



# The power of digital and social media

NALC Digital Councils  
Workshop, London May  
2015

Dan Slee

**COMMSEPOINTO**  
creative communicators

# Embrace chaos



It has changed the landscape...



# A UK adult's daily media landscape



Source: Ofcom, August 2014

# Yet, it has never won a general election on its own...



Since Labour founded our NHS on 5 July 1948, its incredible staff have delivered more than 44 million babies.

Tell us your birthday, and we'll tell you which number baby you were.

▼ My date of birth is 23 ▼ April ▼  
2015 ▼

Please only enter **your** contact information, not that of your relatives.

First Name



It has flattened hierarchies...





‘We should communicate like insurgents.’  
- Tom Fletcher, HM Ambassador, Lebanon



Daniel Wainwright  
@wainwright\_star



Following

Mecca is indeed in Birmingham.  
Kingstanding Circle to be precise  
#FoxNewsFacts



**#foxnewsfacts**



RETWEETS  
522

FAVORITES  
283



9:43 PM - 11 Jan 2015

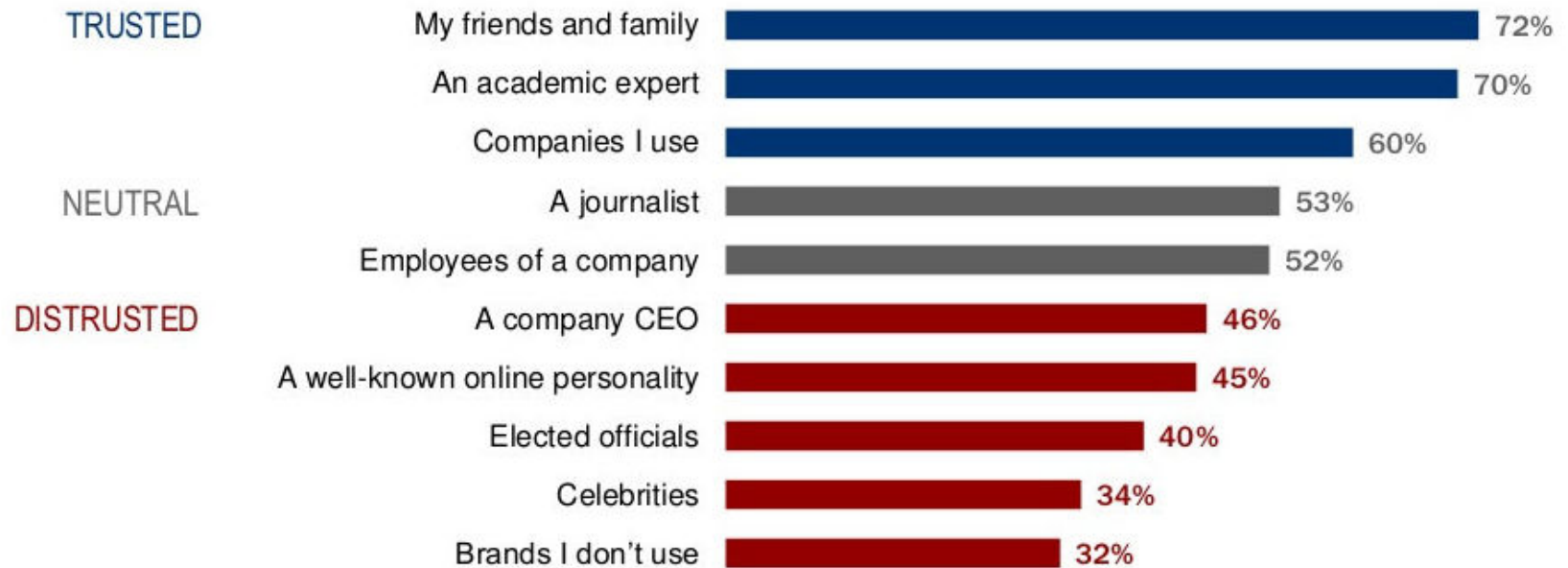


Reply to @wainwright\_star

Yet, it brings people together...



