

FORGET FACEBOOK: A NEW WAY OF LOOKING AT SOCIAL MEDIA

HOW THE PUBLIC SECTOR CAN USE SOCIAL MEDIA TO IMPROVE COMMUNICATIONS AND SERVICE DELIVERY

Wednesday, 14 November 2012 from 09:30 to 16:00 (GMT)

Hilton Deansgate
303 Deansgate
M3 4LQ Manchester
United Kingdom

Register here: <http://forgetfacebook.eventbrite.com/>

What will attendees get out of this workshop?

This workshop is designed to help local government and public sector bodies progress beyond seeing social media as simply a new set of channels to be used to reach media or citizens. Participants will learn how to use social media as a set of tools that can be deployed to support a range of operational objectives and how to manage social media as a business process, rather than a communications output.

Who should attend?

The workshop (maximum 20 participants) is intended primarily for those people who currently have responsibility for social media, in most part the senior staff of communications and operational departments. However, it will have relevance for policy and performance measurement officers.

It can be seen as an advanced social media workshop, in that having some experience in usage of social media will be useful, but it will also have considerable relevance for people who are just starting the 'social media journey'.

It is not a workshop designed to teach people how to use Facebook or Twitter: rather it is designed to help people understand what it is they should be using these tools to achieve (or if, indeed, they should be using them at all).

Who is running it?

The workshop is run by Richard Stacy with input from Carl Preston, Senior Information Officer of Preston City Council.

Richard is an independent social media consultant <http://richardstacy.com/about-me/>

Format

Introduction: What is the purpose of the session, how will it work?

Group session: Establishing a base-line

- Participants will be allocated into groups of five for a discussion about their experiences to date, both positive and negative in using social media.
- Groups will present back a summary of the issues raised.

Presentation: Social media as a business process

- A look at why an effective social media strategy is different from a conventional communications or digital strategy
- A look at where the benefits and opportunities for the public sector are to be found
- Top line assessment of the management implications for deploying social media as an operational process
- Deconstructing some case studies of both good and bad practice.

Presentation: The Preston Experience

- An overview of the experience of Preston City Council: why it decided to change its approach, what its experience has been thus far

Q&A / discussion

Presentation: How to set relevant objectives

- Understanding that social media supports specific operational objectives, rather than communications objectives
- How to decide where to focus the usage of social media tools and how to define effective objectives
- A look at the objectives set thus far for Preston City Council

Break out: Participants return to their groups and select one of their organisations to be a case study. Each group will then decide on relevant objectives for this case study and present their conclusions back.

Presentation: Producing an operational plan

- An examination of the most important social media tools and how they fit into a management process
- Understanding people as the key resource
- A look at control and acceptance issues
- A look at the plan and roll-out process for Preston City Council

Break out: Participants return to their groups draw up a basic operational plan for their case study. Plans to be presented back to the wider group – time permitting.

Group discussion: what have we learned, where do we go next?

- What can we do tomorrow, based on what we did today?
- What will the challenges be? Who will need to be involved?
- Should we (could we) establish a community of practice to continue to share ideas and experiences?