

# public sector socmed trends

"i reviewed 500 public sector socmed accounts. here's what i learnt"

- Darren Caveney, comms2point0

## we're still too BROADCAST

giving priority to key messages and campaigns is key BUT it needs to be delivered in an engaging and interesting way.



"blah blah blah council priorities blah blah blah dry dusty report blah blah blah"



### BUFFER'S RULE OF THIRDS

1/3 social content should promote your key messages & priorities

1/3 of your social content should surface and share ideas and stories from partners, customers, local groups etc.

1/3 of your social content should be based on personal interactions - conversations, listening & responding, gathering insight

## we need to ENGAGE more



engagement rates should be measured and monitored. gold standard is 30-40% genuine engagement with residents & customers

### DON'T DISMISS THE MUNDANE

sometimes boring = engaging

one of the most popular tweets in a recent review? a webcam link to the queues at a local council tip over the bank holiday weekend.

## poor performing accounts = time wasted

accts linked to expired campaigns or niche service areas unlikely to be of interest long term.

accounts which were once effective but are no longer performing [oten due to change in personnel]

accounts which were set up for the wrong reasons -'vanity accounts' which post infrequently, engage rarely & don't add value



## it's time to stop flogging the dead horse 10-15%

socmed accounts were closed following review.

## q's & dms should be answered by the right team.

**50%** messages rec'd are customer service enquiries & need to be dealt with by the experts.

### [- = +]

a few well-managed socmed accts offer greater ROI than multiple underperforming accts



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passwords for all corporate social media accts should be held by comms team.

write a social media policy. use it. review it



## barriers to effective social media. **4T's** Time Training Trust Technology

### characteristics of a great social media acct.



regular time commitment  
sound objectives, regular reviews & evaluation  
personality  
engaging content

new accts vs established accounts? invest in existing accts : # for new campaigns not new accounts



**COMMS2POINT0**  
creative communicators