuals. We need to ensure that we have the resources to post meaningful information whilst also delivering traditional communications. We need the resources to regularly review and to address the publication by followers of false or inaccurate information.”***

There was also concern about digital access and take-up in rural areas. (Q20)

Many respondents felt that their organisation's use of social media could be developed by receiving additional training and information. Training activities included using case studies and good practice examples (61%), training for managers (55%), training for practitioners (49%) and regular briefings on new developments (45%). 47% said that access to research on the cost savings and benefits (47%) would support development, 46% said policies and guidance and 23% said guidance from Central Government. 40% cited four or more activities as opportunities for development but one respondent said: ***“I don't think any of the above are necessary. Let it develop organically, there's no need to force it on people.”***

Additional comments suggested including social media in the Business Plan, setting up working groups and running pilots. One respondent said that attitudes needed to change: ***“The approval of trying and failing from senior staff including in Central Government. Test an idea, if it fails never mind, if it doesn't, pilot it more widely.”*** This is in stark contrast to this Councillor: ***“When people consider digital communications to be safe, secure and usable I might consider investing in this but until then (I guess 25 years) it is not sensible.”*** (Q21)

What do you believe could support the development of social media use in your organisation?



An improved website was cited as important to their organisation’s digital strategy by 39% of respondents. 33% said channel shifting from phone to online communications and 28% said reducing overheads by making efficiency savings. One comment in response to this question was: ***“All of the above. You cannot work with just one of these, we need to become more efficient by driving traffic to our website. This will only work if the website is improved, constantly, to offer what customers need.”*** (Q19)

