The Future Use of Digital and Social Media in Local Government and Public Sector Communications

A Public Policy Exchange Symposium

Wednesday 12th February 2014
10:15am – 4:30pm

Central London

Public Policy Exchange holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.
The Future Use of Digital and Social Media in Local Government and Public Sector Communications

Overview

The Government has set out its commitment to design and deliver all information and transactional services digitally. Its Open Public Services White Paper (July 2011) outlined the desire to utilise the power of digital communication and social media to help drive digital take-up.

Subsequently, with the migration of Government departments and agencies onto GOV.UK in progress, the Government estimates it could save between £1.7 and £1.8 billion each year by going ‘digital by default’.

To realise the Government’s ambition to ensure that everyone has access to the best available high-quality public services and to deliver necessary cost savings, the effective use of social media by local government and other key delivery partners is critical.

As access to the internet widens and the price of computers and broadband decreases, social media has become a way of life for the British public and is gradually making its presence felt in the public sector. Increasingly, councils are using social media externally to raise awareness of services and shape policy developments, and internally for staff communication and collaboration on various topics via forums, blogs and videos.

This is supported by a recent BDO local government social media survey which found that 98% of councils are using digital or social media to connect with communities and digitise services. Separately, ‘A White Paper on Social Media in Local Government’ found 31 of 33 councils in the West Midlands were using Twitter and Facebook.

With the UK economy continuing to navigate through a difficult period and with local councils having to adapt to budget cuts, social media offers a cost-effective way for local and central government, and the private and third sectors to build relationships, share knowledge, provide better access to experts, avoid duplication of effort and encourage innovation.

This special symposium provides an invaluable opportunity for local and central Government communication and marketing teams, customer service professionals, social media officers, ICT professionals, policy officers and key digital communication stakeholders from all sectors to discuss the ongoing digital strategy and how local government and other public sector services can realise the full potential of social media to better serve local communities.

...This Government Digital Strategy is just the start of a process that will transform how we provide services. Departments will be publishing their own digital strategies later this year, setting out how they will improve their services and reduce costs. New technology also means that for the first time individuals, entrepreneurs and businesses can now access and exploit public data in a way that increases accountability, drives choice and spurs innovation. Government will continue to be on the forefront of the open data revolution – putting more and more data in the public domain that will underpin new social and economic growth.

Until now government has been slow to realise the benefits of the digital age. In the future our services will be fit for the 21st Century – agile, flexible and digital by default.”

- Minister for the Cabinet Office, November 2012

Why Attend?

- Assess how social media can play a positive role in councils’ strategies to improve and support local Government efficiency
- Discuss how social media can strengthen internal local Government communications
- Consider the present use of digital social networking tools across local Government, healthcare, the police, third sector and other areas
- Share best practice on how councils can use monitoring tools to best manage their social media presence
- Anticipate the risk social media represents and address concerns on trolling, dealing with complaints and internal mismanagement

Who Should Attend?

- Local Authorities
- Central Government Departments and Agencies
- Universities, Colleges and Schools
- Digital Managers
- Public Sector Customer Service Personnel
- Public Sector Communication and Marketing Professionals
- Private Sector Communication and Marketing Professionals
- Public Sector Consultation Officers
- Policy Officers
- ICT Professionals
- Heads of Technology
- Charity, Voluntary Sector and Social Enterprise Professionals
- Social Media Officers
- Chief Technology Officers
- Efficiency and Improvement Professionals
- Programme/Project Officers
- Heads of Information Governance
- Heads of eGovernment
- Change Management and Cloud Computing Officers
- Business Continuity Officers
- Chief Information Officers
- Healthcare Communication and Marketing Professionals
- Social Care Communication and Marketing Professionals
- Police Service, Police Authorities and Fire Services

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/MSNUZ/

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code MSNUZ.

