



# Welcome to the Public Sector Digital Engagement Day

**Glasgow | 6 December 2017 | #govtour17**



# Granicus

## – A quick intro

**Dave Worsell**

Managing Director

Granicus Europe

@dworsell

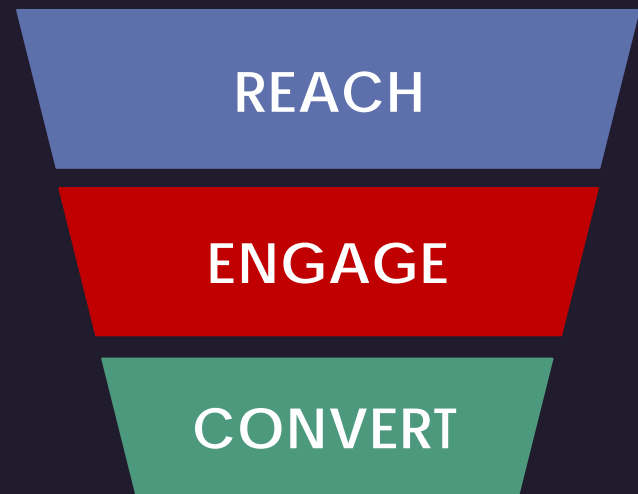
#govtour17

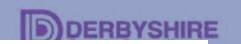
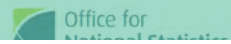
# We help you deliver communications aligned with your strategic objectives.



## GovDelivery Communications Suite

- GovDelivery Network
- Communications Cloud
- Professional Package for Communications Cloud
- Connect
- Targeted Messaging Service
- Interactive Text
- Enhanced Security
- Digital Engagement Services





# Trusted in the UK, Europe and US

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**11.5M+**

## **UK CITIZENS**

in the GovDelivery Network  
subscribe to receive targeted  
communications

**150+**

## **CUSTOMERS**

in the UK & Europe are part of  
the global Granicus  
community

**12B+**

## **MESSAGES SENT**

annually via the GovDelivery  
Communications Cloud's  
1,800 users

**11**

## **OF THE 24**

largest UK cities use Granicus  
communications solutions

**3,000+**

## **ORGANISATIONS**

across the globe use  
Granicus' solutions every day  
to improve government

**5M+**

## **GOVERNMENT**

legislative media files are  
being accessed by citizens

**150M+**

## **CITIZENS WORLDWIDE**

use Granicus' solutions to  
improve government  
transparency and engagement

**400+**

## **TERABYTES**

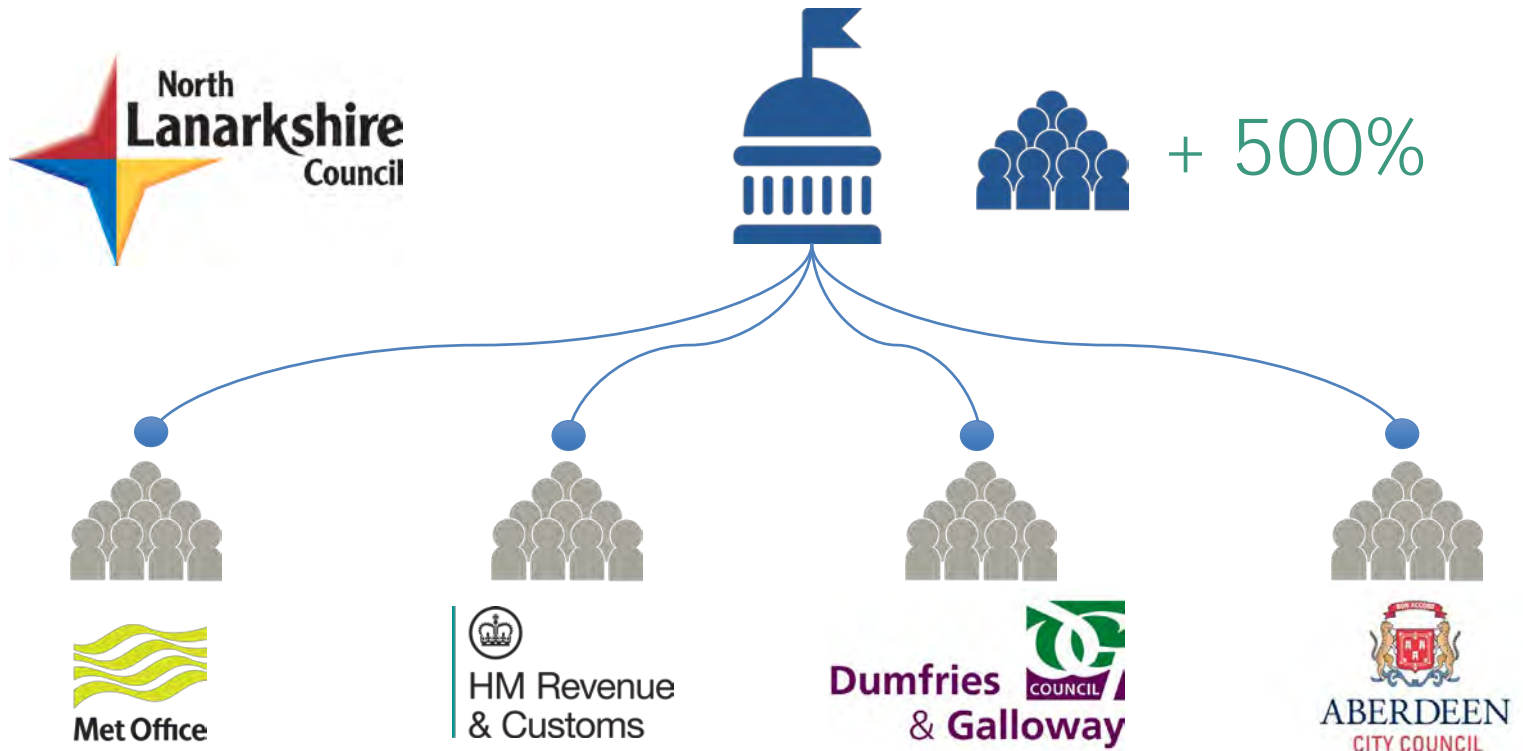
of data stored in secure and  
redundant data centres

**97%**

## **RETENTION RATE**

with best-in-class customer  
care and support teams

# The power of the Network...



CONTINUOUS IMPROVEMENT

# TRANSFORM THE CITIZEN EXPERIENCE

DEFINE OUTCOMES

EXPAND REACH

CHOOSE RIGHT CHANNEL

CHOOSE  
RIGHT CONTENT

DRIVE OUTCOMES

Measure, Analyse, Refine

# Examples: Helping the public sector be more effective and improve lives

**£770K**

**extra annual income**

from greater take-up of garden waste collection service (London Borough of Havering Council)

**26%+**

**arts & heritage event sales**

originate from email marketing (Southampton City Council)

**74% or £5K+**

**reduction in calls**

in one day (school offer day) due to targeted channel shift campaign (Birmingham City Council)

**11K**

**app downloads**

& 250K citizens & emergency responders receiving critical weather alerts (Met Office)

**300+**

**more residents in work**

or training after 10 months of dedicated jobs email bulletin (Bedford Borough Council)

**37%**

**of bookings originate from email marketing**

for ReActiv8 sports & exercise programmes (Bedford Borough Council)

**100%**

**automated campaigns**

save staff time & reduce workloads (Wrexham County Borough Council)

**£1.3M+**

**saving for residents**

due to increased take-up of community energy schemes (Sheffield City Council)

**£10k**

**generated per email bulletin**

in new bookings for 'Luxury Beach Lodges' (Bournemouth Tourism)





Stephen Penman

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**Head of Communications  
and Digital Learning  
North Lanarkshire Council**

# Who do you think you are talking to?

Challenges and opportunities for  
communicators

Stephen Penman







# Newspaper Readerships - Updated (31/10/2016):

Newspaper	Frq	Typ	Total AIR	Area Adults AIR	Area AIR%	Circ	RPC	Paid%	Men	Women	15-24	25-34	35-44	45-54	55+
Airdrie & Coatbridge Advertiser	W	P	24803	24158	8.69	8065	3.0	100.00	11163	12995	2263	2774	3356	4718	4
Cumbernauld News & Kilsyth Chronicle	W	P	13466	13466	4.84	4072	3.3	100.00	6236	7230	1284	1391	1823	2638	2
DAILY RECORD - SCOTLAND	M	P	456617	51443	18.50	19461	2.6	100.00	26489	24954	3388	4686	7479	8569	1
Edinburgh - Evening News	E	P	56237	22	0.01	6	3.7	100.00	11	10	2	2	2	4	4
Glasgow - Evening Times	E	P	81331	8229	2.96	2416	3.4	100.00	4198	4030	745	706	936	1514	1
Hamilton Advertiser	W	P	39297	10812	3.89	2231	4.8	100.00	5021	5792	986	1231	1412	2127	1
Kirkintilloch	W	P	16905	1666	0.60	428	3.9	100.00	763	903	149	Source: JICREG			



# Council has five-year plan

**Judith Tonner**

Education, employment, housing and services for older people and those with disabilities are among the top priorities of North Lanarkshire Council's new five-year plan.

The local authority has produced a strategy covering the period until 2018, which focuses on the four themes

of health, lifelong learning, regeneration and developing the council under the motto "service and people first".

Chief executive Gavin Whitefield said: "During this period we will continue to face an unprecedented squeeze on services. The number of older people in our communities will continue to grow and welfare advice services will face

additional pressure as the impact of reform becomes more apparent.

"We will continue to achieve the savings and service transformation required to help us maintain progress and ensure that we continue to deliver the highest quality services to residents."

Among the health and wellbeing goals are

reductions in homelessness, smoking, alcohol and substance use, plus improved diet choices and increased physical activity among the population.

Lifelong learning and regeneration outcomes include improving learners' qualifications and work opportunities, reducing unemployment and meeting demand for housing.



service and **people** first



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A-Z of Services:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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You are here: Home

› Business and trade

› Community life and leisure

› Council and democracy

› Education and learning

› Housing

› Jobs and careers

› Law and licensing

### Latest news

› **Foundations laid for new Ravenscraig community**

New house build programme starts

› **Schools closure**

Council votes to close four primary schools

› **Social Worker of the year Award for Ella**

Community alternatives worker praised

› **Sports Leadership Outreach Centre status**

Development team's efforts recognised

[read more news](#)

## Easter Sunday fun at Summerlee

› [view](#)



**In Your Area**  
Find services and facilities local to you



Contact us

▼ Customer Services  
Civic Centre  
Windmillhill Street  
Metherell

**Past 7 days**

Facebook Reach	84,052
Facebook Video Views	4,300
Facebook Page Likes	477
Twitter Impressions	137,500
GovDelivery Recipients	435,029
Website Page Views	203,899





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reductions in homelessness, smoking, alcohol and substance use, plus improved diet choices and increased physical activity among the population.

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## Improve economic opportunities and outcomes

### Action 1.1

<p><b><u>WHY?</u></b> What is it we ultimately expect to achieve - what is the impact?</p>	<p>Provide employment support to reduce unemployment and underemployment</p>
<p><b><u>WHAT?</u></b> What do we expect to see or hear as a result of our outputs and activities - what do we expect to deliver?</p>	<p>2. Pursue new opportunities to ensure North Lanarkshire is an attractive place for business, investment and growth</p>
<p><b><u>HOW?</u></b> What key <u>activities</u> do we need to undertake in order to effectively contribute to achieving the ultimate goal?</p>	<p><b>1.1 Deliver a series of business-focussed events to engage with local businesses to support their growth, skills and development</b></p> <ol style="list-style-type: none"> <li>1. Through the Lanarkshire Business Gateway contract, we run a series of events including:             <ol style="list-style-type: none"> <li>a. Start Up Events to those thinking about starting a business and those business which are not yet trading</li> <li>b. Existing and Growing Business Events</li> <li>c. Local Events on key topics in areas of interest to the local business community</li> <li>d. Networking Events for businesses, partners and stakeholders</li> </ol> </li> <li>2. Through the Supplier Development Programme, we run a series of workshops and webinars aimed at assisting businesses to improve their success and to get ready to bid for public sector contracts.</li> </ol>

# Key skills

- Understand the strategy
- Understand the money
- Understand your audience
- It's about the content
- Live in the real world
- Demonstrate your worth

Thank you

Any questions?

@stephenpenman  
@nlcpeople



Gary Hurr

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**Strategic Manager for Online and  
Customer Care Development  
Glasgow City Council**

# Glasgow City Council

Driving Efficiency through Technology  
**Customer First Programme (Save Time Go Online)**





# Encouraging Channel Shift

**SAVE TIME  
GO ONLINE**  
www.glasgow.gov.uk

We're promoting online services ahead of telephone and face to face contact to continue to reduce our costs. We're receiving **61%** more web referrals via social media.

Referrals via Social Media	
2017	72,354
2016	44,989
Volume Change	27,365



An online, marketing campaign with STV Glasgow was live throughout the Spring and was backed up with social media activity around high volume transactions like missed bins. The campaign was targeted at Glasgow residents and around **1,200** people clicked through to the website from a total of 1m viewers of the STV web page - that's a click through rate of **0.13%** which is well above the industry standard.



