

# EAST SUFFOLK BUSINESS PLAN 2015 - 2023



## CASE STUDY

FINANCIAL SELF-SUFFICIENCY - ENABLING COMMUNITIES

# SOCIAL MEDIA

Our Business Plan sets out a vision where customers can easily access our services and where improved relationships between the Councils, customers and stakeholders enable engagement, growth and development.

[eastsuffolk.gov.uk/east-suffolk-business-plan](http://eastsuffolk.gov.uk/east-suffolk-business-plan)



 [customerservices@eastsuffolk.gov.uk](mailto:customerservices@eastsuffolk.gov.uk)

 01394 383789 (Suffolk Coastal) / 01502 562111 (Waveney)



Beccles Library, Blyburgate, Beccles  
Felixstowe Library, Crescent Road, Felixstowe  
Marina Centre, Marina, Lowestoft  
Woodbridge Library, New Street, Woodbridge

# EXPAND & IMPROVE THE USE OF SOCIAL MEDIA



## WHAT WE DID?

In order to improve customer service and how we engage with stakeholders, Suffolk Coastal and Waveney District Councils have grown and improved their social media channels. Both Councils have enhanced their existing Facebook and Twitter feeds and also introduced new East Suffolk accounts to strengthen the East Suffolk brand. A joint Instagram account has been created, whilst the existing joint YouTube and LinkedIn accounts have been developed through regular postings of relevant and interesting information with appropriate businesses and contacts 'tagged' in to enable further engagement. The Councils' Communications Team has increased the number of followers and engagement on each account through; regular postings of topical high-quality content; by ensuring a consistent approach through all channels; by sharing relevant content from other organisations and by promptly and accurately responding to and resolving customer queries.



OVER 12,000  
TWITTER  
FOLLOWERS



ONE OF THE UK'S  
LEADING LOCAL  
AUTHORITY  
INSTAGRAM  
ACCOUNTS



38 MILLION  
PEOPLE IN THE  
UK NOW USE  
SOCIAL MEDIA

## WHY WE DID IT?

Social change means social media is now the first place many people visit when looking for news and information. Customers expect organisations to deliver information directly to them and also expect an immediate response to queries. The Councils expanded use of social media now makes it even easier for customers to access news, information and to report issues 24/7 from their mobile phone, tablet or computer. A strong and proactive Facebook and Twitter presence allows the Councils to quickly reach a wide audience, to deliver news and information, to raise awareness of services and enhance the Councils reputation as being approachable, customer-focused and invested in the needs of the local community.

Instagram allows the Councils to promote east Suffolk as a great place to live, work and explore and improves customer relationships by re-posting images from other Instagram users. An increased use of dynamic and original visual content, such as YouTube videos and animations, are simple and affordable ways to engage with more customers. 'How to' content helps to raise customer awareness of how to apply for services such as Universal Credit - this then reduces demand on our Customer Service centres. All our social media channels demonstrate the effective way the Councils are engaging with our customers and communities.

## THE DIFFERENCE THIS MADE?

According to GovRank, which monitors the social media and digital performance of over 400 UK local authorities, both Councils rate amongst the best in the country. Waveney is consistently ranked in the top 10 with Suffolk Coastal in the top 20 overall. Both Councils receive the highest Govrank scores for any council in Norfolk or Suffolk. Engagement levels, such as commenting, liking and sharing content, have increased, and all channels have seen a growth in audience size. In total, the Councils have over 12,000 Twitter followers and approximately 3,000 Facebook followers. The Councils' LinkedIn profile also continues to grow, highlighting our business-to-business focus to encourage inward investment in east Suffolk.

Increased numbers of customers and stakeholders are now following and interacting with the Councils through social media, resulting in positive benefits such as increased numbers of job applications from local people, higher attendance at events and better customer awareness that social media is a 'go to' source of Council news, information and problem solving.



*"Our social media channels allow customers to report issues, easily access news and information about council services and help the Councils engage with our residents."*

- CLLR CRAIG RIVETT  
WAVENEY DISTRICT COUNCIL