city of
PALMERSTON

'A Place for People'

DRAFT
SOCIAL MEDIA
STRATEGY

ACKNOWLEDGEMENT OF COUNTRY

Council respectfully acknowledges the traditional owners of the land on which we meet - the Larrakia People - and pay respect to their elders, past, present and future.

SCOPE

Council's social media platforms are multi-disciplinary and the content within each platform needs to **connect**, **inform** and **educate**. Social media is a vital business and communication tool used for all teams across the organisation. The aim is for our messaging to create cut through within this landscape and offer a platform where the Palmerston community can learn and ask questions about what Council is doing.

OBJECTIVES

Create content that is engaging, informative and has purpose	Actively respond to direct messages within 2 business days.	Create opportunities for more community or 'influencer' engagements
Frequent posting and engagement across all channels	Trial new tactics	Align creative with messaging and destination

CURRENT AUSTRALIAN SOCIAL MEDIA CLIMATE

According to GENROE (*June 2022, Social Media Statistics for Australia*), Australians are avid consumers of social media, with younger people at a higher usage rate. In Australia, we now have 20.5 million active social media users (equates to 79.9% of the Australian population), with Facebook and YouTube tied as the most popular social media platform. 98% of social media users, consume social media via a mobile device and spend on average 1 hr 48 minutes per day. 52% of Australians use social media as a source of news, and 32% of Australians use social media when looking for information about a brand.

According to Palmerston's most recent community survey (2021), 46% of people would prefer to receive communication via social media.

79.9%
of the Australian population are active social media users

46%
of Palmerston residents would prefer to receive communications via social media

CITY OF PALMERSTON AUDIENCE

The people that follow Council's social media pages are the heroes. They determine what is good, what is interesting and more importantly what is not good or not interesting. Engagement via Council's social media platforms will provide insights to make future decisions. Council's primary social media channels are Facebook, Instagram and Linkedin.

Current demographics of our followers are between the ages of 25 – 54, with predominantly people who identify as women, at 67%. On Instagram, gender identifier is the same with a slightly lower age bracket from 25 – 44. Council also has subsidiary social accounts that provide updates to our Youth audience, and Library audience. These are much more niche however attract similar demographic splits (on a smaller scale).

Social media acts as a 'live' conversation between Council and the community. It is the intention of Council, to use social media as a convenient way to communicate direct to the community in a timely and transparent way.

Council acknowledges that not everyone uses social media, or chooses to follow Council's social media channels, therefore will continue to use other traditional forms of communication such as print advertising in newspapers.

Our followers are between the ages of
25 - 54

67%
identify as women

Instagram followers are between the ages of
25 - 44

SOCIAL MEDIA CONTENT

All communication via Council's social media pages needs to;

CONNECT

To connect with the community content needs to be transparent and trustworthy. Council will consider correspondence via social media as equivalent to an email or phone call.

INFORM

To ensure the community remains informed on what is happening in the community, content needs to be timely, relevant as well as accessible and consistent in other formats (online/website)

EDUCATE

To ensure the community understnads the 'what', 'who', 'how' and 'why', we need to provide accurate and evidenced based information that is clear and concise.

The Social Media Strategy aligns with the core outcomes of the Community Plan, which essentially maps out our 'Content Pillars'. All posts, images, stories and reels will link back to one or more of these content pillars.

- Family and Community
- Vibrant Economy
- Cultural Diversity
- Future Focused
- Environmental Sustainability and
- Governance

INCREASING REACH AND AWARENESS

City of Palmerston will be utilising social media at an increased capacity, to encourage more engagement, which will result in an increase in clear communication reaching our residents. The algorithms within Facebook and Instagram are often changing therefore constant review is required to ensure Council is across best practice. Currently Council has approximately 20,000 followers across our social media channels, Council aims to increase followers by 15% by 2023. Council hope to achieve this by actioning some of the following trends and tactics.

TRENDS AND TACTICS

Understanding who the audience is for each platform is vital in being able to increase reach and awareness. Council will be identifying appropriate platforms, based on the subject, content pillars, audience and what we want to achieve. Other tactics that may be used include;

- Instagram stories and reels and Facebook stories are examples of content that has become more popular over recent times. Video is key. It is a short form piece of content that is engaging and can get a message across in an effective way.

- Maintain and encourage the use of instant messaging as a Customer Experience tool. This is a very quick and effective way to answer the questions of the community and to gain trust, in a convenient way.

- Engage more local advocates or content creators to increase the amount of 'user-generated content'. This isn't a new trend, but a new tactic for City of Palmerston that could have strong impacts across our social accounts.

- Increase in our own engagement with other social media pages. Being more active on others social accounts will contribute to brand awareness, trust and is best practice when it comes to social media. Priorities in this instance will be our Mayor and Elected Members, Ministers, Local groups and associations that we support as well as other partner pages.

- Use trending images relevant to the audience you are speaking to – ie. What is going viral? Styles of reels. Memes. Etc

MODERATING SOCIAL MEDIA

Council acknowledges that social media is a 24hr source of information. It is important to moderate social media platforms and Council intends to do this during business hours, with informal monitoring and moderating performed outside of these hours. Council will monitor all sponsored advertisements and organic posts. Comments will remain live unless under specific circumstances where there are hurtful or racial comments OR during an emergency.

Council will encourage residents to contact them directly with any private issues that may not be appropriate in such a visible platform.

Type of content and suggested placements

[f]@cityofpalmerston	[o]@cityofpalmerston	[in]@cityofpalmerston
Sponsored ads for events	Sponsored ads for events	Tenders
Sponsored ads for programs	Sponsored ads for programs	Career opportunities
Opening and closing hours	High quality pics of an event	Council meeting actions
Service interruptions	'in-situ' event videos/images	Community consultations
Road Closures/works advise	Images of programs	Council initiatives/programs
Emergency information	Recognising days of importance	Emergency information
Recognising days of importance		Council Publications
Animal education information		Council Partnerships
Educational information		Council By-Laws
Community consultations		Major projects
Council By-Laws		
Major projects		
Council meeting actions		

LANGUAGE AND TONE OF VOICE

When considering our audience and the type of information we are communicating, we will use a variety of tones and lanuguages. Some tones of voice will include;

FUN AND QUIRKY

EDUCATIONAL/ INFORMATIVE
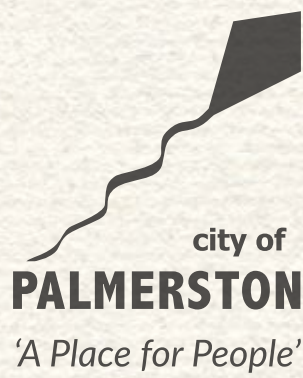
PROFESSIONAL

FRIENDLY

ENGAGING

AUTHENTIC

- Facebook and Instagram originated from a 'social platform' therefore casual and personalised language will be used.
- Linkedin orginated from a business networking platform, therefore tones will be skewed to represent Council in a more professional manner.
- Council will ensure that internal references will be avoided throughout any text across all platforms.
- No slang or acronyms will be used, unless otherwise explained, and no obscure references.
- Where appropriate, the use of emojis will be included within text.
- All social media will be inclusive and culturally appropriate, showing support and kindness to the diverse and multi-cultural community of Palmerston.
- City of Palmerston will maintain a safe, open and transparent social media space for the community to have a say.

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