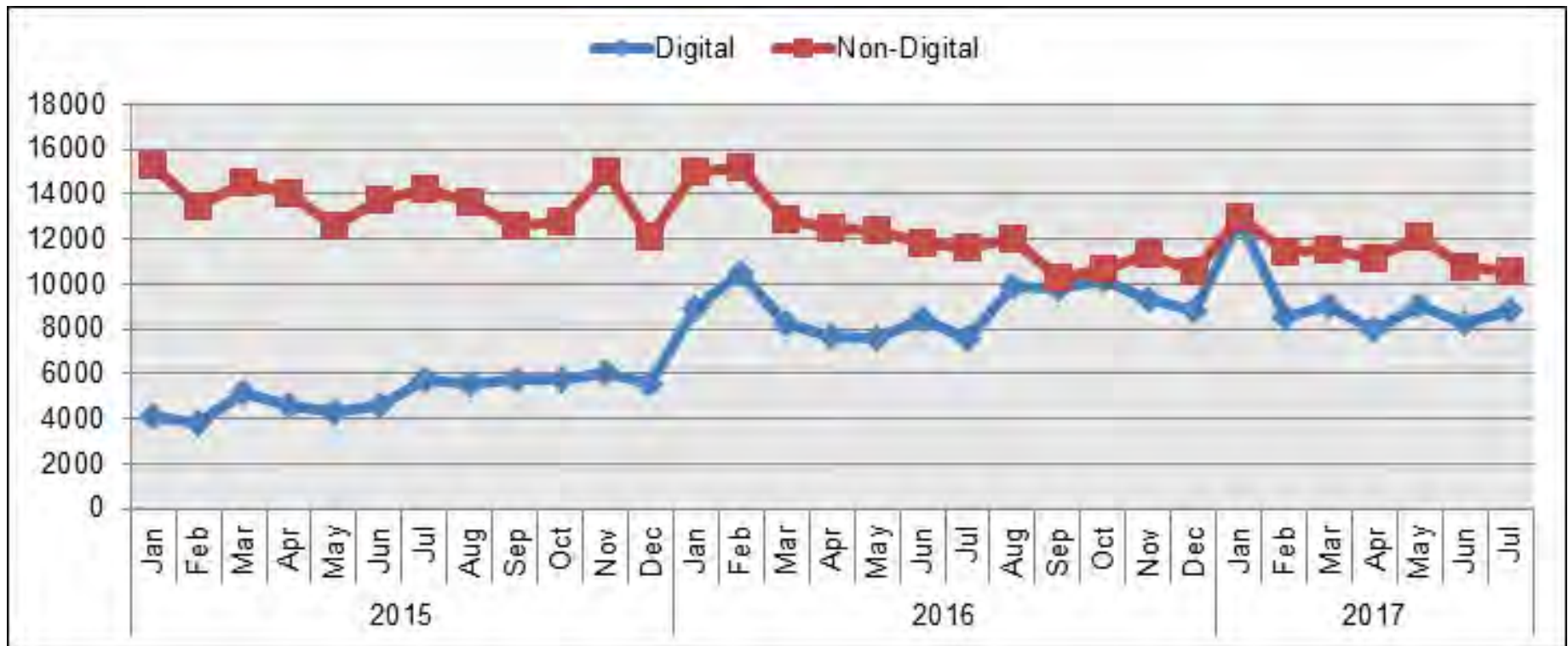
**Glasgow City Council**

@GlasgowCC - 30 Sep 2016

Register for myaccount and get full use of our new online forms  
[ow.ly/IXZS304nPFE](https://www.glasgow.gov.uk/IXZS304nPFE) [ow.ly/6kjU304pPUk](https://www.glasgow.gov.uk/6kjU304pPUk) #SaveTimeGoOnline

# Evidence of Channel Shift

Customers and businesses are responding to our **Save Time Go Online** campaign and moving across to digital channels



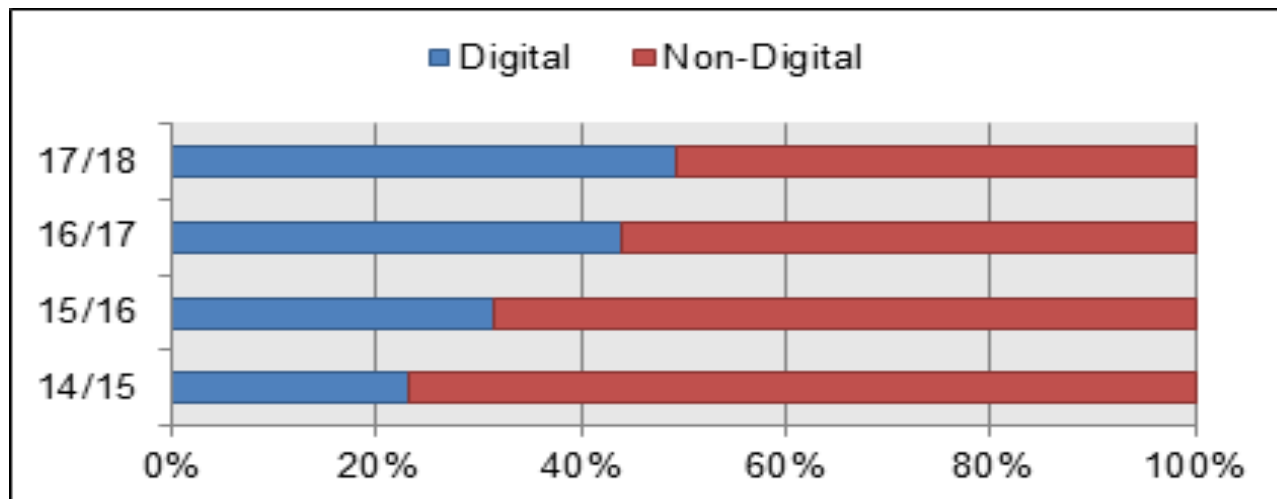


# Evidence of Channel Shift



Customers and businesses are responding to our **Save Time Go Online** campaign and moving across to digital channels - here's the predicted situation based on the last 3 years data

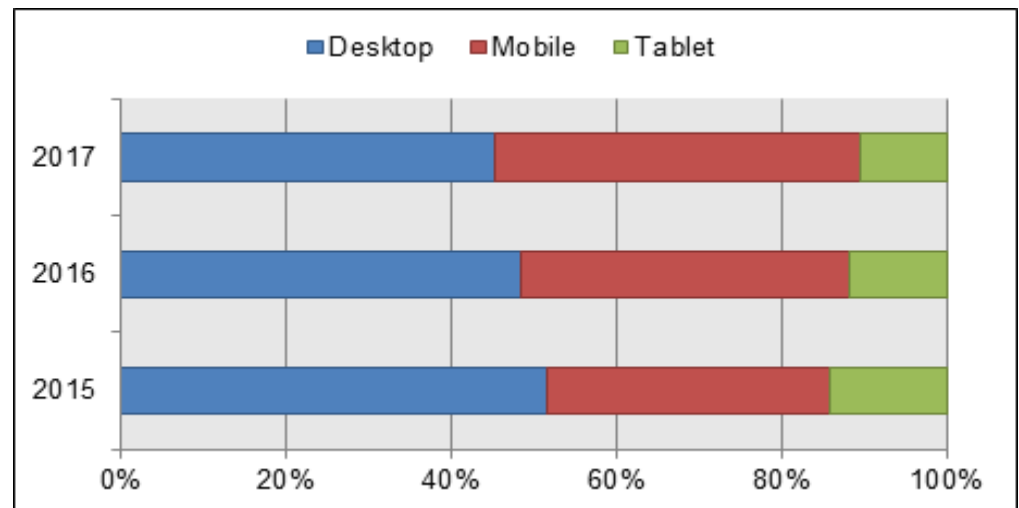
	Digital	Non-Digital
14/15	27%	73%
15/16	42%	58%
16/17	47%	53%
17/18	56%	44%



# Evidence of Channel Shift - Mobility

The drive for **mobility** is part of our **Save Time Go Online** campaign. Based on the current data, mobile usage will have increased **28%** by the end of 2017 and **37%** by the end of 2018. Desktop usage will have fallen **13%** by the end of 2017 and **18%** by the end of 2018.

	Desktop	Mobile	Tablet
2015	51%	35%	14%
2016	48%	41%	11%
2017	44%	45%	10%
2018	42%	48%	10%



# Evidence of Channel Shift - Telephony



Call numbers are significantly less for all main lines where we have an online offering

LES (Cleansing/Roads/Parks)			
	2015	2016	2017
Requests	186,231	190,793	154,161
Change	-32,070	-36,632	
% Change	-17%	-19%	

Council Tax			
	2015	2016	2017
Requests	130,843	142,336	9,6594
Change	-3,4249	-4,5742	
% Change	-26%	-32%	

Housing Benefit			
	2015	2016	2017
Requests	67,106	62,004	60,506
Change	-6,600	-1,498	
% Change	-10%	-2%	



# Evidence of Channel Shift - Website

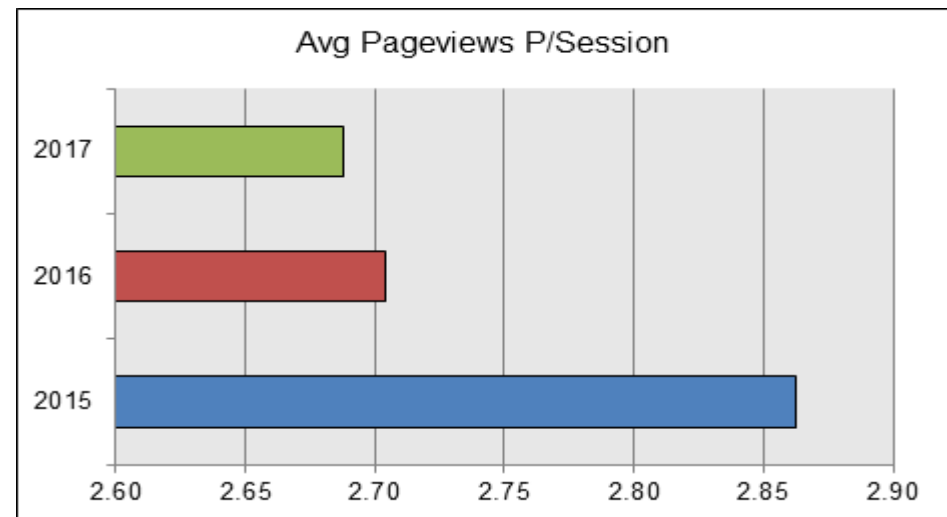


Our much improved website is encouraging self-service, with the most popular tasks being the highest visible – usage has increased by **37%**



	2016	2017	Change	% Change
<b>Sessions</b>	2,405,317	3,291,915	886,598	<b>37%</b>
<b>Page Views</b>	6,520,528	9,171,122	2,650,594	<b>41%</b>

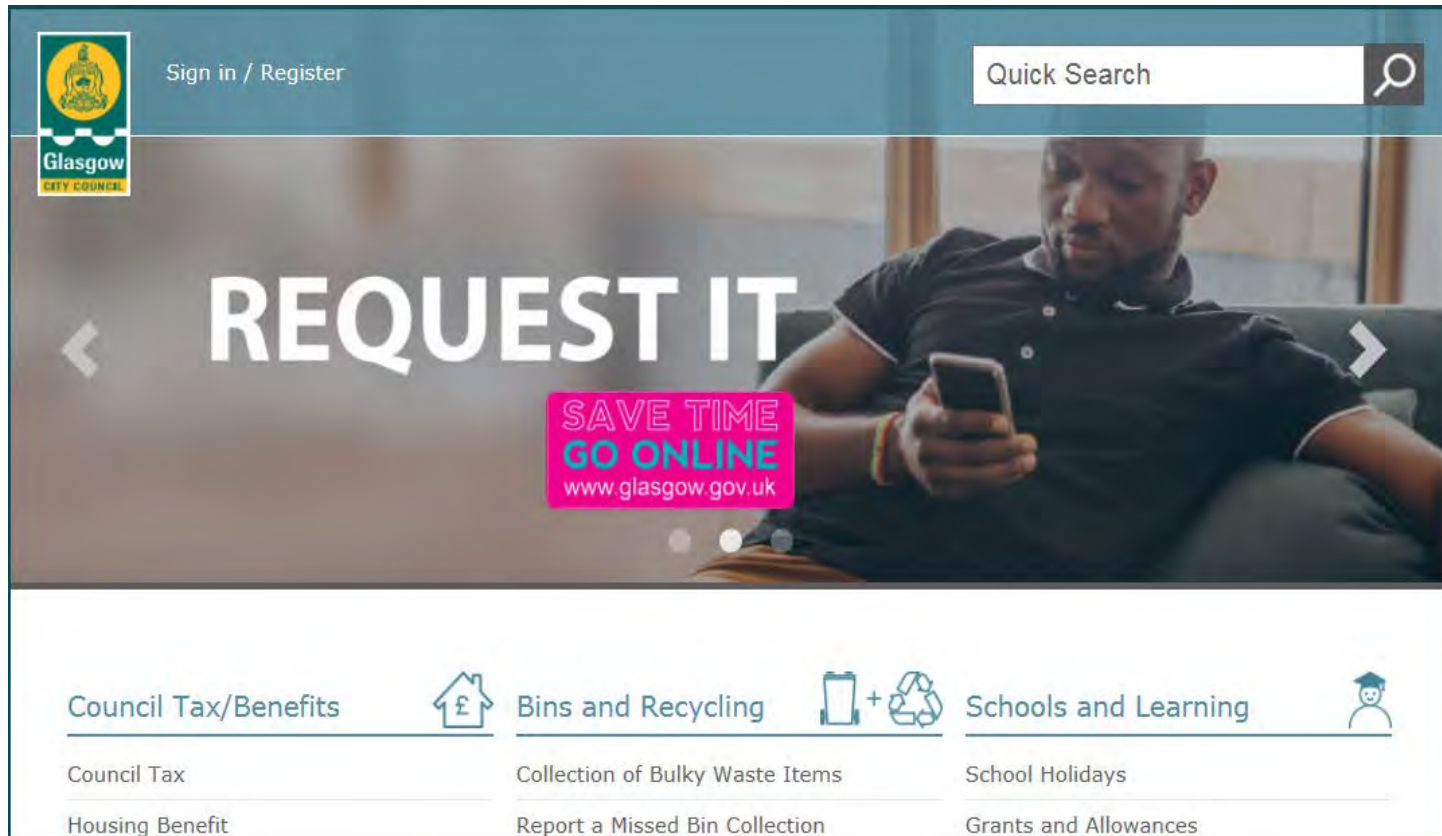
Website Load Times		
Year	Load Time	Change
<b>2015</b>	3.58s	<b>-31%</b>
<b>2016</b>	3.25s	<b>-37%</b>
<b>2017</b>	2.24s	



# Evidence of Channel Shift - Website



After adding **Save Time Go Online** to the carousel, page views per day are up **867%**

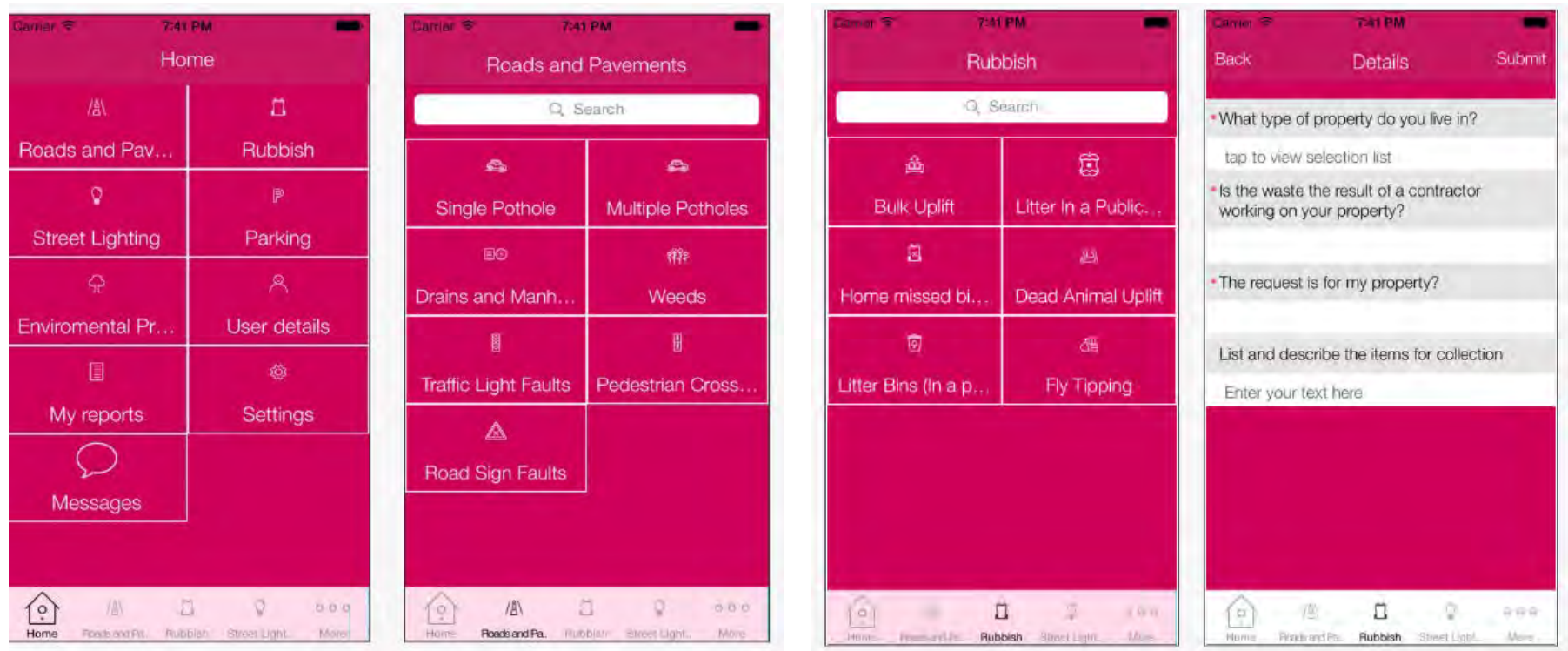


# Evidence of Channel Shift – App

**SAVE TIME  
GO ONLINE**  
www.glasgow.gov.uk



The My Glasgow app gives citizens the ability to use our services digitally, reducing back office processing





