

HOW TO SURVIVE MODERN SOCIAL MEDIA

LGComms

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**South Yorkshire
FIRE & RESCUE**

**MACMILLAN.
CANCER SUPPORT**



**NHS
SCOTLAND**

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Data, universal truths, trends, channels and an exercise

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The landscape in 2023

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“Embrace
chaos.”

Robert Phillips ‘Trust Me PR is Dead’, 2015

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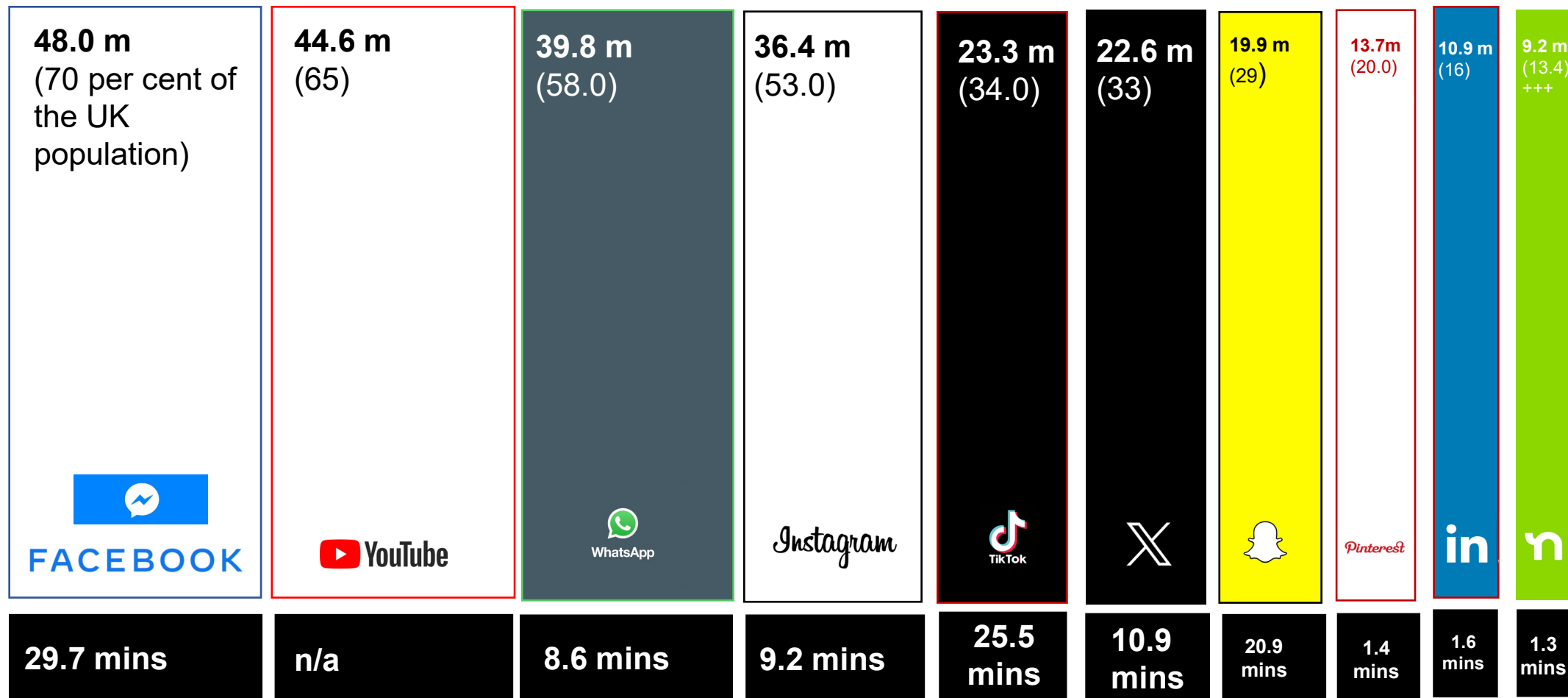
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Social media landscape UK 2023