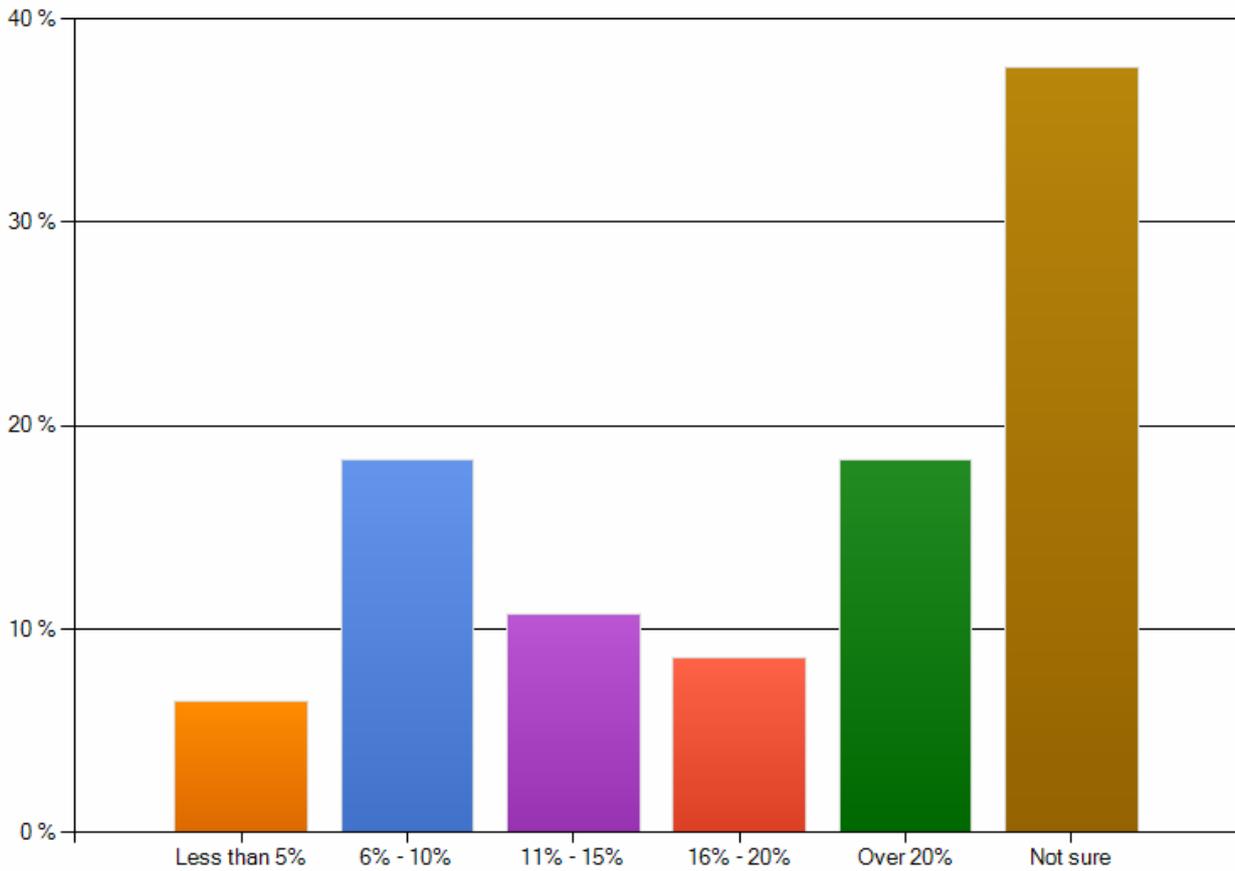
Efficiency savings

68% agreed that digital engagement and social media could contribute towards efficiency savings in their organisation. 11% disagreed and 22% weren’t sure. 64% of Local Government respondents agreed although only 52% of Councillors. (Q23)

76% of respondents said that they were under pressure to reduce administration costs (8% said no, 16% weren't sure). 83% of Local Government respondents agreed including a staggering 96% of Councillors. (Q23)

The percentage of efficiency savings varied. 18% of those who answered the question reported that they needed to make savings of over 20%. 71% of these were from Local Government. (Q24)

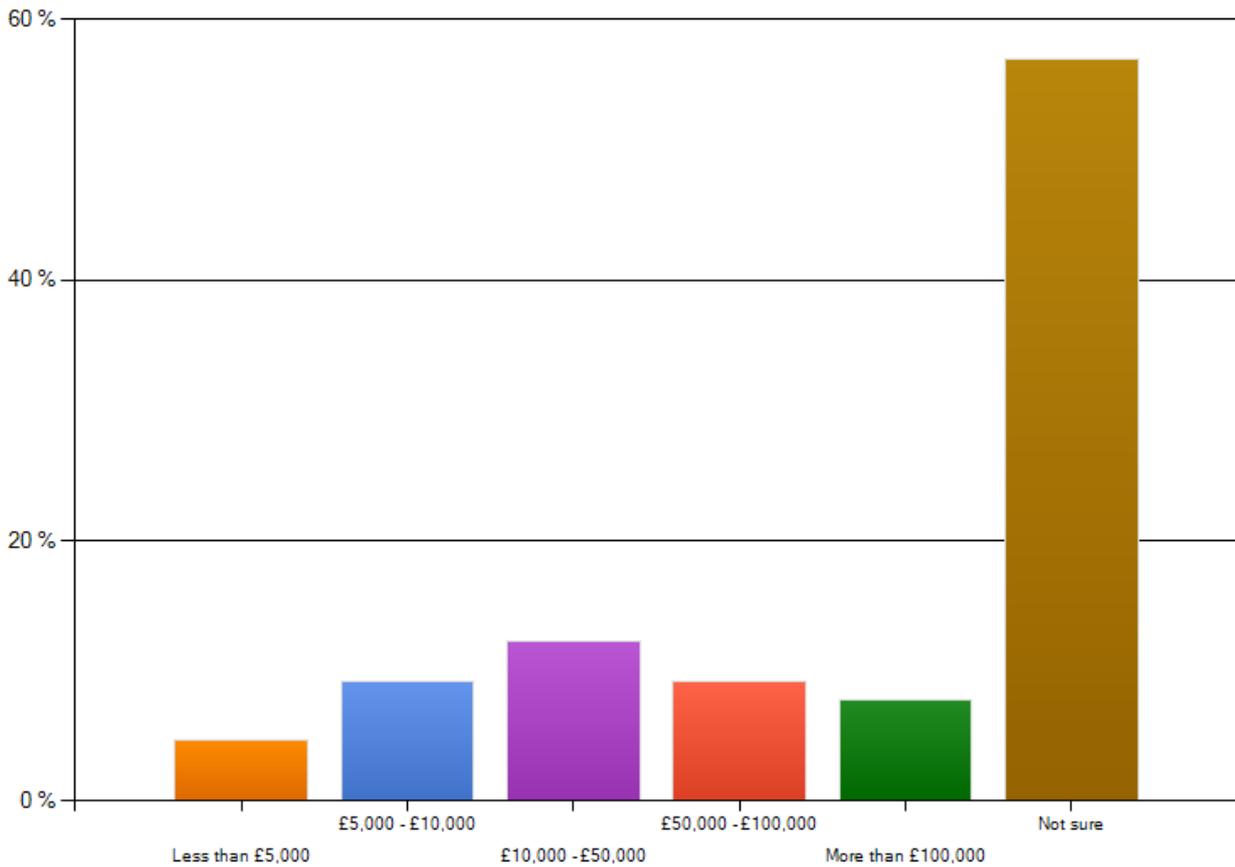
If you answered yes to the above question, how much of a saving do you need to make?