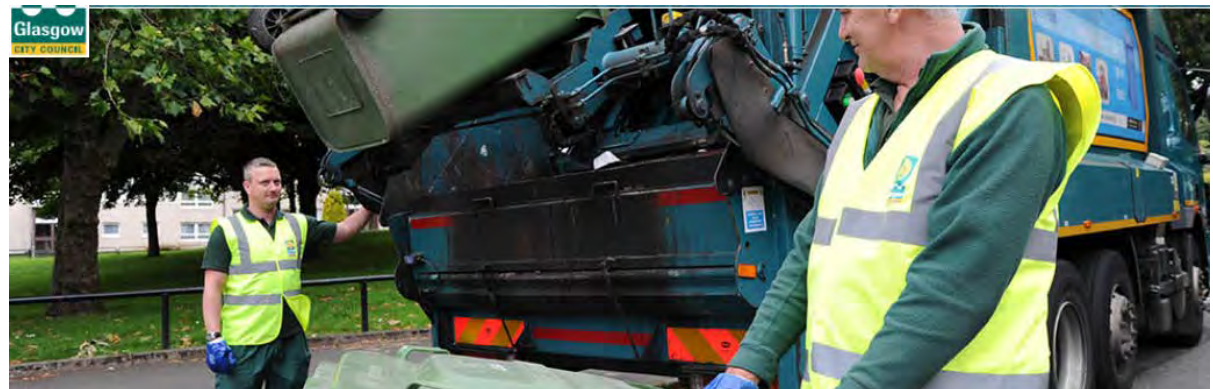
# Evidence of Channel Shift – App



More and more of our customers are communicating with us via the app for ease and convenience – they help us keep Glasgow looking smart.



Bulk Uplifts: Phone v App v Email			
	Phone	Email	App
2015	70,390	7,438	11,701
2016	56,649	1,044	34,775
% Change	-20%	-86%	197%
Volume	-13,741	-6,394	23,074



# Award Shortlistings

Customer First has been shortlisted for the **LGC Awards 2018** in their 'Driving Efficiency through Technology' category. Also, our MyGlasgow app was previously shortlisted for the **Holyrood Connect ICT Awards 2015** for the 'Connect Mobile' Award.







Huw Ap Dewi

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Digital Projects Officer  
Wrexham County  
Borough Council

# Location of Wrexham in the United Kingdom

Situated just 12 miles south-west of Chester, in the attractive landscape of the North Wales Borderlands, Wrexham is now widely recognised as the region's principal commercial centre.

Wrexham is within a 2 hour drive of one third of the UK's population and half of its manufacturing industries.





PEOPLE  
MAKE  
GLASGOW









Population  
**134,844**

Subscribers  
**30,167**

Topics  
**50**

Engagement Rate  
**61.6%**

# Remember to put your bin out!

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## Black Bin this week



Your **Black Bin** and **Recycling** are due for collection tomorrow. Please ensure that your bin is out by 7:30am ready for collection.

[Click here](#) for further information on Waste and Recycling, such as; what goes in which bin, frequently asked questions about Recycling and Household Recycling Centres.

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Collection reminder - Friday, Calendar 2 - Green Bin

Subscribers of Bin collection reminder...



Huw Ap Dewi

04/28/2016 04:00 PM BST

Open a Copy

[View Report](#)

Collection reminder - Friday, Calendar 1 - Black Bin

Subscribers of Bin collection reminder...



Huw Ap Dewi

04/28/2016 04:00 PM BST

Open a Copy

[View Report](#)

Collection reminder - Thursday, Calendar 1 - Black Bin

Subscribers of Bin collection reminder...



Huw Ap Dewi

04/27/2016 04:00 PM BST

Open a Copy

[View Report](#)

Collection reminder - Thursday, Calendar 2 - Green Bin

Subscribers of Bin collection reminder...



Huw Ap Dewi

04/27/2016 04:00 PM BST

Open a Copy

[View Report](#)

Collection reminder - Wednesday, Calendar 1 - Black Bin

Subscribers of Bin collection reminder...



Huw Ap Dewi

04/26/2016 04:00 PM BST

Open a Copy

[View Report](#)

Displaying bulletins **1 - 100** of **477** in total

Page  of 5

Results per page: 10 25 50 **100**

- Accounts
- Bulletins
- Campaigns
- Reports
- Topics
- Segments
- Subscribers
- Categories
- Templates
- Questions
- Macros
- Administrators
- Announcements
- Trash Can
- Featured Content
- Social Media
- Connect


+ CREATE CAMPAIGN

A/B Test   **Drip**   Re-Engagement   Welcome

All

▼

SEARCH

Name	Recipients per Message	Status	Actions
 Topic of the month		Draft	<a href="#">Edit Campaign</a>
School Meals 2017/18 Menu	<div>123</div>	Active	
School meals	<div>123</div>	Active	<a href="#">View Report</a>
Roadworks	<div>1</div>	Active	<a href="#">View Report</a>
Bin Collection Welcome	<div>123</div>	Active	<a href="#">View Report</a>
Engaging with existing inactive subscribers	<div>1</div>	Active	<a href="#">View Report</a>
Engaging with existing subscribers	<div>12</div>	Active	<a href="#">View Report</a>
Bin Collection - C1 Black C2 Green	<div>12345678910</div>	Active	<a href="#">View Report</a>
Bin Collection - C1 Green C2 Black	<div>12345678910</div>	Active	<a href="#">View Report</a>



# Message Sequence

Collection reminder - Monday, Calendar 1


PREVIEW



Recipients      Subscribers of Bin Collection Reminder who answered "Calendar 1" to "Which calendar are you?", "Monday" to "What is your collection day?"


Subject line      Collection reminder - Monday - Calendar 1

From      Wrexham County Borough Council <Wrexham@public.govdelivery.com>

 Repeat every **2 weeks**       Start the week of **Dec. 4, 2016**       Send at **3:00 pm London**

## Send on

☒ Sun    ☐ Mon    ☐ Tue    ☐ Wed    ☐ Thu    ☐ Fri    ☐ Sat

 Next send scheduled for **Sunday, Nov. 5, 2017.**

Subscribers:  
7,374

Open rate:  
50.95%





## BIN COLLECTION REMINDER

good to  
know

REMEMBER TO PUT YOUR  
**GENERAL WASTE BIN  
AND RECYCLING** OUT  
FOR COLLECTION TOMORROW

Please make sure you put them out by  
**7:30am** ready for collection



## BIN COLLECTION REMINDER

good to  
know

REMEMBER TO PUT YOUR  
**GREEN BIN AND RECYCLING**  
OUT FOR COLLECTION TOMORROW

Please make sure you put them out by  
**7:30am** ready for collection

### ALLOWED

Grass cuttings, hedge  
and shrub prunings,  
dead flowers, and weeds.

### NOT ALLOWED

Cardboard, soil, wood,  
bricks, Japanese Knotweed,  
or pet and animal faeces.



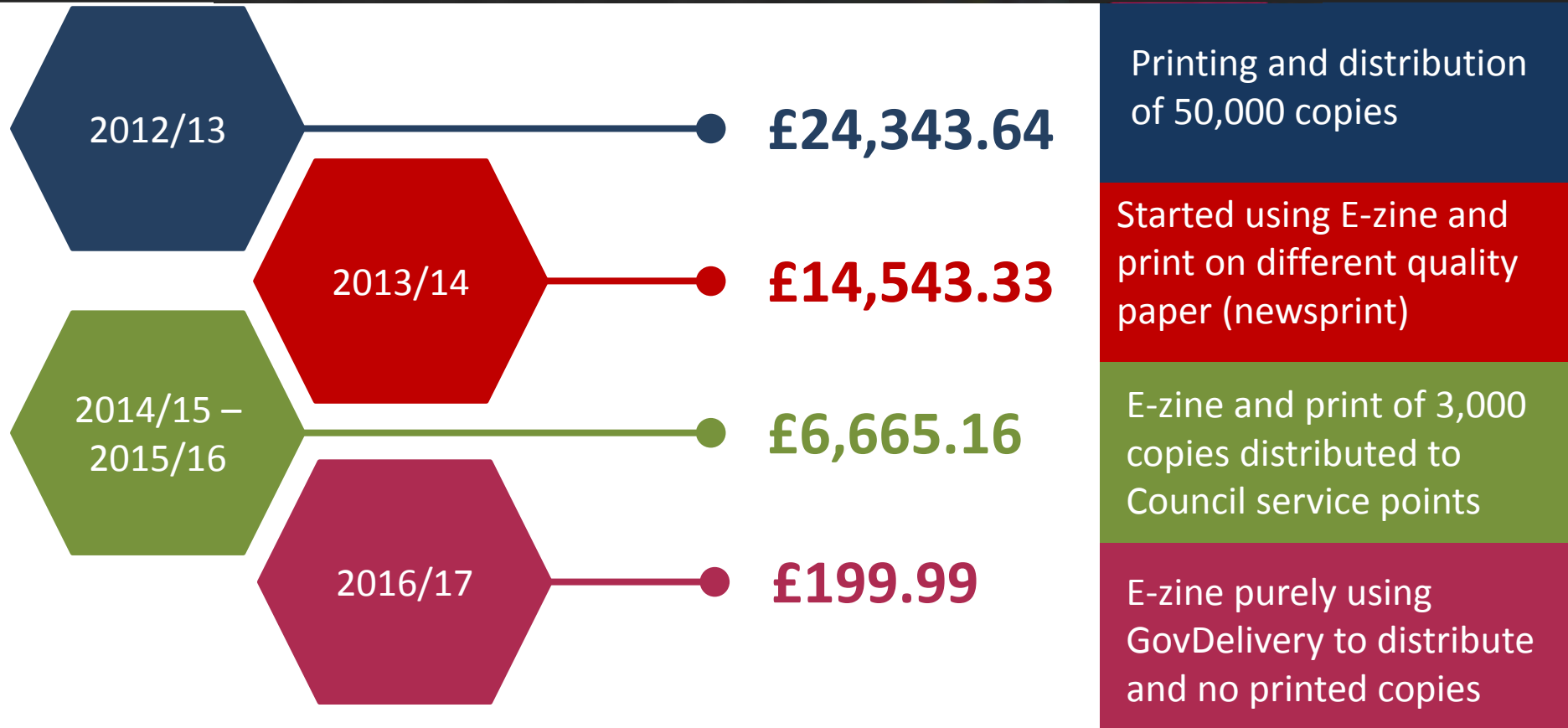
48%

Reduction in the number of  
“wrong bin out” calls.

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27%

Reduction in bins not being emptied  
due to contaminated waste.







**WHAT BRINGS IN £1  
MILLION TO WREXHAM –  
AND SENDS OUR  
TWITTER FEED INTO  
OVERDRIVE?**



**TEN YEARS ON...WHAT IS  
GOING ON NOW?**

**TRENDING NOW**

CHILDREN KEEP AN EYE ON ARCHITECTURAL HERITAGE



## Did you see these?



### **NEW MOBILE PAYMENT SYSTEM WILL MAKE USING CAR PARKS “EVEN EASIER”**

Do you use Wrexham Council's car parks very often?

If so, you'll be interested to know that a new payment method will come online next week.



### **MONDAY NIGHT IS LADIES' NIGHT**

Do you want to be able to run 5km? Get started in the gym? Or take up swimming? Then Mondays will be your night!

[Read More](#)



Home » Local News » WEIRD RECYCLING: YOU WON'T BELIEVE WHAT SOME PEOPLE PUT IN THEIR GREEN BINS

## WEIRD RECYCLING: YOU WON'T BELIEVE WHAT SOME PEOPLE PUT IN THEIR GREEN BINS

July 19, 2017



Green bins are for garden waste. You fill them up with grass cuttings and so on...and then we turn it into lovely compost.

Sounds simple, right? But you'd be amazed at some of the weird and random objects our recycling teams find on green bin-collection day.

Try barbecue gas bottles for starters. It probably goes without saying that metal gas containers don't make great compost, but we've found them.

### MUST READ

**WHY PEOPLE IN WREXHAM SHOULD REGISTER TO VOTE**

**WHAT BRINGS IN £1 MILLION TO WREXHAM – AND SENDS OUR TWITTER FEED INTO...**

**KING STREET COFFEE – PERFECT BREW FOR SUCCESS**

**DON'T MISS YOUR BIN COLLECTION – PUT IT OUT EARLY**

**THUNDERBUG ARE TAKING THE SPOTLIGHT... AND IT'S GOING TO BE AMAZING**

### POPULAR CATEGORIES

People & Place	150
Council Services	104
Biz & Education	45



Weird recycling: You won't believe what some people put in their green bins



- Title: Weird recycling
- Topic: Waste services info
- Recipients: 4,602
- Total Opens: 4,158
- Unique Opens: 2,538 (56%)
- Total Clicks: 1,674
- Unique Clicks: 1,543 (34%)



**Wrexham County Borough Council**

Published by Hootsuite [?] - August 7 -



**FIVE THINGS TO DO THIS WEEK FOR A POUND OR LESS!**

<http://owl.li/b2Y830edA3w>





**Wrexham County Borough Council**



Published by Hootsuite [?] - September 14 - 🌐

"What do I pay my Council Tax for?" - find out: <http://bit.ly/2f78pn8>



**“What do I pay my Council Tax for?” – find out here!**

It's a very common question. Someone might find themselves dissatisfied with their service, or annoyed at some of the ways in which our services...


