Communications

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Communications team

Our team is based in Shire Hall. We provide specialist strategic communications advice to the council and selected partners.

We cover six main areas of communications:

- ❖ Campaigns
- ❖ Digital - including social media
- ❖ Media management
- ❖ Consultation and engagement
- ❖ Design
- ❖ Internal communications

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Campaigns

We plan and deliver campaigns that:

- Inform

- Encourage behaviour change

- Support the council's reputation.

An annual campaigns plan supports the council's overall objectives.

There are lead officers for each area of the council who develop and deliver the campaigns:

- ❖ Adults
- ❖ Core
- ❖ Communities and Infrastructure
- ❖ Children and Families
- ❖ Public Health

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Digital

The digital team are responsible for everything 'online'.

They manage:

- ❖ The council's website and intranet
- ❖ The council's social media platforms
- ❖ Internal and external digital newsletters

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Media management

Our media teams work with local journalists 24/7 to:

- ❖ Inform, support our reputation, and change behaviour
- ❖ Forward planning as part of the annual campaigns plan
- ❖ Responding to national and local events
- ❖ Managing enquiries from journalists
- ❖ Developing media content:
    - ❖ interviews
    - ❖ media releases
    - ❖ briefings
    - ❖ Video & photo opportunities
- ❖ 24/7 on call support

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Consultation and engagement

The team plans, delivers and supports consultations for all types of issues.

Why do we need to consult?

- ❖ Statutory consultations, like the budget setting process
- ❖ Service changes
- ❖ To gauge opinion, for example a residents' satisfaction survey
- ❖ To ask the public to choose from a range of options
- ❖ General community engagement to strengthen relationships
- ❖ Staff engagement

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Design

❖ Supporting campaigns through the creation of a wide range of material, including infographics, adverts, posters, and booklets.

❖ Brand guardians - we ensure that our brand is used correctly and in the right places.

❖ 'Creative heart' of our team.

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Internal/staff communications

Our team is helping to develop the council's organisational development strategy.

And we're developing new internal communications channels and reminding staff about the vision and values.

Why is this important?

❖ Good internal communications can be a driver for positive change within an organisation.

❖ Equally bad communication with your staff can seriously impede progress if staff don't feel engaged with or listened to.

Getting in touch

There are several ways you can contact us:

❖ Call Kathie Sinclair on 01452 328001 or Emma Burchell on 01452 328142.

❖ You can email any of the team directly via the global address book or **pressoff@gloucestershire.gov.uk**

❖ You can visit us in person in Shire Hall, Block 4a, Floor 4

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who's who

Head of Communications
Tim Carter

Communications Manager
Emma Burchell

Communications Manager
Kathie Sinclair

Lead Digital Project Officer
John Porter

Senior Graphic Designer
Meg Atkins

Senior Media Officer
Charlotte Merryfield

Lead Senior Communications Officer (internal)
Natalie Povey

Communications Officer: Supervisor
Sharon Smith

Digital Project Officer
Nigel Boor

Graphic Designer
Carolyn Chandler

Senior Media Officer
Shôn Douglas

Senior Communications Officer
David Hughes

Communications Officer
Lorna Fizor

Senior Consultation Officer
Amy Davies

Graphic Designer
Mark Freshney

Media Officer
Matt White

Senior Communications Officer
Vicky Powell

Communications Officer
Thomas Crosbie

Multimedia Officer
Aaron Barnes

Media Officer
Ellie Maslin

Senior Communications Officer
Lizzie Gillman

Communications Intern
Alex Hetenyi

Digital Communications Officer
Cathy Steed

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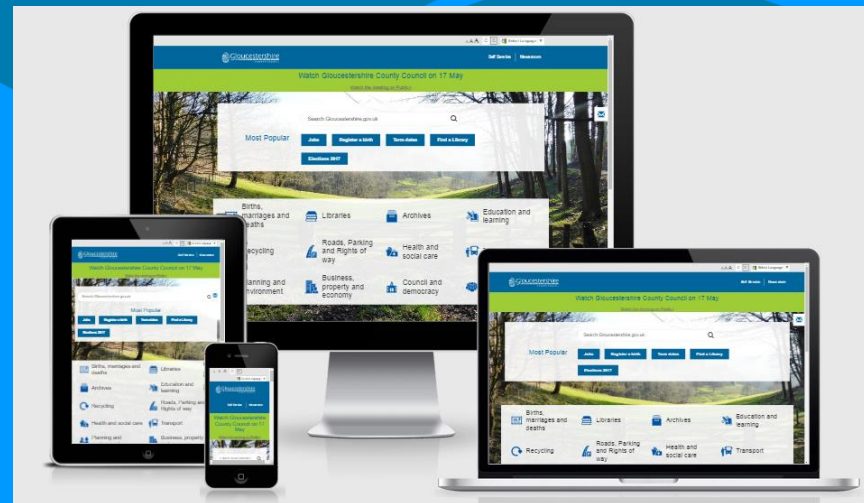COUNTY COUNCIL

Any questions?