Appendix

Q6 Data for Local Government organisations only

What is your organisation's annual budget for your website? (excluding social media)



Q17 Which organisations do you look to as examples of good practice in digital engagement and social media?

Sources

- Other Councils (x9) – not specified
- [BBC](#) (x6)
- [IDeA Communities of Practice](#) (x3)
- Brands (x3) such as [Levis](#), [Coca Cola](#)
- [Walsall Council](#) (x3) ([24hr twitter](#))
- [Central Office of Information](#) (COI) (x2)
- [The Guardian](#) (x2)
- [Brighton and Hove Council](#) (x2)
- [Coventry Council for Facebook](#) (x2)
- [Kent County Council](#) – they appear to be innovative with their use of digital engagement and social media.
- [Monmouthshire Council for Twitter](#)
- [Stirling Council](#) - effective and structured approach to [Facebook](#) and [Twitter](#) - nice use of Facebook for campaigns
- [Lewisham Council](#) for [LoveLewisham](#) campaign
- [Kirklees Council](#)
- Larger police forces such as [Greater Manchester Police](#)
- Other police forces that are better or are using social media in different ways eg [Avon and Somerset](#) police using for recording crime online
- [Avon Fire Service](#) were quite early adopters of social media within the fire service and are quite pro active with it
- [South west grid for learning](#)
- [Royal Society of Arts](#) - good use of blogs.

- [Department of Business Innovation and Skills](#)
- [British Foreign and Commonwealth Office](#)
- [Direct Gov](#)
- [Econsultancy](#)
- [The White House](#) - relentless customer focus
- [Google](#)
- Other federal or state departments and statutory authorities, e.g. [Translink](#), [QLD rail](#), [ATO](#)
- Hyper-local activities e.g. [openlylocal](#), [Local Gov Camp](#) and [Local by Social](#).
- We look to organisations like [Brooklyn Museum](#) in the USA for really cutting edge practice using social media. We also look to innovative projects/programmes/interventions such as [Ask a Curator](#) or the [Twitter Opera](#). We also keep our eye on creative practice integrating these tools - like the new [Bjork album](#) or [Blast Theory](#)'s ongoing immersive theatre.
- [Department of Employment, Economic Development and Innovation](#) - they manage several social media channels and aim for customer interaction, not just one-way broadcasting of info.
- [Queensland Police Service](#) for delivering outstanding community service without spending much and [QPSMedia](#). They are very responsive and engaging.

Comments

- Charities are usually good inspiration as they manage to get people to come together around a cause and issue.
- Look at other housing associations of a similar size and structure - to identify best practice and not repeat mistakes
- We have a Business Development Unit, who look at a wide variety of different industries, both public and private sector for inspiration, knowledge and learning. (Including Best Companies award winners.)
- Big brands as they are very focussed on results and the translation of online work into an actual benefit for the organisation. Those that engage me personally whilst using social media (thinking from the point of view of our general customer) Streams from like-minded organisations to share learning and ensure competitiveness
- Other blue chip companies, too many to mention. They share good practice.

- Brands like Levis, Coca Cola. They show results as well as innovations.
- 25. What blogs or other informational websites do you find most relevant to your work and/or read most frequently?

Blogs

- [Alpha.gov.uk blog](#)
- [Carl Haggerty](#) - (x2)
- [Cllr David Wallingham](#)
- [Cllr Peter Levy](#)
- [Dan Slee](#) (x4)
- [Dave Briggs](#) (x3)
- [eConsultancy blog](#)
- [Gerry McGovern](#)
- [List of workplace learning blogs](#)
- [Mike Bracken](#)
- [Neil Williams](#)
- [Public Sector Bloggers daily digest](#)
- [Simon Wakeman](#)
- [Stuart Hyde](#)
- [We love local government blog](#) (x3)

Twitter and hashtags

- #lgoovsm (when it ran on a Friday lunchtime)
- #localgov (x2)

- [@loulouk](#)
- [@adecapon](#)
- [@dominiccampbell](#)

Sites

- [B&T Today](#)
- [BBC News](#)
- [Care Quality Commission](#)
- [Children & Young People Now](#)
- [CIPD](#)
- [Department for Communities and Local Government](#)
- [Communities of Practice](#)
- [Conservative Councillors Association](#)
- [Department of Health](#)
- [FutureGov](#)
- [Greater Bedminster Community Partnership](#)
- [HR Mag](#)
- [Kent County Council](#)
- [Local Government Chronicle](#)
- [LGComms](#)
- [Local Government Improvement and Development](#)
- LinkedIn special interest groups including [Social Media Marketing](#) & [Social Media](#) Groups
- [Marketing Week](#)
- [Mashable](#)

- [Mumbrella](#)
- [National Patient Safety Agency](#)
- [Nesta](#)
- [PR Moment](#)
- [PR Week](#)
- [SOCTIM](#)
- [Tech Crunch](#)
- [The Chartered Institute of Marketing](#)
- [The Institute of Direct and Digital Marketing](#)
- [The Municipal Journal](#)
- [Training Zone](#)
- [Xpert HR](#)

Q18 Can you tell us about the digital engagement and/or social media work you are most proud of in your organisation?