[NEWS.WREXHAM.GOV.UK](http://news.wrexham.gov.uk)



[Home](#) [Other](#)

# WHAT BRINGS IN £1 MILLION TO WREXHAM – AND SENDS OUR TWITTER FEED INTO OVERDRIVE?

October 25, 2017

 [Share on Facebook](#)

 [Tweet on Twitter](#)



## MUST READ

**TAKE A LOOK AT PLANS FOR NEW-LOOK WREXHAM LEISURE CENTRE HERE**

**WHY THIS LOCAL SPORTS CLUB WAS BOWLED OVER BY IMPROVEMENT WORK...**

**DO YOU RENT OUT A PROPERTY IN WALES? READ THIS...**

**MOTHER GOOSE'S COMMITMENT TO HER LITTLE ONES**

**LET OTHERS HAVE ALL THE SAY ON HOW WE SAVE £13M (OR DON'T...)**

## POPULAR CATEGORIES

[People & Place](#)

161

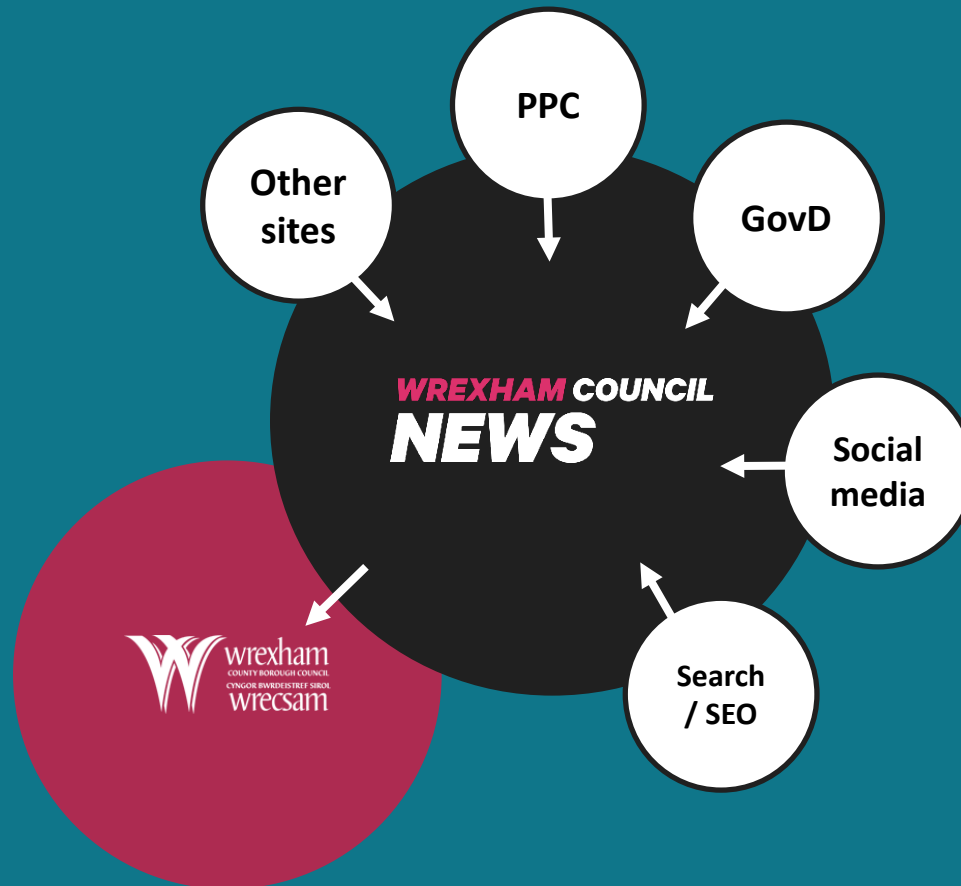


## Twitter

- Reached 50,400 people, 24 retweets, 50 likes
- Ranked 7<sup>th</sup> on GreatUKGovTweets 25/10/17

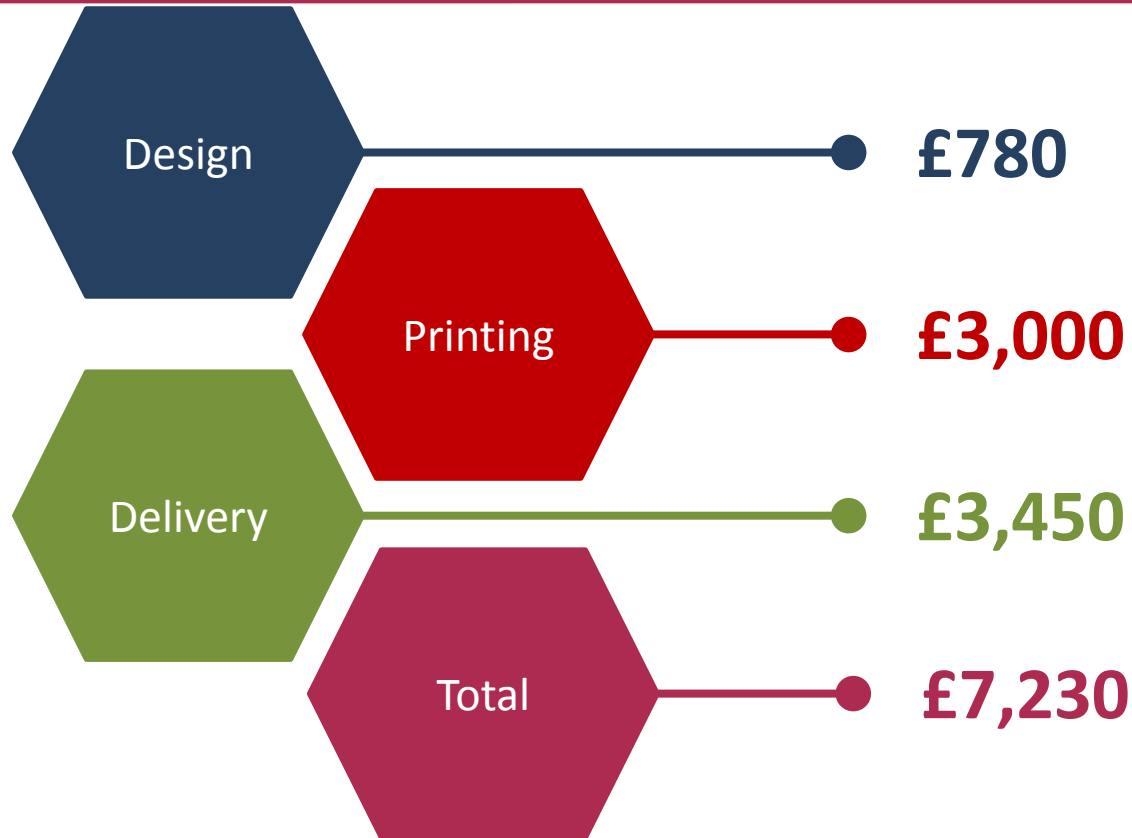
## Facebook

- Reached 7,400 people, 13 shares, 36 likes





# housing HOTLINE



Paid to an external design company

12,000 copies

11,500 copies

Total per issue:  
sent quarterly.  
£28,920 annually



## My Updates Survey 2017

988 responses



Face 2 Face £4.73 per visit	£4.73 (per visit) x 392: £1,854.16	Estimate savings based on full subscriber list (61.6% engagement rate): £34,297	Estimate savings based on full subscriber list (100% engagement rate): £55,681
Telephone £2.51 per call	£2.51 (per call) x 373: £936.20	Estimate savings based on full subscriber list (61.6% Engagement rate): £17,198	Estimate savings based on full subscriber list (100% engagement rate): £27,921
Total	£2,790.36	£51,495	£83,602

"I just enjoy the variety and, of course, the bin reminder. All the Council matters in a handy place - good idea."

"I think my updates are useful and clear"

"All very good"

"Gritter topic is useful"

"A good service, well done"

"I'm very grateful for your reminders"

**"I like the updates, I have mental health problems, this causes me to be forgetful, with updates I can be reminded of bin collection to ensure I can get the bin out in time and which bin I need to put out."**

"Perfect as it is!"

"Bin collection email works and is very useful."

"Your information is excellent"

"Think it's great well done"

"In my opinion it's perfect"

"Excellent email service! The bin day reminder is great!"

"I like the reminder of which bin is to be collected the following day - works well. Thank you"

Thank you / Diolch



Darren Caveney

---

Co-creator  
comms2point0





the commercial **communicator**

intro **@darrencaveney**

# the commercial **communicator**

**Darren Caveney**

– a **whitepaper to help you generate income**

**Dave Worsell, Granicus UK**

- a **new advertising pilot and why audience is key**

**Andy Allsopp, Essex County Council**

- **marketing a traded service**



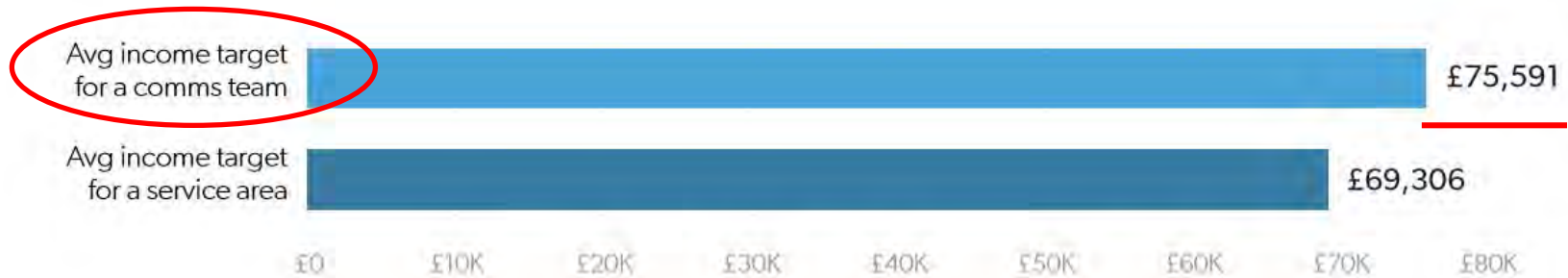


**QUESTION:** WHO HAS THE **£**LARGEST INCOME TARGET?

# THE LATEST RESEARCH

## A NEW **WHITEPAPER**

# WHAT IS THE THE **AVERAGE** INCOME TARGET?





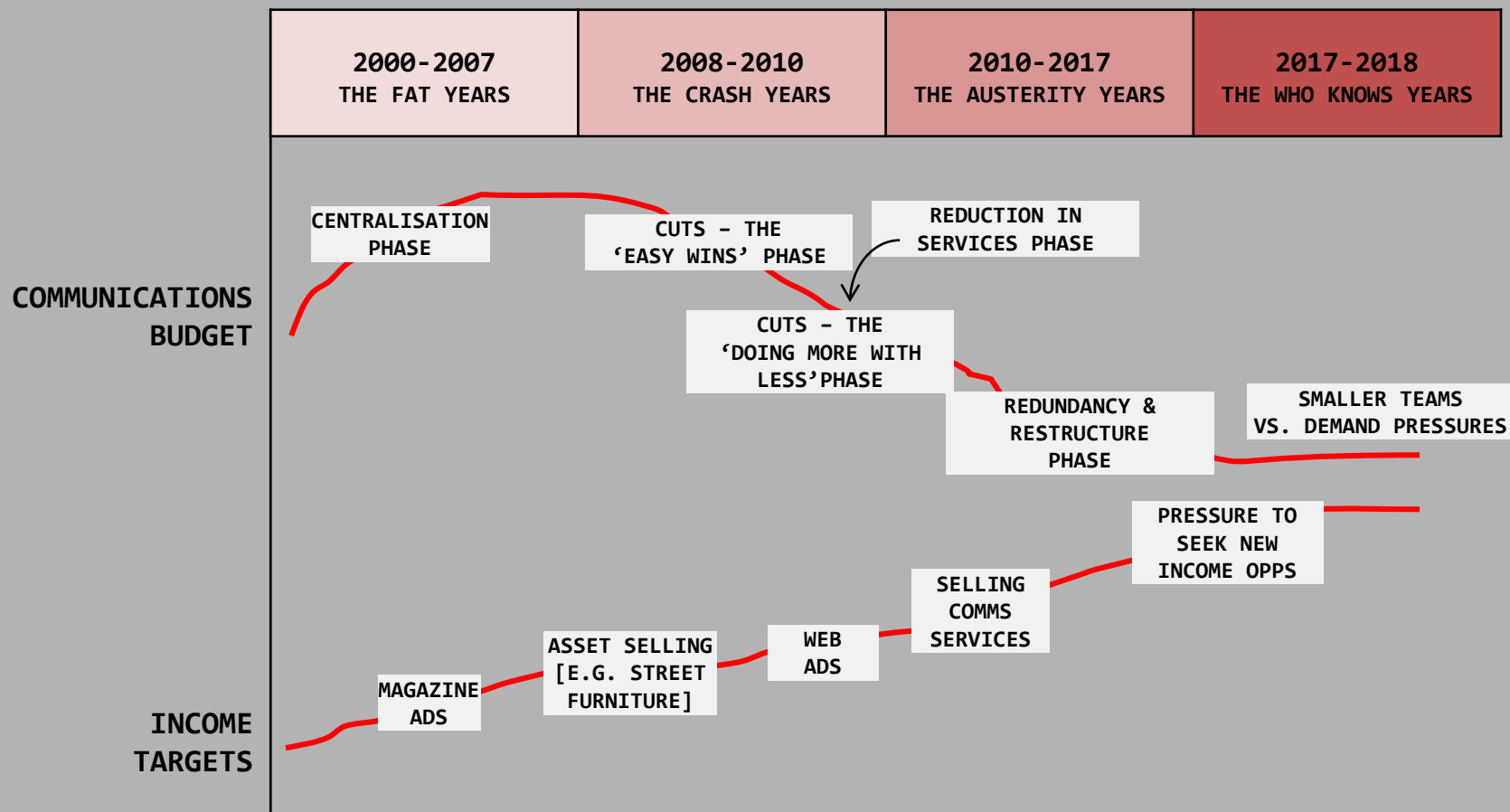


**WHY US?**

[comms2point0.co.uk](http://comms2point0.co.uk)  
[@comms2point0](https://twitter.com/comms2point0)

