

Using social media

A case study

Cllr. Dave Norman MBE

Living our values every day



Accountable



Integrity



Empower



Respect



Excellence



Today

- About me
- Social media
- What can go right?
- What can go wrong?
- Handling negativity
- Using a response model
- Lessons learned



About me

Cllr. Dave Norman MBE



- Over 40 years in education
- Over 30 years as an on-call firefighter
- Cabinet member for Gloucestershire County Council
 - Gloucestershire Fire and Rescue Service
 - Public protection
 - Parking
 - Libraries

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Social media



What can go right?

- Warning and informing
- Campaigning
- Consultation
- Showing support for other organisations
- Celebrating success
- Demonstrating action
- Keeping people informed



Social media

Examples



Glosfire @Glosfire · 15/11/2021

Have your say on our Community Risk Management Plan (CRMP) objectives so that we can ensure that we have the required number of resources, with the right people and equipment, at the right time, in the right location.

Complete our CRMP survey here orlo.uk/XJ8UN



Glosfire @Glosfire · 02/11/2021

Please only buy fireworks from reputable retailers.

[#Fireworksafety](#) [#Besafe](#)

gloucestershire.gov.uk/glosfire/your-...



Glosfire @Glosfire · 23/10/2021

Road information: Following a serious Road Traffic Collision the A417 is close between the Air-Balloon and the A46. This road will be closed for some considerable time, please avoid the area if you can



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Social media

What can go wrong?



News and misinformation
out quickly



Customer aggression



Staff can pick up on it



Trolls



Upset staff may post
openly



Reputation damage

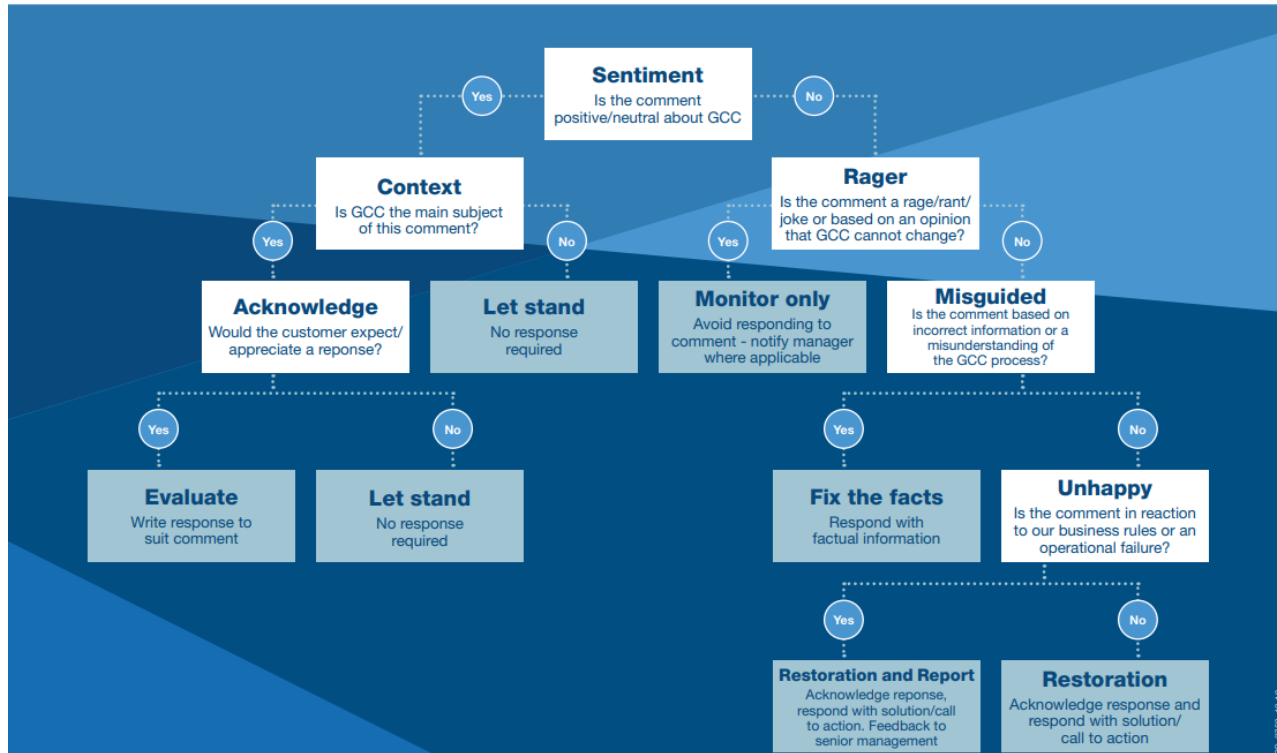


Handling negativity

- Monitor social media and customer interactions
- Out of hours service for urgent issues
- Get back to people quickly
- Flag internal issues and get them dealt with
- Respond quickly to live issues
- Listen and respond to what people are saying
- Spot trends and reflect on them



Social media response model



CC-0/09 10:19

Lessons learned

- Use social media
- Engage with people – it's a two way process
- Use a response model to help you
- Keep going!



Questions

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