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What is digital communications? Basic guide

- Definition of digital communications
- Why is it popular
- Is digital good or bad

Digital communications

Digital communications has changed the ways residents interact with organisations like local councils, affecting their lives.

Recent research from Ofcom:

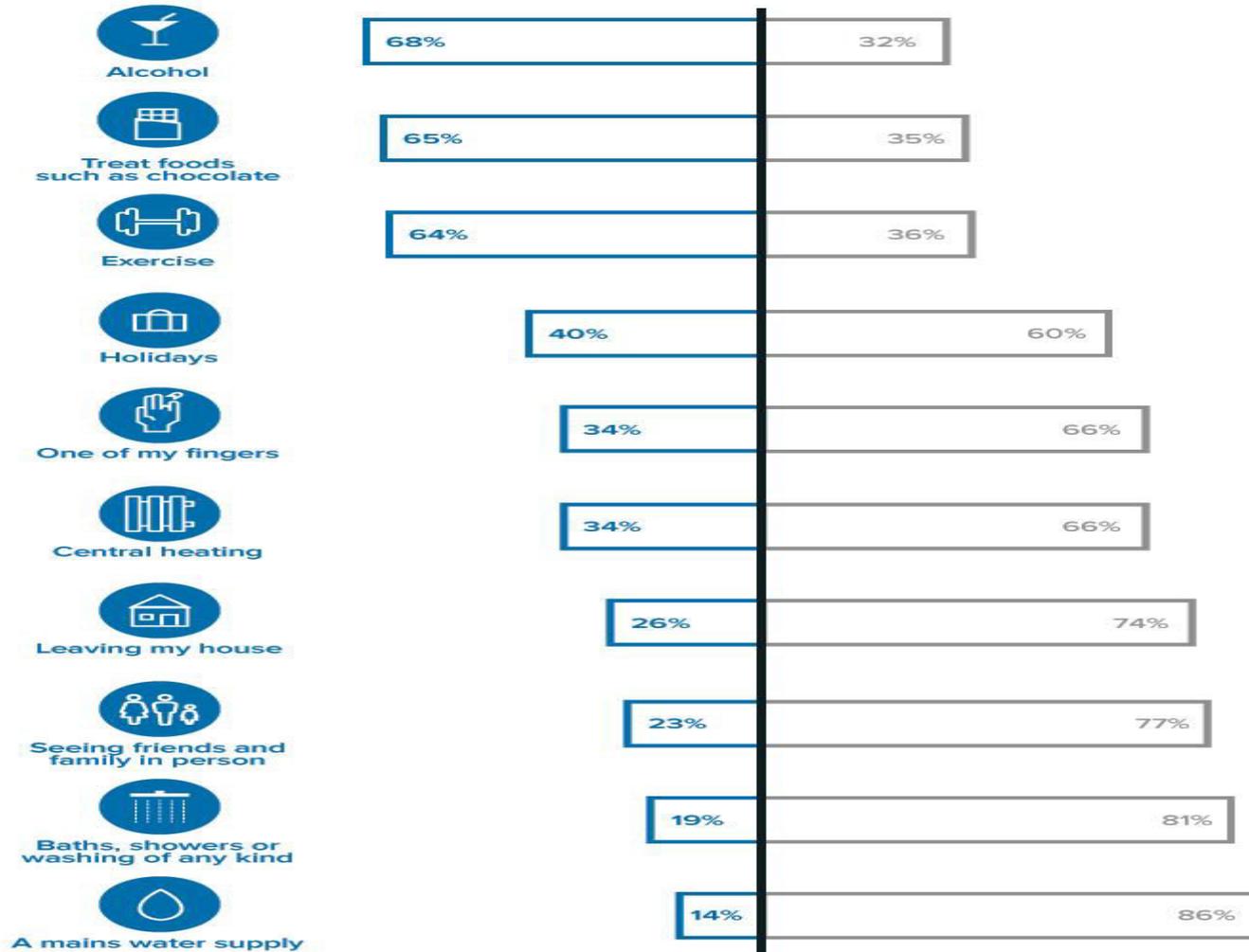
- 90% of UK adults own or use a mobile phone
- 71% of UK adults have a smartphone
- 54% and rising of UK adults are using social media to give opinions good or bad

Would you rather...?

Give up...

or

Give up the internet



JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 59M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 52M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 13M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



3H 05M

The UK's most popular social media sites

- 40 million use YouTube
- 35.1 million use Facebook
- 15 million use Twitter
- 11.3 million use LinkedIn
- 10 million use Snapchat
- 8.8 million use Google Plus

Source: Ofcom

Social media myths busted

- Social media is a passing new fad
- Social media is the answer to all of our communications issues
- All of our residents will automatically follow us
- What about if we don't want to share information?
- It's just people talking about what they are having for dinner?
- What is digital inclusion?

Social media in local councils: pt1

- Be human
- Be engaging
- Be professional
- Share and say where it came from
- Go to where the eyeballs are

Social media in local councils: pt2

- You can't control, only contribute
- Content is king
- Be authentic
- Be trusting
- Be strategic

Do's

- Talk
- Trust
- Be responsible
- Be respectful
- Innovate
- Share
- Credit
- Listen
- Adhere to media/social media policies

Don'ts

- Broadcast
- Block unreasonably
- Cover up mistakes
- Assume it will look after itself
- Post content that will embarrass your council or yourself
- Ignore legal advice
- Think that a disclaimer in your bio will save you from legal action
- Old technology
- Share your passwords
- Forget that social media is 24/7

Creating a media/social media policy

- Define media and/or social media
- Website
- Email
- Texting
- Social media platforms
- Filming
- Authorisation/sign off

Events!

- We realised the power of Facebook, and set up a dedicated Events Page
- <https://www.facebook.com/BognorRegisTCEvents>
- Which now has nearly 3000 'likes' and is growing rapidly



How does this feel to you?

- What's happening in your area?
- How do residents perceive you?
- Are you keeping your residents better informed and how?
- Any digital communications issues?