**COMMS2POINT0**  
creative communicators

# THE RISE AND FALL OF THE PUBLIC SECTOR COMMS TEAM BUDGET



# BUDGETS CUTS

## HOW DOES YOUR BUDGET COMPARE WITH THREE YEARS AGO?

---



13.4% Increased



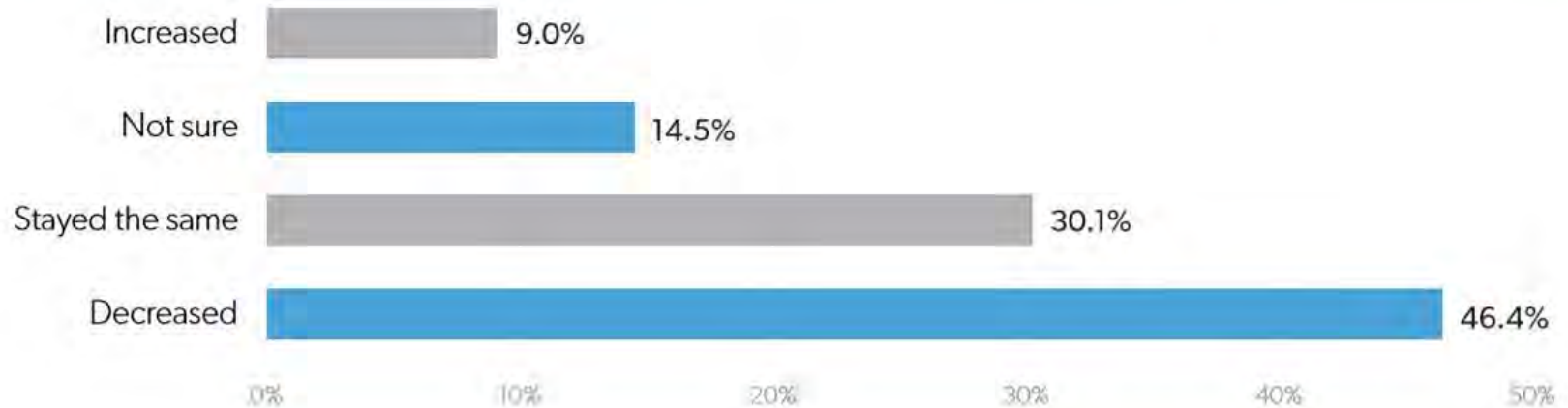
22.5% Stayed the same



64.1% Reduced

## HAS YOUR BUDGET CHANGED IN THE 2017 TO 2018 FINANCIAL YEAR?

---





# SMALLER TEAMS

comms2point0.co.uk  
@comms2point0

COMMS2POINT0  
creative communicators

## IS THE TEAM SIZE TO CHANGE IN THE NEXT 18 MONTHS?

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16% Increase



27% Reduce

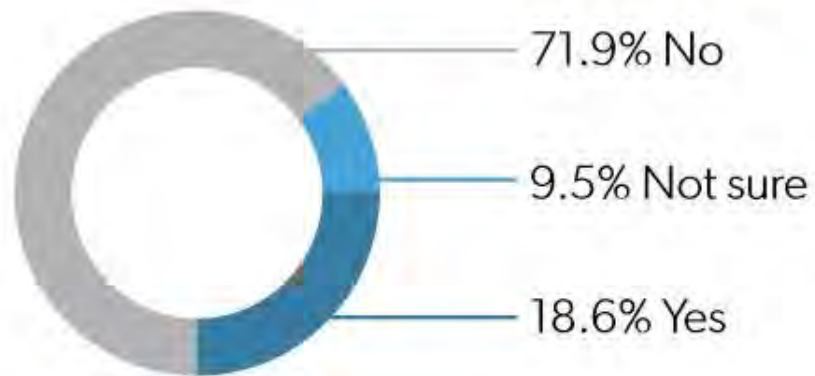


56% Stay the same

# INCOME TARGETS

## DO YOU HAVE AN INCOME TARGET?

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THERE **IS** HOPE

comms2point0.co.uk  
@comms2point0

COMMS2POINT0  
creative communicators





a **white paper** to help you...

- research and data
- 12 case studies
- ideas to inspire

<http://bit.ly/2wauFj6>

comms2point0.co.uk  
@comms2point0

COMMS2POINT0  
creative communicators

# BEST PRACTICE



comms2point0.co.uk  
@comms2point0

COMMS2POINT0  
creative communicators



# Bournemouth Tourism



@darrencaveney  
@comms2point0

**COMMS2POINT0**  
creative communicators

# Bournemouth Tourism

## tourism strategy

- Fifteen luxury beach lodges built as part of a £5.9m-investment into this strategy

## pr and comms activity

- Advertising and PR campaign targeting specific groups e.g. DINKs, Empty nesters

## email to generate sales

- Email bulletins promoting the lodges achieve high open rates of 50% and click rates of 9.4%

## conversion rates

- With a conversion rate (from click-throughs to actual bookings) of approximately 7% across all bulletins

## results

- In the first 24-48 hours of sending one email bulletin promoting Christmas breaks = **5 bookings**
- Each booking worth between **£275 - £650**
- average income being generated through each email bulletin = **£10k**  
(7% conversion on click-throughs to bookings)

# South Staffordshire Council



@darrencaveney  
@comms2point0

**COMMSEPOINT0**  
creative communicators



# South Staffordshire Council

## the plan

- the council's commercial team are spearheading an Efficiency and Income Plan

## key outputs

- Created a Community Lottery scheme (which puts **60%** of profits into good community causes)
- A Business Hub which lets out shared working space and consultancy services to SMEs and entrepreneurs
- The Council's customer services team are 'sold' as a service to local businesses to buy
- 'Good Life South Staffordshire' – an app and website which connects local people to local businesses.

## results

- The council generates income from activities such as Good Life South Staffordshire
- the strategy which is delivering a net profit of **£600k**

# London Borough of **Havering**



**Havering**  
L O N D O N   B O R O U G H

@darrencaveney  
@comms2point0

**COMMS2POINT0**  
creative communicators

# London Borough of **Havering**



## background

- digital strategy set out to generate £20k income from web and email ads
- identify where digital transformation could move away from traditional solutions

## what?

- channel shift strategy identified opportunity for online renewals in areas like garden waste collections
- web, social and targeted email pointed to dedicated web page for resident sign-ups

## how?

- increase number of customers using garden waste service
- grow email subscriber base & sell ad space in emails

## outcomes

- grown email subscribers to **135k** (57% of borough) – receive minimum two emails per month
- **73%** of garden waste renewals now taking place online via self serve
- **375%** increase in renewal versus previous year
- **£350k** increase in revenue from this service year 1
- **£770k annual revenue 2016/17 (self-serve)**
- **£18k** income from email adverts



keep in touch

@darrencaveney @comms2point0 darrencaveney@gmail.com

COMMSEPOINT0  
creative communicators



Dave Worsell

---

**Managing Director**

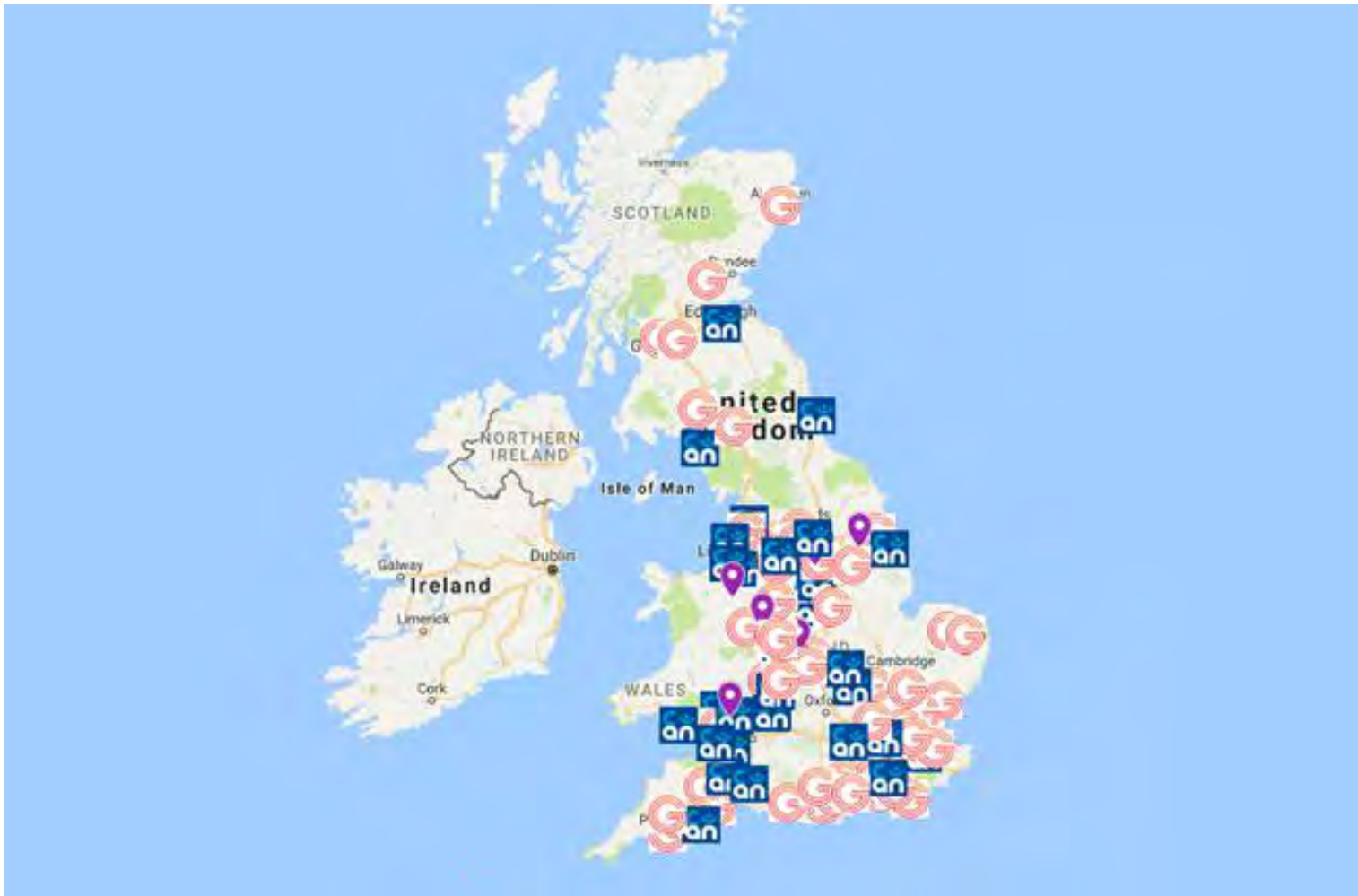
**Granicus (Europe)**

















## THE 2017 GENERAL ELECTION

Don't miss out

Ensure you're registered by 22 May [gov.uk/register-to-vote](http://gov.uk/register-to-vote)



Experience style and practicality with

# ŠKODA ON MOTABILITY



## ARE YOU DUE A PAY RISE?



CHECK  
YOUR PAY

## It's election time!

Find your candidates at [whocanivotefor.co.uk](http://whocanivotefor.co.uk)





**7 councils**

**3 months**

**657,267 subscribers**

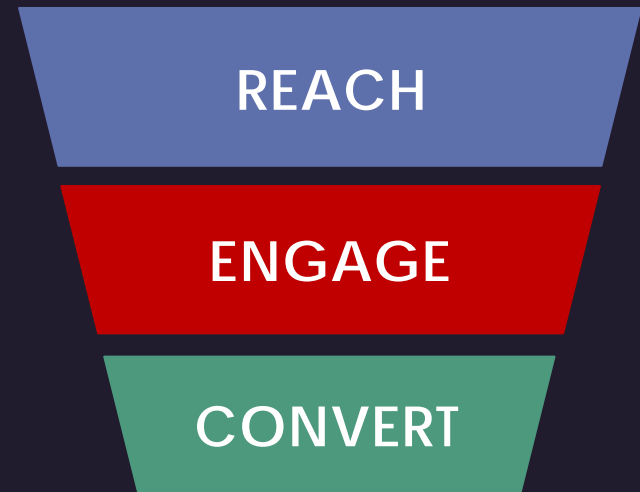
**13,971 clicks**

# Email – Old school but still king



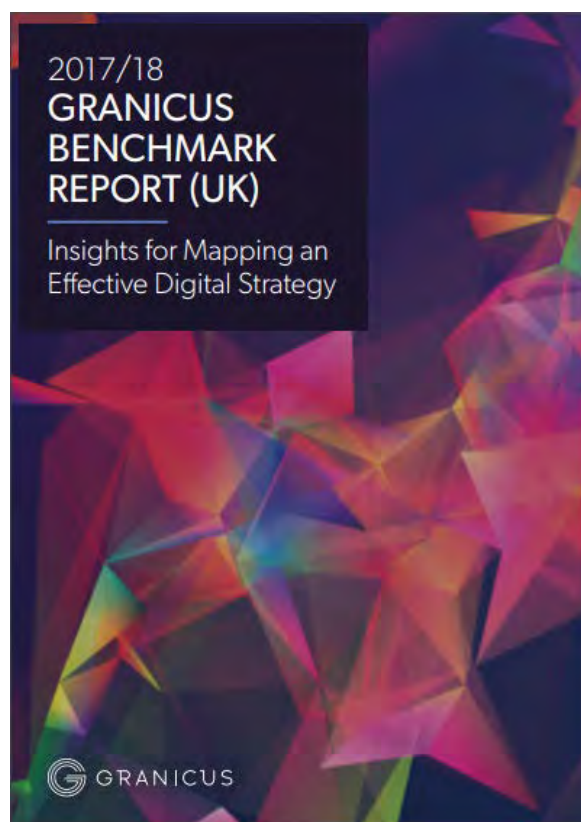
Across sectors email  
delivers **the best return  
on investment**  
(£33 for every £1 spent\*)

\*Source: Campaign Monitor, Adestra, Econsultancy,  
MyEmma



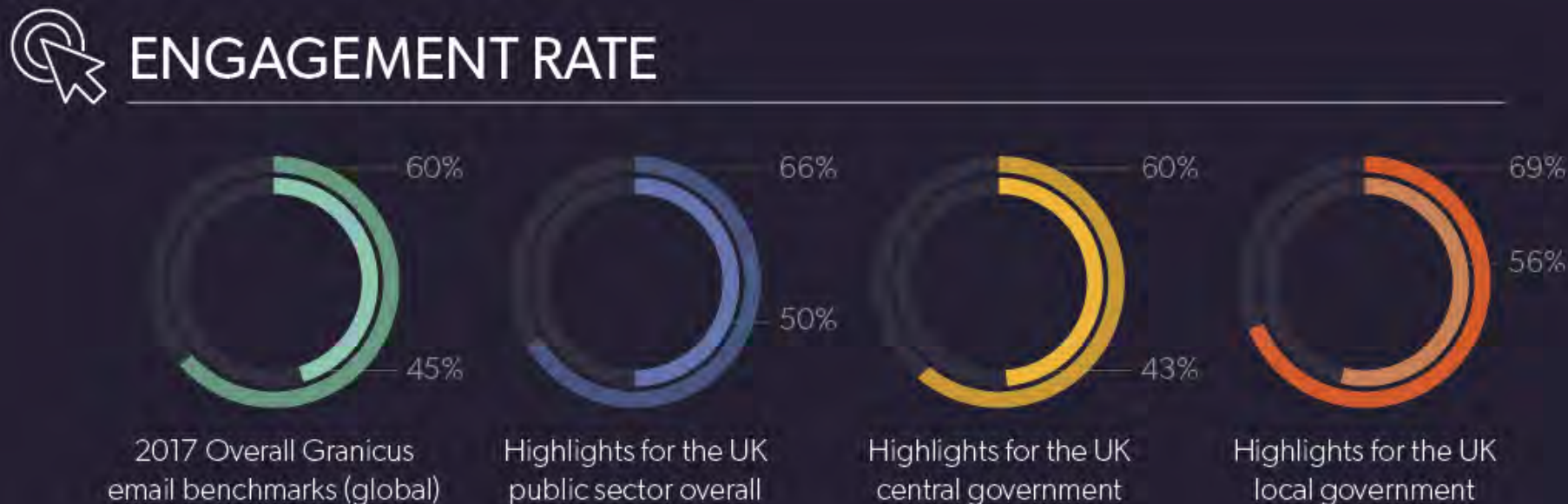
# Make your email marketing more effective

- Monitor, evaluate and optimise



Pick up a copy of the new  
**public sector email  
marketing benchmarking  
report** to compare and  
improve your metrics.