Enquiries: 0845 606 1535 www.publicpolicyexchange.co.uk

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# Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:30</td>
<td>Registration and Morning Refreshments</td>
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<tr>
<td>10:15</td>
<td>Chair’s Welcome and Introduction</td>
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<td>10:30</td>
<td>Panel Session One: Delivering Efficient Services Across the Public Sector: Utilising Social Media and Digital Services</td>
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<td>• Connecting communities with local Government – exploring ways to overcome the cultural and technical barriers in reaching out to local audiences</td>
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<td>• Social media in healthcare – understanding how social media can help to strengthen relationships between parts of the NHS and engage better with local communities</td>
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<td>• Developing social media communications in the third sector – how charities, voluntary organisations and social enterprises can take their communications to the next level of success</td>
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<td>• Social media guidelines for the police – sharing best practice on engaging with the public, colleagues, and the wider world</td>
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<td>• Managing your social media presence – consider and share experience on the social media monitoring tools available such as Twazzup, Addictomatic, Socialmention, Hashtags.org and others</td>
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<td>11:15</td>
<td>Morning Refreshments</td>
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<td>11:30</td>
<td>Open Floor Discussion and Debate with Panel One</td>
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<td>12:30</td>
<td>Networking Lunch</td>
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<td>13:30</td>
<td>Panel Session Two: Understanding the Present and Future Challenges for Local Authorities Using Social Media and Digital Content</td>
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<td>• How is social media improving and supporting local Government efficiency?</td>
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<td>• Understanding the potential of digital delivery tools - SMS, wechat and others</td>
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<td>• Exploring the different social media channels councils are using to connect with their audiences and for what purpose - Twitter, Pinterest, Facebook, Yammer, Flickr and others</td>
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<td>• Strengthening internal communications – understanding how local authorities are using social media to increase knowledge sharing, encourage teamwork and collaboration</td>
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<td>• Anticipating the risk social media represents - sharing best practice on how councils can address concerns on trolling, dealing with complaints and internal mismanagement</td>
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<td>14:15</td>
<td>Afternoon Refreshments</td>
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<td>14:30</td>
<td>Open Floor Discussion and Debate with Panel Two</td>
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<td>15:30</td>
<td>Chair’s Summary and Closing Comments</td>
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<td>15:40</td>
<td>Networking Reception</td>
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## Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact Parvin Madahar on 020 3137 8630 or email parvin.madahar@publicpolicyexchange.co.uk

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# Event Details

**Date:** Wednesday 12th February 2014  
**Time:** 10:15am – 4:30pm  
**Venue:** Central London

## Forthcoming Events

- **Prevention, Protection, Prosecution: The Next Steps to Tackle Hate Crime in Every Community**  
  **13th February 2014**
- **Raising Animal Welfare Standards at the Time of Slaughter or Killing**  
  **25th February 2014**
- **Reducing the Harm Associated with Problem Gambling: The Role of Local Government**  
  **26th February 2014**
- **Child and Adolescent Health and Well-Being: Improving Outcomes for Young Carers**  
  **27th February 2014**
- **From High Street to High Growth: Shaping the Future of our Town Centres**  
  **4th March 2014**
- **Turning Around ‘Troubled Families’: From Crisis to Co-ordinated Action**  
  **5th March 2014**
- **Local Authorities and Cold Weather Planning: Protecting the Public from Winter Illness and Death**  
  **11th March 2014**
- **Responding to the Needs of Girls and Young Women in the Penal System**  
  **13th March 2014**
- **Fit for Purpose: Shaping the Future of General Practice Services**  
  **25th March 2014**
- **Child and Adolescent Mental Health and Well-being: Transforming Service Delivery**  
  **26th March 2014**
- **Emergency Planning in a New Age of Uncertainty: Building the Nation’s Resilience to Flooding**  
  **1st April 2014**
- **Dealing with the Impacts of Welfare Reform: The Role of Local Authorities in Supporting Households**  
  **2nd April 2014**
- **Clamping Down on Dangerous Dogs: Protecting the Public and Promoting More Responsible Pet Ownership**  
  **23rd April 2014**
- **Biodiversity 2020: The Challenge for Local Authorities and Public Bodies**  
  **24th April 2014**
The Future Use of Digital and Social Media in Local Government and Public Sector Communications

12th February 2014

Terms & Conditions: By returning this registration form to Public Policy Exchange, you agree to comply with the Terms and Conditions below.

Cancellations are to be submitted in writing no later than 30 days prior to the event. All cancellations carry an administration charge of £100 + vat. Cancellations received within 30 days of the event will be subject to the full delegate fee; however a delegate substitute may be made if requested in writing. There will be no refunds for non-attendance. Payment is due upon receipt of invoice.

The data you provide will be held on a database in accordance with the Data Protection Act (1998). Public Policy Exchange may use your details to send you information about our further conferences and services. Personal data provided on this form will not be passed to any external bodies.

Signed
Date

Delegate Fees

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Conference materials

If you are unable to attend the conference but would like to receive the supporting documentation, then please send back this form with payment details and indicate the number of copies you would like to receive. (PDF = £95 & VAT, Hard Copy = £95 (VAT not applicable).

Contact Details

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Total amount £ + VAT at 20%

Please tick as appropriate:
- Please invoice my organisation
- I enclose a cheque
- I will pay by Government Procurement Card/Credit/Debit Card
- Purchase Order No. (if applicable)

Methods of Payment

Credit/Debit Card: call our payment line on 020 3137 8616

BACS: Bank: HSBC, Sort Code: 40-07-13, Account No: 22028328, Account Name: Public Policy Exchange Limited. Email BACS remittance to remittance@parlicentre.org

Cheque: Please ensure delegate name and organisation are on the back of the cheque, and make payable to: Public Policy Exchange, Accounts Department, Unit N0001, Westminster Business Square, 1-45 Durham Street, London SE11 5JH

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