# Why is it effective?

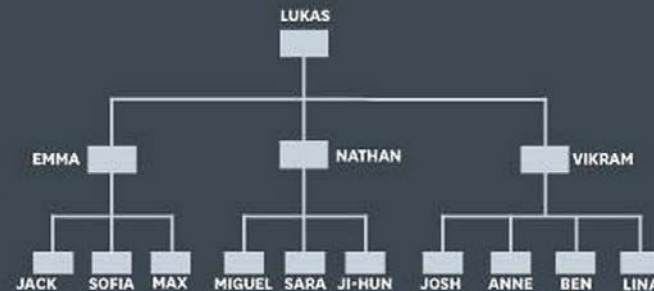


Source: Edelman Trust barometer, January 2015

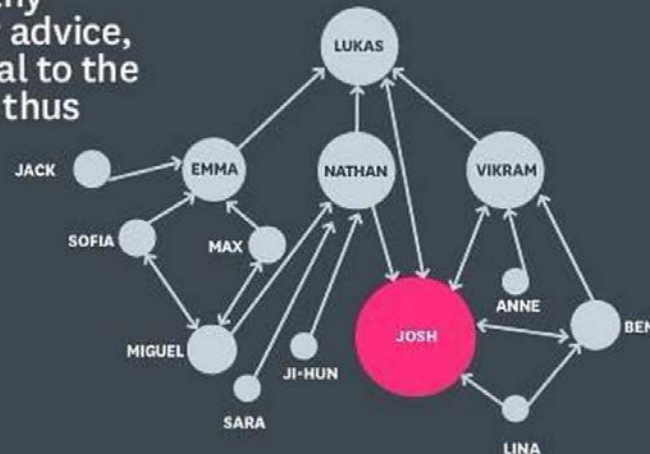
# Why is it effective?

## WHAT YOUR COMPANY'S NETWORK REALLY LOOKS LIKE

Think this is how your unit's hierarchy works?



Think again. Because many people seek out Josh for advice, he's actually more central to the network than Lukas and thus highly influential.



It can tell a story and make change...

# Human of New York: Meet Vidal



Humans of New York

20 January at 00:05 · 🌐

"Who's influenced you the most in your life?"

"My principal, Ms. Lopez."

"How has she influenced you?"

"When we get in trouble, she doesn't suspend us. She calls us to her office and explains to us how society was built down around us. And she tells us that each time somebody fails out of school, a new jail cell gets built. And one time she made every student stand up, one at a time, and she told each one of us that we matter."



Like · Comment · Share · 🍷 1,081,635 💬 20,778 🔄 146,003



# Meet Ms Lopez



**Humans of New York**

22 January at 15:45 · Edited · 🌐

A couple days back, I posted the portrait of a young man who described an influential principal in his life by the name of Ms. Lopez. Yesterday I was fortunate to meet Ms. Lopez at her school, [Mott Hall Bridges Academy](#).

"This is a neighborhood that doesn't necessarily expect much from our children, so at Mott Hall Bridges Academy we set our expectations very high. We don't call the children 'students,' we call them 'scholars.' Our color is purple. Our scholars wear purpl... [See More](#)



Like · Comment · Share · 👍 587,182 💬 16,381 ➦ 49,032

# Meet Ms Lopez



**Humans of New York**

29 January at 15:58 · 🌐

Just amazing. And in less than five days. Thanks to the 34,893 of you who have donated so far. (That's getting close to an Indiegogo record, by the way!) Thanks also to those of you who have been following along, and lending comments of support. I'm so proud of how everyone has rallied around this story, in ways that go so far beyond just raising money.

## Let's Send Kids to Harvard

📍 New York, New York, United States



**\$1,042,820 USD**

RAISED OF \$100,000 GOAL

1,043% RAISED 4 days left

This fundraiser started on Jan 22 and will close on February 05, 2015 (11:59pm PT)

[Donate Now](#)

[Share on Facebook](#) 6.2k

Like · Comment · Share · 🍷 158,059 💬 2,745 ➦ 7,886

# Meet Barack



Humans of New York

6 February at 15:20 · 🌐

"You don't do things alone. Nobody does things alone. Everybody always needs support. For a young man like you, you should never be too afraid or too shy to look for people who can encourage you or mentor you. There are a lot of people out there who want to provide advice and support to people who are trying to do the right thing. So you'll have a lot of people helping you. Just always remember to be open to help. Never think that you know everything. And always be ready to listen."



Like · Comment · Share · 👍 440,366 💬 8,041 ➦ 38,059

# Morgan Bowers



**Morgan Bowers**  
@WalsallWildlife FOLLOWS YOU

Senior Countryside Ranger for Walsall.  
Actually a Ranger of the North; last remnant of the Dūnedain of Arnor.  
Foraging. Baskets. Bats. Bees.