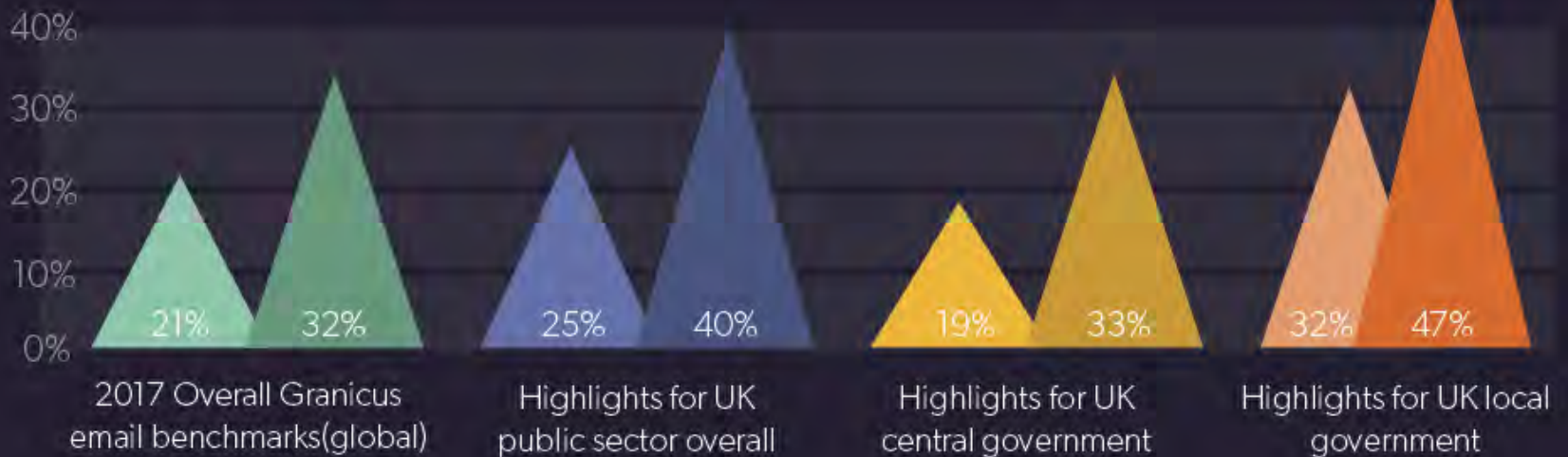
# Email – Strong performance in the UK public sector



# Email – Strong performance in the UK public sector



## OPEN RATE

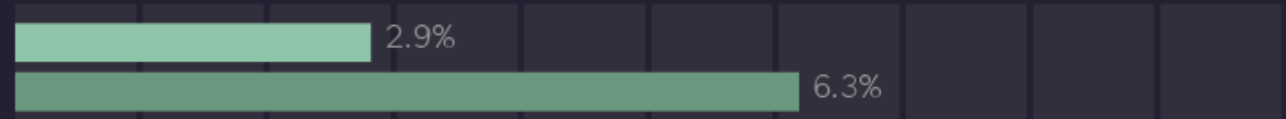


# Email – Strong performance in the UK public sector

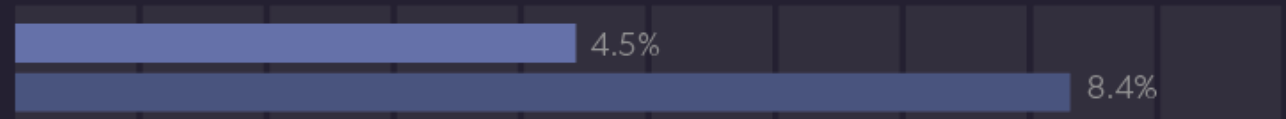


## CLICK RATE

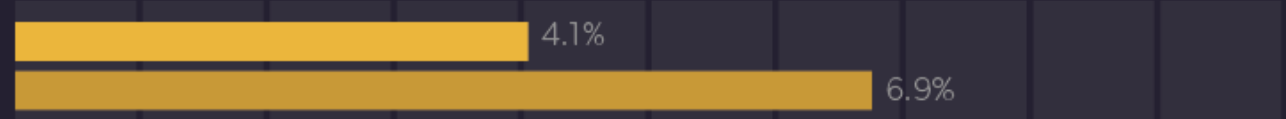
2017 Overall Granicus  
email benchmarks (global)



Highlights for UK  
public sector overall



Highlights for UK  
central government



Highlights for UK local  
government



0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%



## ADVANTAGES OF EMAIL ADVERTISING

- ✓ Large engaged audience
- ✓ Highly targeted advertising opportunity
- ✓ Attractive to local and relevant businesses
- ✓ Ability to segment audiences
- ✓ Ability to track engagement and ROI
- ✓ Ad positioning unobtrusive
- ✓ Ability to A/B test and optimise performance

## WHY PARTNER WITH GRANICUS ON IT?

- ✓ Proven channel with gov't and private sector ads
- ✓ Easy setup
- ✓ Zero maintenance required (we manage everything for you)
- ✓ Reputable advertisers and quality control
- ✓ Cut the cost of your email marketing and put money back into your comms budget

We can help you start generating income through email ads.

**Interested?**

Email [lorna.perry@granicus.com](mailto:lorna.perry@granicus.com)



**Dave Worsell, Managing Director**  
Granicus (Europe)

dave.worsell@granicus.com

@dworsell | @GranicusUK



Andy Allsopp

---

Head of Communications  
and Marketing  
Essex County Council

# MARKETING A TRADED SERVICE

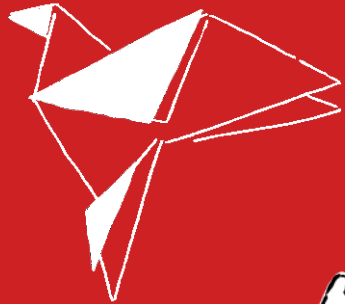
**Andy Allsopp**

Head of Communications and Marketing



Essex County Council

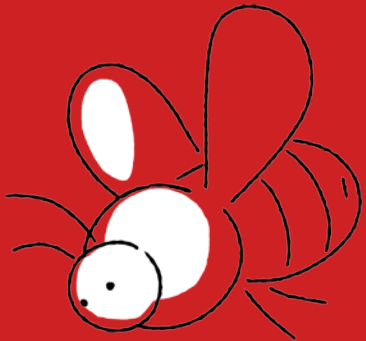
**MARKETING IS  
TOO IMPORTANT  
TO BE LEFT TO  
THE MARKETING  
DEPARTMENT**



**TRANSFORM THE COUNCIL  
TO ACHIEVE MORE WITH LESS**



**LIMIT COST AND DRIVE  
GROWTH IN REVENUE**



**OPTIMISE REVENUE FROM  
SERVICES BY CHARGING  
APPROPRIATELY AND REALISING  
COMMERCIAL BENEFIT**



# Trading Services

Revenue generated supports frontline services



**CUSTOMER SATISFACTION RATING IN EXCESS OF 95%**

**DELIVERING WORLD-CLASS SCHOOL SUPPORT SERVICES**



2013

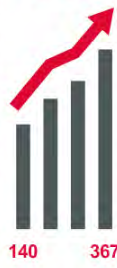


2016

Doubled customer base to 4300 schools in three years



Work with one in four primary schools in England



Staff over three years

## ELS

CLIENTS INCLUDE:



SCHOOLS AND ACADEMIES



EMERGENCY SERVICES



HEALTH AND ADULT SOCIAL CARE



LOCAL AUTHORITIES



CHARITIES



**TRADING SINCE 1998**

**OVER 100 LEGAL PROFESSIONALS**

**LEGAL SERVICES WITH AN UNCOMPROMISING COMMITMENT TO EXCELLENCE**

**OVER 600 CLIENTS ACROSS THE COUNTRY**

**essex/outdoors**

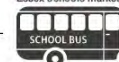
**CUSTOMER RETURN RATE IN EXCESS OF 85%**



44% of the Essex schools market



+1



CLIENTS INCLUDE: SCHOOLS, CORPORATE, LOCAL BUSINESSES, COLLEGES, PRINCES TRUST TEAMS, NATIONAL CITIZENSHIP SERVICE



**RETAINED 99.7%**

OF OUR CLIENTS OVER THE PAST 4 YEARS

**CURRENTLY MANAGING 517 HECTARES OF LAND FOR NATURE CONSERVATION**

**MORE THAN 150 HOURS OF CPD TRAINING COMPLETED BY OUR ECOLOGISTS (2016)**

19,143

ARCHAEOLOGICAL SITES

3889

LISTED BUILDINGS

264

SCHEDULED MONUMENTS

1

REGISTERED BATTLEFIELD

66

CONSERVATION AREAS

35

REGISTERED PARKS & GARDENS

**MORE THAN 100,000 TREES INSPECTED OVER THE PAST 4 YEARS**

**MORE THAN 2,000 HISTORIC BUILDING ASSESSMENTS COMPLETED 2015-6**



**ACL OPERATES OUT OF**

**MORE THAN 200 COMMUNITY VENUES**

**APPRENTICESHIPS ACCREDITED QUALIFICATIONS SKILLS & CREATIVITY**

**ACL ESSEX WORKS WITH MORE THAN 20,000 ADULTS AND YOUNG PEOPLE EACH YEAR**



**ACL HAS 11 CENTRES ACROSS ESSEX 450 TUTORS**

**ESSEX COUNTRY PARKS**

**NUMBER OF GREEN FLAG AWARDS**



FOUR IN 2017/18

**VISITOR NUMBERS UP FROM 781,325 IN 2015/16 TO 860,000 IN 2016/17**

**DURING 2016/17 COUNTRY PARKS WORKED WITH 20,000 CHILDREN**

**7**

COUNTRY PARKS

**1**

HERITAGE SITE

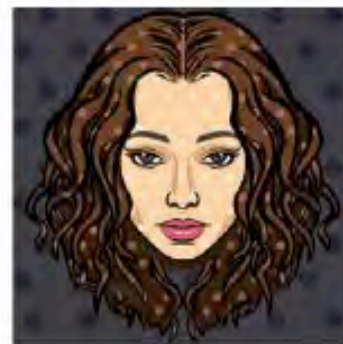
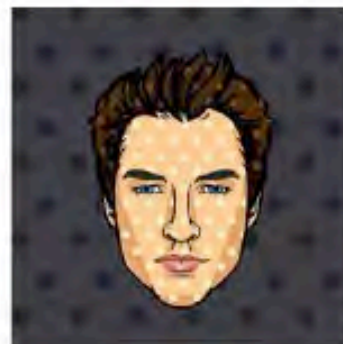
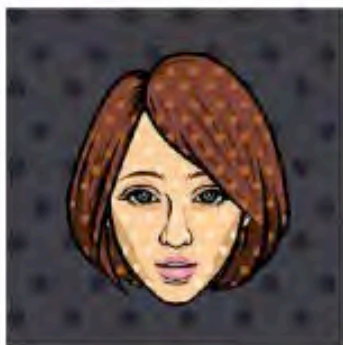
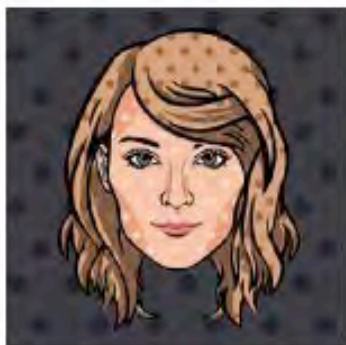
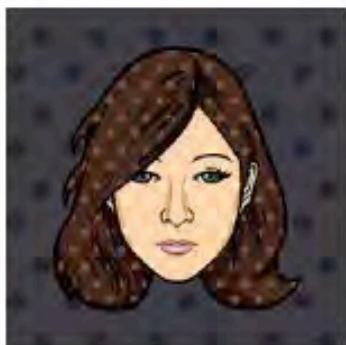
**5**

MILLS



**MARKETING  
WITHOUT DATA  
IS LIKE DRIVING  
WITH YOUR EYES  
CLOSED**





# THE ESSEX COUNTY COUNCIL BRAND

**Strong brands have loyal customers. They identify their products and services clearly, consistently and proudly.**

Their communications contain consistent messaging and tone of voice and employees understand and model the brand values and vision of the organisation.

**Our brand is a promise of quality to Essex County Council customers.**

It represents what we do and how we do it. It provides our users with a sense of security, since it clearly illustrates our accountability.

Essex County Council's services and products rely on Essex County Council being perceived as trustworthy and genuine. Every employee, partner and contractor working on behalf of Essex County Council has a role to play in this. As ambassadors we all share the responsibility to respectfully and accurately represent the Essex County Council brand in our actions and communications.

# Marketing Mixology Taster

The perfect blend for planning and delivering your marketing activity





# WANT TO KNOW MORE?

## **Talk to us:**

andy.allsopp@essex.gov.uk

Karen.yates@essex.gov.uk

## **Join us:**

Traded Services Marketing Communications Masterclass

Murray Edwards College, University of Cambridge

Tuesday 30 January 2018

Members of LG Comms: Free

Non-members: £99 (pre-Christmas), £150 from 01 January 2018



Claire Aitken

---

**Communications Manager  
Dumfries and Galloway  
Council**

Claire Aitken

*Survival of the fittest*



**In the good old days...**



# Communication campaigns were created and used a mass marketing approach

- Leaflets, postcards, posters, anything made of paper!
- Newspaper advertorials
- Billboard advertising
- Bus backs
- Television advertising
- Radio advertising
- Cinema advertising
- Supermarket receipts/bus tickets
- Freebies e.g. pens, pads, umbrellas, cuddly toys
- Balloon release



**And now...**



**MORE????**









# Nobody questions the numbers



# How do we become influencers?

- In a time of budget savings, we need to be able to evidence the effectiveness of our communications
- Challenge tradition
- Demonstrate value for money
- Target our information more effectively

# Case study – leisure and sport brochures







# Fun Hockey Festival

## Tuesday 10 October



Organised by Active Schools  
and Community Sport  
in partnership with  
Dumfries Hockey Club

# Case study – school meals





This bulletin was sent to the following groups of people:

Subscribers of School Meals (1667 recipients)

# School Meals



[dumgal.gov.uk/schoolmenus](http://dumgal.gov.uk/schoolmenus)



naturally

**D&G**

**£1.80**

School Meals try them, you'll love them

**CHOOSE 1**

From either  
SOUP or  
DESSERT

+

**CHOOSE 1**

**MAIN  
COURSE**

+

**CHOOSE 1  
SALAD**

+

**CHOOSE 1  
DRINK**

**DRINKS**

Fruit Crush  
or milk  
or water



# Futureproofing our service

At Dumfries and Galloway, we don't have any front to back services yet

As services move online, how are we going to alert people to the information?

Where does the call to action come from?