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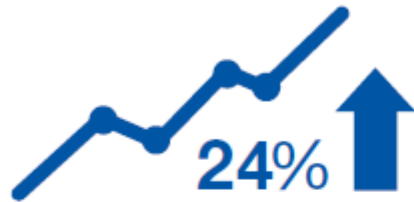COUNTY COUNCIL

Digital

The new website

We launched a new website and intranet in February

- ❖ Designed following feedback from residents
- ❖ Works on different devices (mobile, tablet, desktop)
- ❖ Easy for staff to edit and maintain (over 100 trained so far)
- ❖ Able to generate sub sites at no extra cost

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Since we went live

More traffic to the site.
Rise in visits to the website of **24%**

It takes less time to get to information. Average visit length down by **21%**

The site works well on mobiles. **270% rise** in traffic from mobile devices.

More traffic to the site from social media. **520%** rise in traffic.

Pages are loading more quickly. The time it takes to load a page is down by **14%**

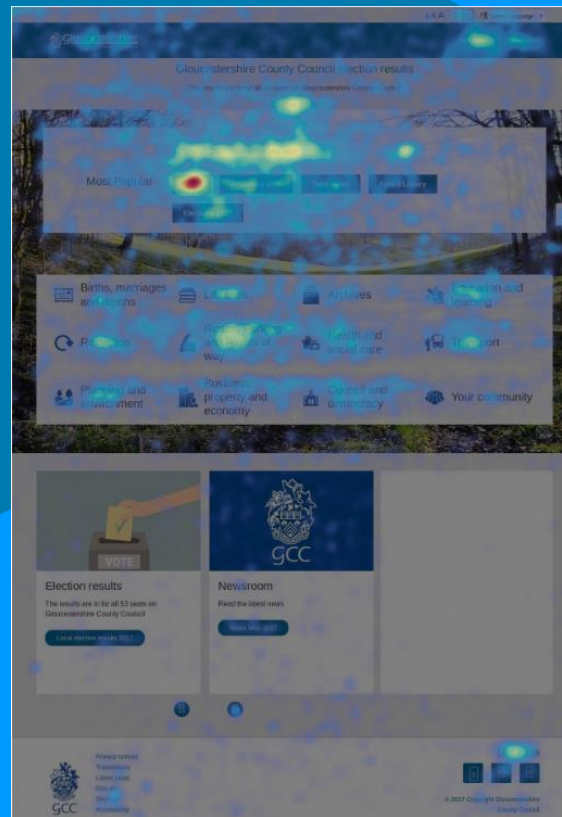Based on a comparison of March 2017 with the same period from 2016.

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Using the site

Let's look at the site http://www.gloucestershire.gov.uk/

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How we will continue to improve?

❖ We work with other councils and have been involved in setting up the Local Government Digital Service Standard (based on Government Digital Service standards)

❖ We respond to the feedback we get on the site and make changes

❖ We pro-actively monitor what people search for on the site and improve the search functionality if things are not found

❖ We explore how new functionality can benefit all council services

❖ **Help us by giving your feedback on the site or letting us know what constituents tell you**

- **Use the form at the bottom of each page**

- **Email digital@gloucestershire.gov.uk**

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Social media

❖ GCC uses Twitter, Facebook and YouTube

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
16.3K	1,653	15.1K	476	5

❖ 25 services have a presence on social media

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Why do social?

❖ It's where the conversation is!

❖ Of the 52.2 million adults in the UK, two thirds use social media every day (ONS 2016)

❖ Channel shift – it's cheaper than a phone call!

❖ Cuts down need for paper based communication

❖ Crisis communication – provide instant live updates

❖ Gives the council a human approachable voice

❖ It's a useful way of finding out about breaking news, the latest news, the latest research or policy announcements from political parties

❖ It's a good way of making your communities more aware of the work you do

❖ Residents expect to be able to communicate with us on social media as they do in their everyday lives

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Guidelines

A few do's and don'ts...

- ❖ **Do** think before you message
- ❖ **Do** update your social media regularly
- ❖ **Do** try to have fun!

- ❖ **Don't** post comments in haste
- ❖ **Do**n't disclose confidential information about people or the council
- ❖ **Don't** deal with casework issues via social media

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Engaging with democracy

We want to provide the means on social media for residents to discuss what is happening in council

❖ As a first step we are using the hashtag **#GCClive** during council meetings
❖ Please use this when you are discussing proceedings on social media

Gloucestershire CC @GlosCC · 5h
County Council meets today for the first time since #gccelections. Watch the action live from 10am ow.ly/acjq30bLOtZ Follow #GCClive

Gloucestershire CC @GlosCC · 29m
Missed our live stream of today's full council meeting? Don't worry you can catch up here ow.ly/i7cx30bNxV8 #GCClive

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We can help!

If you want to get involved with social media then get in touch!

We can help with

❖ Setting up a profile (if you already have a personal account it is a good idea to create an account in your capacity as a councillor)

❖ Best practice guidance

❖ Explore any ideas you have on how GCC could use social media

❖ **Email Digital@gloucestershire.gov.uk**

Don't forget to follow us!

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@GlosCC

facebook

GCC

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County Council
@GloucestershireCounty
Council

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