📍 Walsall, UK  
[facebook.com/walsallwildlife](https://facebook.com/walsallwildlife)

TWEETS 5,158   FOLLOWING 1,711   FOLLOWERS 1,846   FAVORITES 273   LISTS 1

**Tweets**   Tweets & replies   Photos & videos

 **Morgan Bowers** @WalsallWildlife · 15h  
First bee of the year [instagram.com/p/z7Y8cYpV91/](https://www.instagram.com/p/z7Y8cYpV91/)

Who to follow · Refresh · View all

-  **Vici** @kikiloola  
[Follow](#)
-  **Jodie Schofield** @Riverside...  
Followed by [Emma Rodgers](#)...  
[Follow](#)

DSA West Midlands @DSA

**Cllr Ken**





## Isles of Scilly Police

25 January at 07:16 · 🌐

Up until 2 am tonight I had a completely uneventful shift where-on I met a criminal mastermind part way through executing a meticulously planned theft from the pub at closing time.

I watched his face and shoulders visibly drop and swear I heard his soul wail pitifully as he saw me loom out of the shadows at precisely the moment when his otherwise perfect crime was on a stellar course for success.

If you are going to try and walk off with a pub ornament in the form of a 25kg Admiralty Anchor when you three sheets to the wind you need the assistance of other pirates or to be assured that you can outrun me. I'm not fast, but when you are lugging a large iron anchor it does what it says on the tin.

For the sake of his back (his lifting technique was all wrong) I telepathically helped him come to the conclusion that taking it the short distance back to the pub was a worthy idea. Anchor larceny, truly a unique Scilly issue.

Colin

# Case study

# A resource for councillors who are missing out...

[Home](#) / Digital Councils



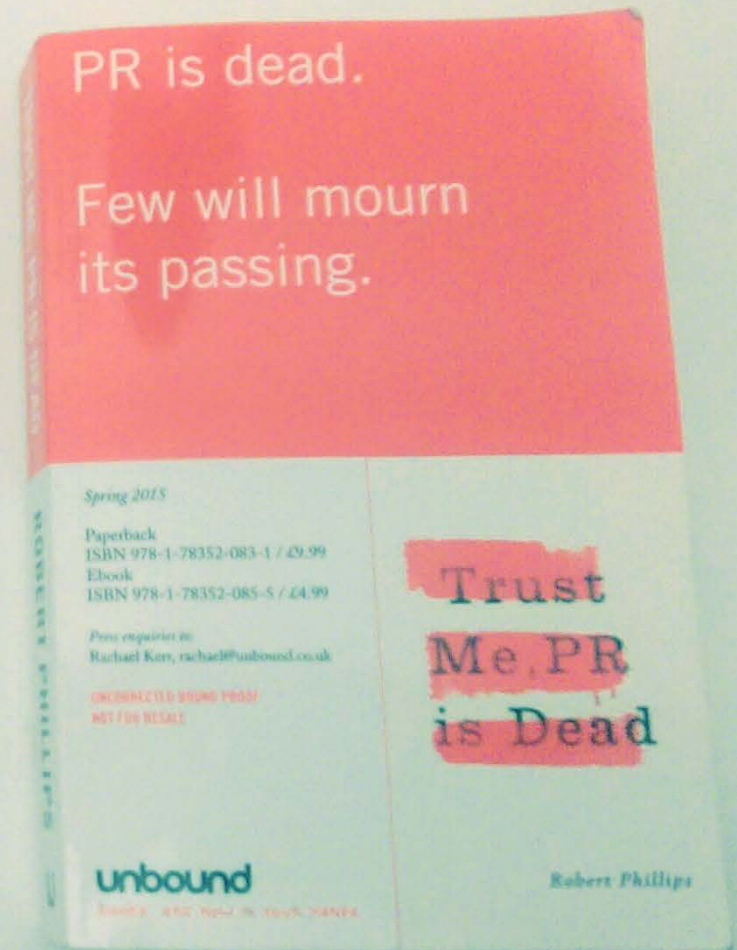
# One piece of advice: speak human



“There remains a perverse determination within PR to defend top-down behaviour in a flatter world. PR currently speaks to hierarchies in a world of networks.

“It is not about loudhailer broadcasting or ‘managing the message’ anymore. Shrill press releases are irrelevant in a world that sees through obfuscation and deceit. Building advocacy and activism within networks is the way forward.”

Robert Phillips ‘Trust Me, PR Is Dead.’





Thank you!  
Any  
questions?

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