# Data





Carolynne Mitchell

---

**Digital Team Leader  
(Communication and Strategy)  
South Lanarkshire Council**

# Managing reputation: when fans hate and followers attack

Carolyn Mitchell  
Digital Team Leader  
South Lanarkshire Council

# About me

- Digital Team Leader at South Lanarkshire Council
- Ex-journalist
- Early adopter of social media
- Social media slave
- @Cal444
- LinkedIn
- [carolynemitchell@wordpress.com](mailto:carolynemitchell@wordpress.com)



# Objectives

- to understand different governance models
- to understand social engagement
- how to manage reputation using social
- to have some fun

# How we'll do this

- short presentation
- room discussions on personal and organisational experience
- scenario to test reputation management
- as we go through this please think about your own governance model and that of others in the room







**Kent Fire and Rescue** ✓

@kentfirerescue

 [Follow](#)

Nobody puts fire safety in the corner! Keep having the time of your life – test your smoke alarm weekly [#DirtyDancing](#) [#1987](#)  
[pic.twitter.com/yA8mYOdrPm](https://pic.twitter.com/yA8mYOdrPm)

10:12 AM - Oct 14, 2017

 67  899  1,403





# Governance models





# Anytown Council

**202**

***Social media  
accounts***

**108,203**

***Total  
followers***

***180 account owners***



**87**

Facebook accounts



**88**

Twitter accounts



**2**

Google+ accounts



**9**

Youtube accounts

**16** other accounts



# Anytown Council

**31%**

of accounts  
have written  
aims

**10%**

of accounts  
have written  
KPIs

**47%**

of accounts  
have had  
training

**40%**

of accounts  
use council  
branding

**78%**

of accounts  
interact with  
followers

**34%**

of accounts  
have a  
content plan

# @anytownhelp

- dedicated customer service account
- clear, uncluttered timeline - negative discussions harder to see
- clear separation of ownership
- can brand account differently – opportunities to promote channel shift
- dedicated service updates to followers that are not suitable for main account. Can be more pro-active with known issues
- avoids marketing tweeting when customer request is still unattended

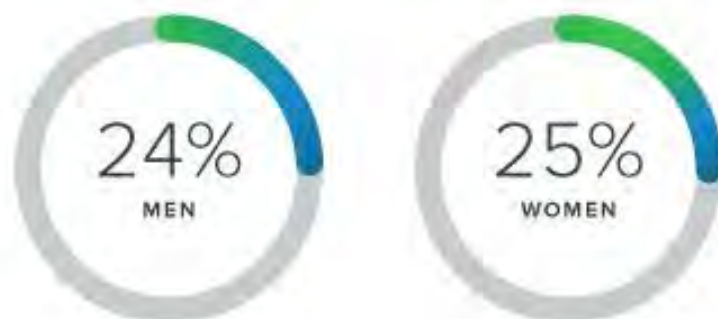
# South Lanarkshire Council

- Social media policy written shortly after opening first account
  - Business case proforma to come to Comms for sign-off
- Social SignIn monitoring/publishing tool with 20 seats
- Social media awareness and writing for the mobile web training
- Social SignIn training
- Facebook
  - Digital Team are admins on all pages
  - PR officers are contributors along with the service
- Measurement is part of campaign measurement
- Customer services enquiries assigned via Social SignIn (reputational awareness)



# Twitter Usage Among Key Demographics

## GENDER



## AGE



## LOCATION





# Facebook Usage Among Key Demographics

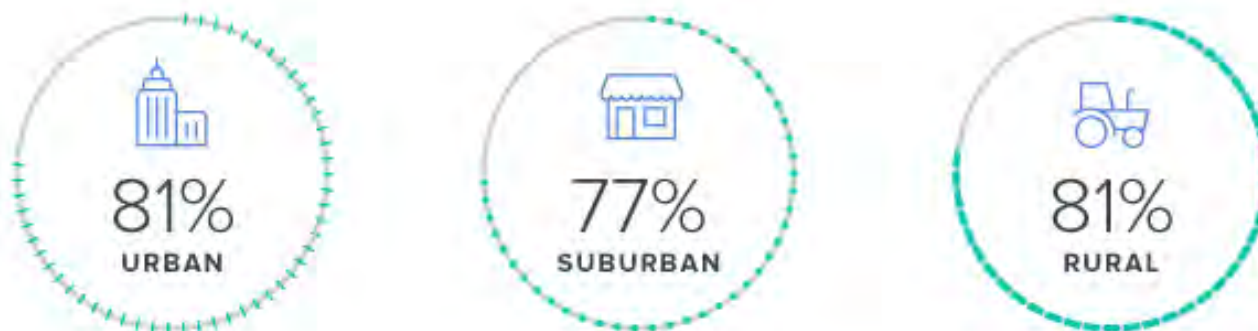
## GENDER



## AGE



## LOCATION

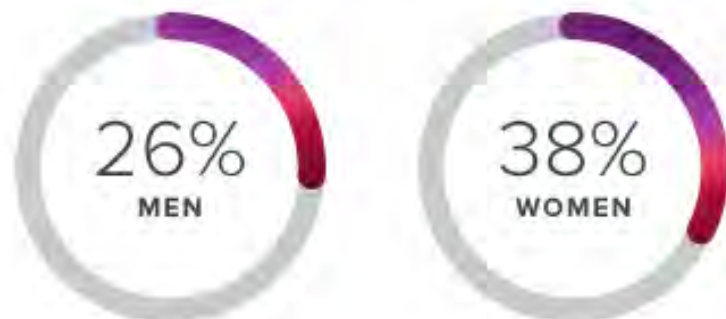




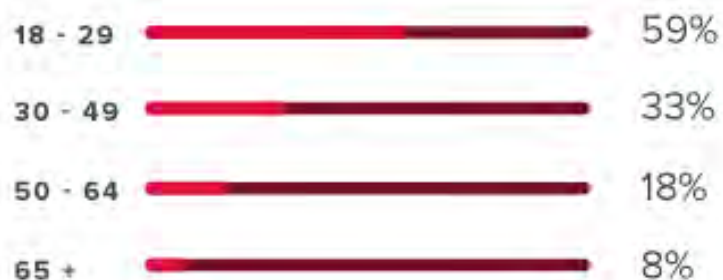


# Instagram Usage Among Key Demographics

## GENDER



## AGE



## LOCATION





## LinkedIn Usage Among Key Demographics

### GENDER



### AGE



### LOCATION





# Pinterest Usage Among Key Demographics

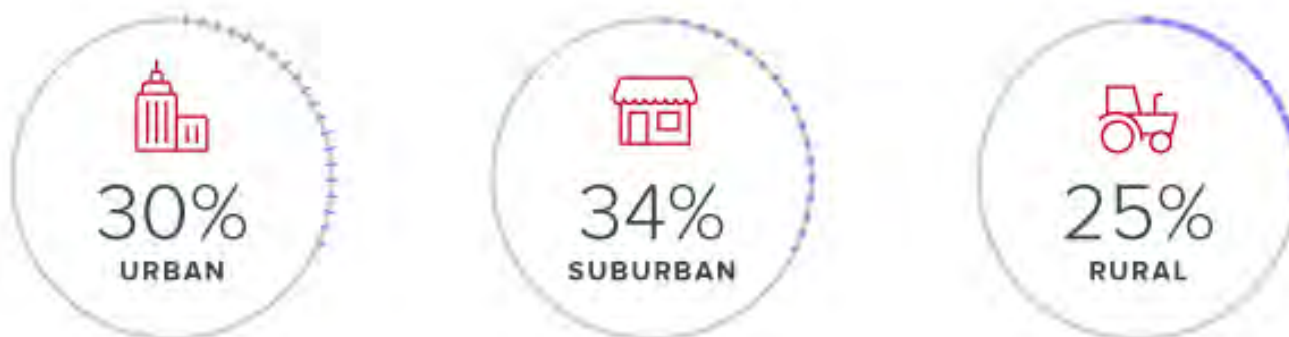
## GENDER



## AGE

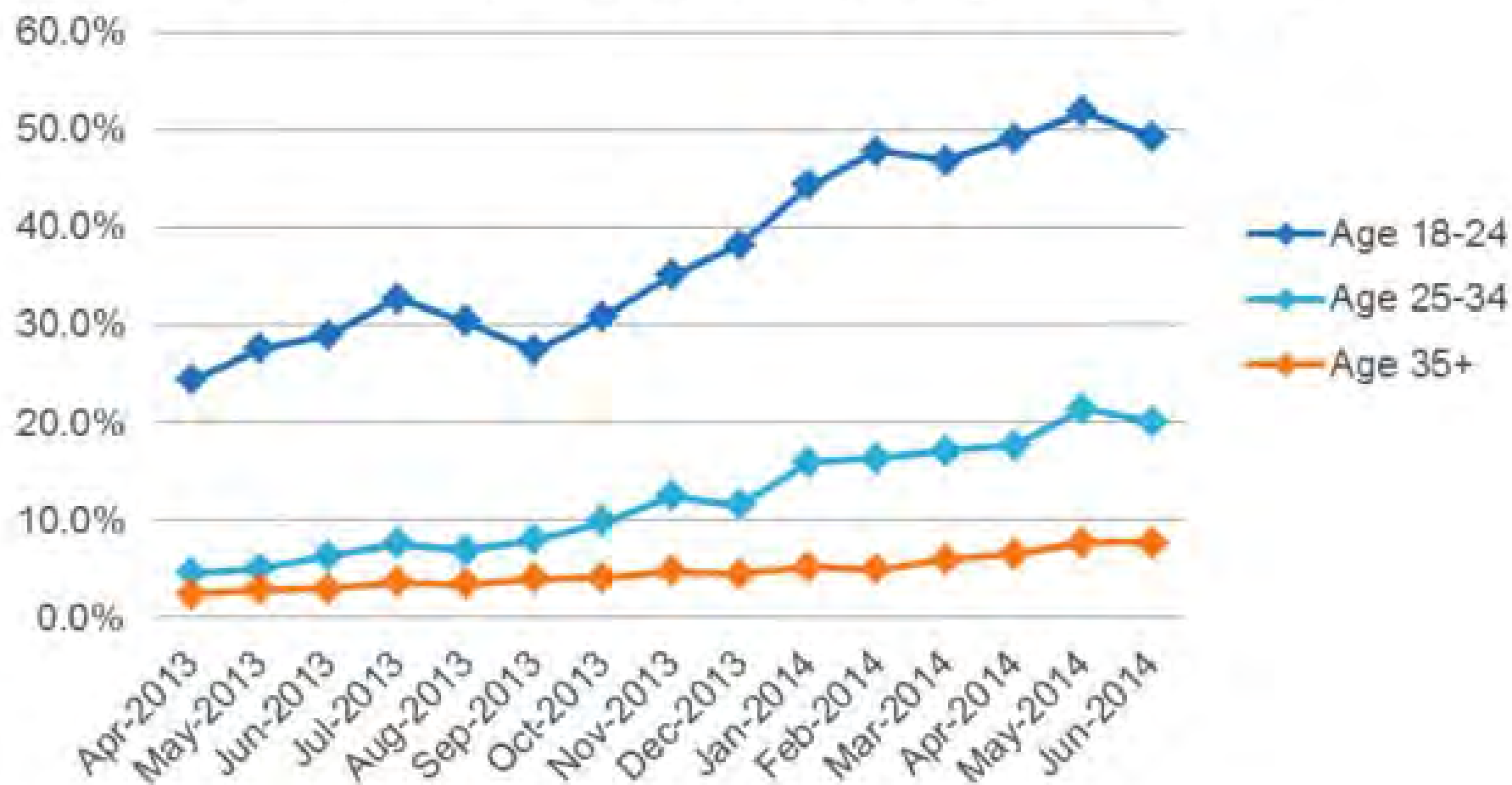


## LOCATION



## Snapchat App: Smartphone User Penetration by Age

Source: comScore Mobile Metrix, U.S., Apr 2013 - Jun 2014



# Managing a diverse audience

- know your segments
- deliver segmented messages
- use hashtags
- create targeted pages as well as corporate pages
- avoid linking accounts with different target audiences
- think about language
- think about images
- aim for messages that your target audience will share



# Followers v. engagement

People follow your account for a reason

- they could be a fan
- they could need your advice
- you maybe have a service failure
- they disagree with a policy decision

How to keep them


- give them useful information
- keep them entertained
- regular posts
- but not too many
- give them sharable content


# Our social media star



# Management go social

- Gordon has access to real time weather info and the gritting lorries
- he has the clout to make decisions on the fly
- he has a friendly tone
- he has the skill to turn an argument into a meeting of minds


 **SLC Roads** @SLCRoads · Jan 30  
Clyde Street, Carlisle will be closed from Luggie Road to Clyde Court on Mon 1 Feb (6am) for max of 4 weeks due to a gas network upgrade.

 **Ian Arbuckle** @radioman60 · Jan 30  
[@SLCRoads](#) that's ridiculous. How many more utilities firms are going to put traffic lights on Clyde street and dig it up. Talk to each other

 **SLC Roads**  
@SLCRoads

[@radioman60](#) That's what we do. Do you have a specific concern?

 **Ian Arbuckle** @radioman60 · Jan 30  
[@SLCRoads](#) it's one of the busiest roads in Carlisle. Last year it was dug up four times. Here we go again. More traffic light delays


 **SLC Roads** @SLCRoads · Jan 30  
[@radioman60](#) Repairs to old gas mains don't seem too unreasonable. Indeed, sounds a safe approach

 **Ian Arbuckle** @radioman60 · Jan 30  
[@SLCRoads](#) it is but why not do it all at once? But four times last year. How many this year?