Crisis

- Information during disturbances
- Facebook and Twitter in the current Hendra Virus incident (Australian respondent)
- Use of Twitter during the heavy snow last year.
- Using Facebook as the primary communications channel during the snow - very well received by residents, saved organisation money, saw drop in calls to customer care and reduced pressure on corporate site.
- After shootings we were warning people in 20mins of first call. Very responsive.

Interaction about existing events

- We used Twitter as a communication tool during a recent Olympic test event. We created a hash tag and reached more than 20,000 people with messages about the race, road closures, photos on Flickr etc. Hits on our website went from a normal Saturday and Sunday or around 300 to more than 2,000 on both days as traffic was driven from social media to the info on our site.
- [Weymouth Relief Road blog](#)
- Budget consultation
- Live broadcast of the Election Results video and twitter feeds as the results were published
- The tough choices campaign - a budget consultation exercise around reducing the council's budget which managed to get over 30,000 people engage online as well as a series of offline events. The reason this activity is good is due to the blended approach to online and offline activity
- For Census - Twitter updates proved most successful.
- [Institute of Public Administration Australia NSW](#) used Twitter for the first time at the recent #ipaansw conference to engage audience and remote viewers of live web streaming of proceeding. There was so much interaction - we Trended!
- [International Children's Games](#) use of [Twitter](#), [Facebook](#), [Flickr](#) and [YouTube](#).

General

- We starting getting involved in social media at the beginning of this year to drive traffic to our website. Within six months, thanks to our blogs we were listed as one of the top elearning blogs and we have also increased the number of visitors to our website.
- The growth of our corporate Twitter presence - quite basic at first but now conversational and dealing with real queries from service users. Now debating how best to grow this further while ensuring it's sustainable.
- [Acas Model Workplace web tool](#)
- [MyNottingham](#) on [Facebook](#) and [Twitter](#)
- As an organisation Social Media is quite new and we are only just starting to use it actively. I am most proud of the group I facilitate on Communities of Practice as I have managed to grow the group in just under four months to over 300 members (and within the top 30 in terms of activity) promoting the group through an infographic/visualisation blog.

- [Culture Sparks](#) have already created a Social Media Benchmark for use by our members and the wider cultural sector
- [AmbiTion Scotland](#) - the programme we manage - provides a range of training and case studies on excellent practice
- A 'personal' Facebook page that is based on the mascot of one of leisure centres is popular among children and their parents. There's been some success in raising awareness of some of our facilities through Groupon (vouchers for watersports activities), and online engagement around some of our large-scale tourist events.
- Our reaction to the '[Cornish is...](#)' [YouTube spoof](#). Not that what we did was super dynamic or clever, but that we managed to react within a day and get something else up there which contained feedback from the public, and got mentioned on Radio 1.
- Combining all our channels together rather than just concentrate on one
- We conducted a Social Media Survey to gauge the level of engagement with the media within the organisation.
- [A campaign video](#) we made in-house and posted on YouTube. Gained 19,000 views within a couple of weeks (currently on 29,000) and a TV news feature was broadcast about it on central news.
- First class website well used
- Proud of every interaction achieved as it means people are interested and engaged. Number of downloads of our app. Number of followers.
- Our Facebook page allows critiques of the Council, it's genuinely two-way.
- Facebook presence. Some tweets from Officers
- Our [20/21 Visual Arts Centre](#) on Facebook.
- Very successful, and large Yammer network of more than 2,000 users.
- Our [twitter Q&A](#) is a great project that got early political support of social media and citizen engagement
- BwD Winter on [Facebook](#), Wordpress for GPs
- The [Making IT Personal](#) programme has a number of good pieces of information emerging regarding the inclusion of vulnerable groups and the sharing of skills, which go beyond the [Race Online](#) partners and champions offer.
- We won the Chartered Institute of Public Relations Local Public Services Group's 'PR on a Shoestring 2010' award for our work which centred around [Facebook](#).

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