 **SLC Roads** @SLCRoads · Jan 30  
[@radioman60](#) Council cannot unreasonably deny access for utilities. Frustrates us as much as you

 **Ian Arbuckle** @radioman60 · Jan 30  
[@SLCRoads](#) I know. I'm a surveyor in construction. Utilities firms are a law unto themselves. And cost a fortune

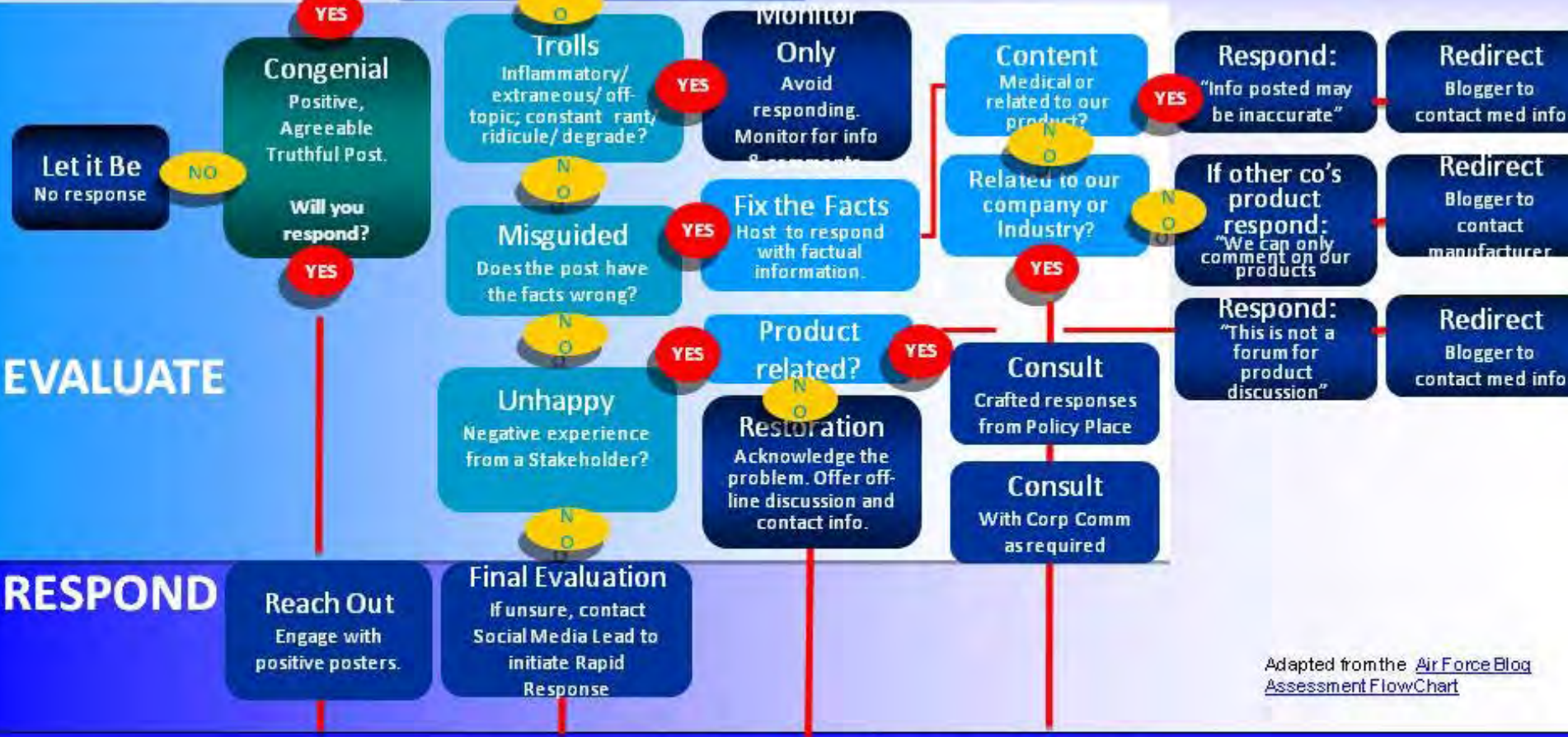
 **SLC Roads** @SLCRoads · Jan 30  
[@radioman60](#) Sounds like we agree then?

 **Ian Arbuckle** @radioman60 · Jan 30  
[@SLCRoads](#) yup 😊



## ASSESS

**Blog Posts Found**  
Host to assess if positive?



Adapted from the [Air Force Blog Assessment FlowChart](#)

## BLOG RESPONSE CONSIDERATIONS

<b>TRANSPARENCY</b> Disclose your company connection	<b>CLEAR GOAL</b> Response aims to inform/guide/document/thank. Product or medical content discussion not permitted	<b>TIMELINESS</b> Take time to create good responses, from a few hrs up to 48 hrs	<b>TONE</b> Keep it conversational and make positive statements. Make it personalized	<b>INFLUENCE</b> Focus on the most influential blogs related to our company
---	--	--	--	--

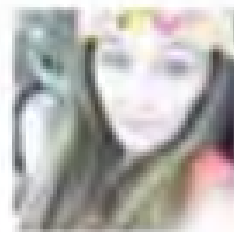



# A case study in empathy:

## 2 reactions to Hurricane Matthew

- Hurricane Matthew heads for southeastern US in 2016 with many people evacuated from their homes
- two brands react in ways that would affect their reputation
- Brand A is a hotel chain
- Brand B is Airbnb


# BRAND A



**Kayla Morris** —  Can't believe what they did to the guest coming to get away from the hurricane. Pathetic excuse of a company. How can you up your prices and kick people out that have paid? I can't wait to hear about your business failing.

last Friday · 22 Reviews · 



**Noemi Romero** —  Price gouging during a hurricane.... how can you even stand yourself? Do you have a family? Would you appreciate being treated in this manner during an emergency? God don't like UGLY.. Remember, what goes around comes around.

about a week ago · 2 Reviews · 

# Brand A management response

*“I don’t know about the prices. I just run the hotel. I don’t set the prices. Corporate sets the prices.”*

*“We are deeply troubled by these allegations as they in no way reflect our brand values. This hotel is franchised. We don’t manage inventory or rates.”*

# Airbnb

- Airbnb changed its code to allow people to rent out their homes for free
- Past events such as the Paris shootings showed Airbnb that regular people show goodwill - #opendoor #porteouverte
- Airbnb hired a disaster specialist to advise on an emergency response policy
- Policy has been activated during 20 incidents since 2013
- Overall positive coverage across the media
- Overall positive sentiment on social media

# Which brand do you want to be?





# Exercise

- Corporate Facebook/Twitter – run by Comms
- Planning blog/Twitter/Facebook – run by Planners
- Countryside Rangers Facebook/Twitter – run by Rangers
- Customer Services Twitter – run by Customer Services
- Leisure Facebook/Instagram – run by Leisure staff
- 6 area community Twitter/Facebook pages – run by Housing officers

## **3 team types**

**Team 1 – no monitoring/publishing tool, all run natively**

**Team 2 – Social monitoring and publishing run by Comms**

**Team 3 – As B plus subscription alert service**

# Scenario - Stage 1

Plans have been submitted for a heat transfer plant to be constructed on a green field site mid-way between two towns in your area.

This will involve the transportation of household waste to the plant where it will be treated and converted into energy.

The plans will appear on your website tomorrow and members of the public who have set up phone alerts will receive a text with a link to the plans, shortly after they have been uploaded.

Thinking about your assigned roles is there anything that you could or would do on social media at this early stage?

# Scenario - Stage 2

The planning alerts have gone out and by the next morning the Planning and the Corporate Facebook and Twitter accounts are inundated with enquiries about the plans.

Some are genuine questions but the majority are derogatory comments about planning taking backhanders and three councillors having a vested interest in the heat transfer company.

Most posts are also calling it an incinerator and commenting on the impact that the site will have on the environment and how close it will be to residential areas including four primary schools and one secondary school.

What, if anything is your response?

# Scenario –Stage 3

We are now into the second week and photographs are appearing on social media of this lorry trailer which has appeared next to the proposed site over the weekend. The hashtag #NoToIncinerator has also been established and it becomes clear that people are beginning to mobilise. A local biochemical scientist is one of the loudest voices and is blogging about the environmental impact with links to academic research and news reports of similar projects that have been shelved due to public outcry.

How do you respond and what forward planning could you do?



# Scenario – Stage 4

We are nearing the end of the first month.

There is now a Facebook Community page, a Twitter account and a blog all set up by a now united protest group.

They post every day with a mixture of scientific arguments against the 'incinerator' and impassioned pleas about the health of the children in the area and the environment. Support for the group is growing and the Twitter account has 6000 followers and the Facebook page has 10,000 likes – both are growing every day.

The local press has picked up on the story and are considering joining the campaign.

How would you deal with this turn of events?





# Scenario – Stage 5

The Community Councils in both towns have called a public meeting and invited the local councillors as well as reps from the national environment agency and environmental scientists. One of your comms officers lives in the town and goes along.

Her feedback is that there were no voices in favour of the heat transfer plant and that so many people turned up to the meeting that they couldn't all fit in the hall. The meeting had to be transferred to the local park.

By now the Say No Facebook page has 20,000 likes and Twitter has another 15,000 followers. Another opencast coal protest group has joined forces and they have another 10,000 likes on their Facebook page.

The Facebook groups for the areas affected have been swamped with conversations about the plans as have your corporate social media accounts and any other accounts with the council logo, even if they

# Scenario – Stage 5

have nothing to do with the proposals.

Rumours are still strong about councillors interests in the company and councillors are arguing with each other on Twitter.

What, if anything do you want to do on your social media channels?

# Scenario – Stage 6

The Say No protestors have visited another heat transfer site in another part of the country and were not impressed when they spoke to neighbouring residents about the noise of waste delivery lorries and the smells from the chimney.

They share the stories on Facebook and their blog. A week later the National Environment Agency revokes the operating licence at the other site due to gas escapes. This makes the national and local newspapers and television news. Social media has gone into meltdown.

Is there anything you can or should do on social media? Do you have enough people to cope with the demands of keeping up with everything?

# Scenario – Stage 7

As part of the planning process reports have been submitted by the National Environment Agency and the National Historic Protection Agency, both of which advise that the heat transfer plant should not be located in the proposed area and that because of some moss species it should be classified as an area of special interest.

However trust in the planning department is at an all time low and on social media no one believes that the plans won't go ahead.

How would you use to diffuse the rumours?

# Scenario – Stage 8

The plans have attracted 24,000 objections and the company withdraws its application.

How would you share this news?

How will you measure the success of your work over this period?

How will you plan for the future?



# Storm season – Scottish and Southern Energy Power Distribution





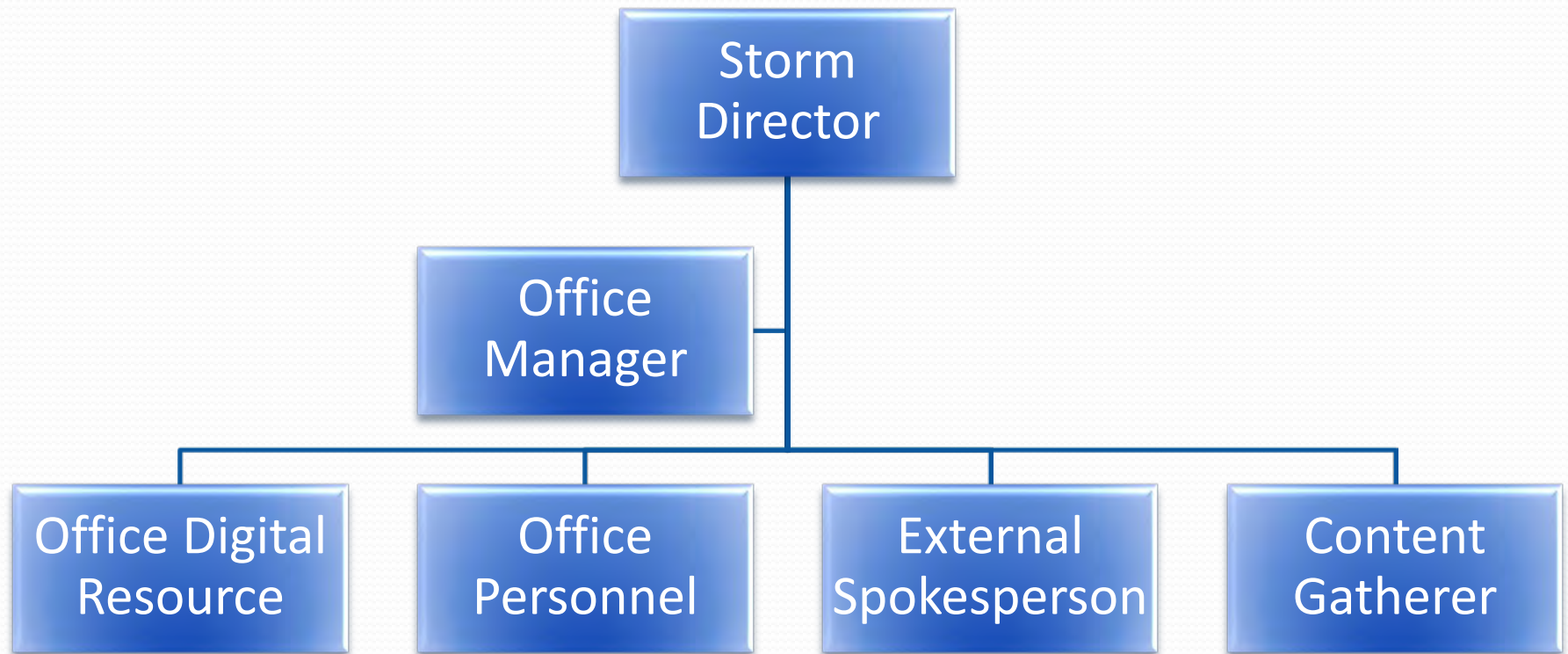


130,000 km of  
overhead lines and  
underground cables

Covers 1/3 of Britain's  
landmass

Supplies 4 million  
households and  
businesses

# Storm response structure



# During normal conditions

- proactive communications about cable laying
- general power cut advice
- across all social media channels and corporate website
- social media used for customer services
- advance warning of bad weather on the way
- advice to help prepare for power cuts





**Knowledge is power**



# Emergency comms strategy

## **Target audience**

- people directly affected
- stakeholders

## **Strategy**

- live blog
- integration between Storm Live and social media
- reduce call volumes
- create own content

# Media interviews – the human face of SSEPD



Content gatherers  
documented engineers  
restoring power



# Hot food organised and promoted





# Everything brought together on the website

The screenshot displays the Scottish and Southern Energy (SSE) website. At the top, the company logo and navigation menu are visible. The main banner features a dark, stormy background with the text 'Storm Henry We are back to business as usual.' and details about power restoration for 14,000 properties. A sidebar on the left lists affected areas: 'Inverness area' and 'Skye and Western Isles'. Below the banner, a 'Live storm feed' section includes a 'Power back on!' update with a timestamp of 8:00 PM 02 Feb 16. To the right, a 'Power Track Map' section promotes a free app for tracking power outages. At the bottom left, a photo shows three utility workers in high-visibility gear. At the bottom right, an 'Information' section provides details about the company's service area, and a video player shows a worker in a hard hat.

Scottish and Southern  
Energy  
Power Distribution

Power cuts Connections Customer support Projects About us News Library

Storm Henry

Inverness area

Skye and Western Isles

## Storm Henry

We are back to business as usual.

We restored power to 14,000 properties following Storm Henry's gale force winds, snow and heavy rain.  
Thank you for your patience while our engineers battled the challenging conditions to get you reconnected.  
If you would like to speak with us please call 0800 300 999.

### Live storm feed

**Power back on!** 8:00 PM 02 Feb 16

We are back to business as usual.

We restored power to 14,000 properties following Storm Henry's gale force winds, snow and heavy rain.  
Thank you for your patience while our engineers battled the challenging conditions to get you reconnected.

**Power Track Map**

Power Track is our free app that gives you instant, up-to-date and accurate information on any power cut which may be affecting our distribution areas.

[View Power Track](#)

**Information**

We look after the network that delivers electricity to homes and businesses throughout the north of Scotland and central southern England.

[More information](#)

Here are the latest videos from SSE Power Distribution.

Lowrie Smith



# Measuring success

## Storm Live

- ▶ 20,187 Pageviews to Storm Live – increase of 1000% on news page average
- ▶ Average time on site >5mins, an increase of 160%

## Facebook

- ▶ Shares: 3,605
- ▶ Comments: 2,454
- ▶ Post likes: 5,325
- ▶ Facebook likes: increased 155% from 3,265 to 8,317

## Twitter

- Mentions: 1,145
- Retweets: 1,349
- Followers increased 30% from 2,612 to 3,375



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- Facebook
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