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Source: Ofcom, 2023
+++ Ofcom 2021

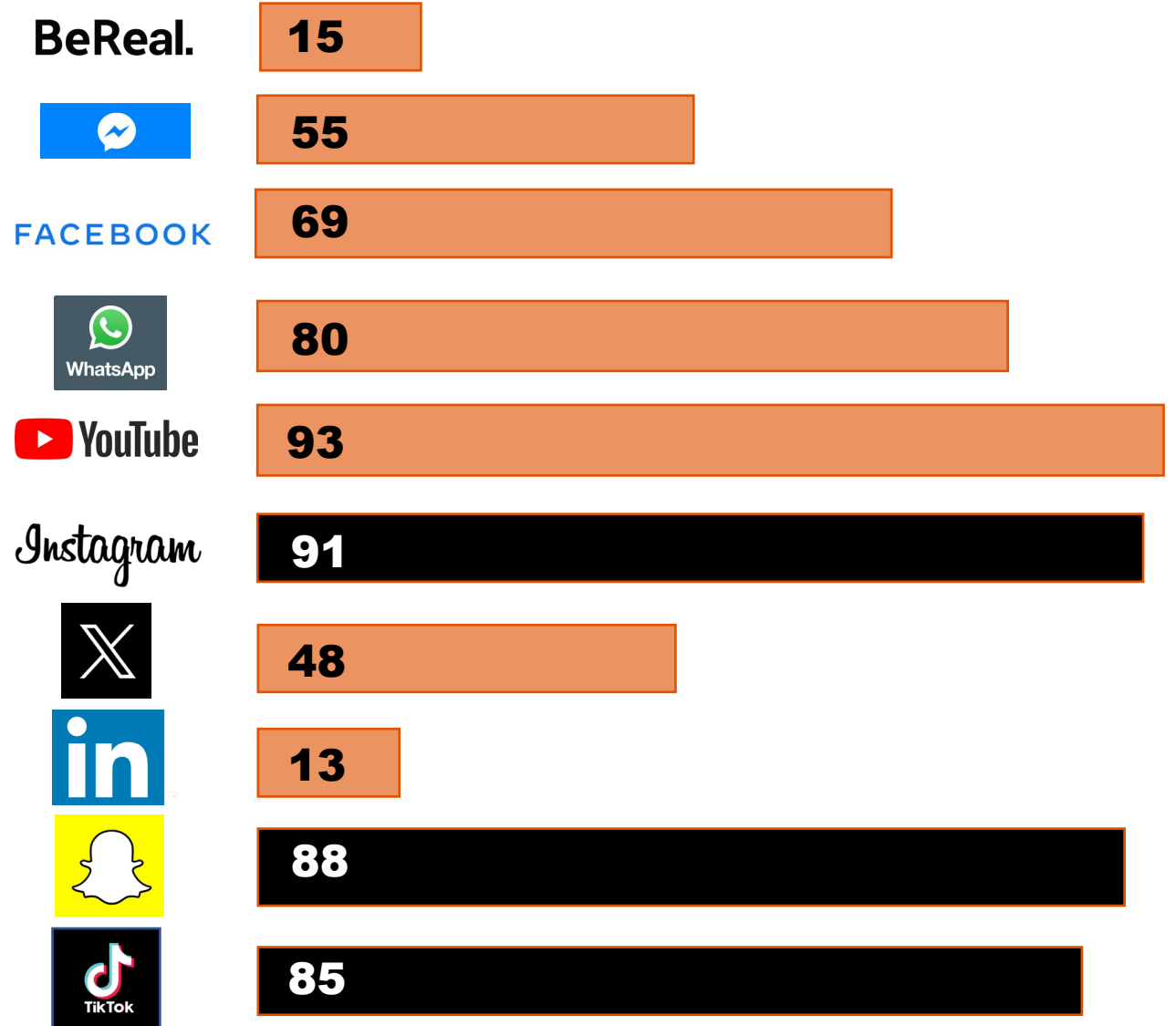
Demographics

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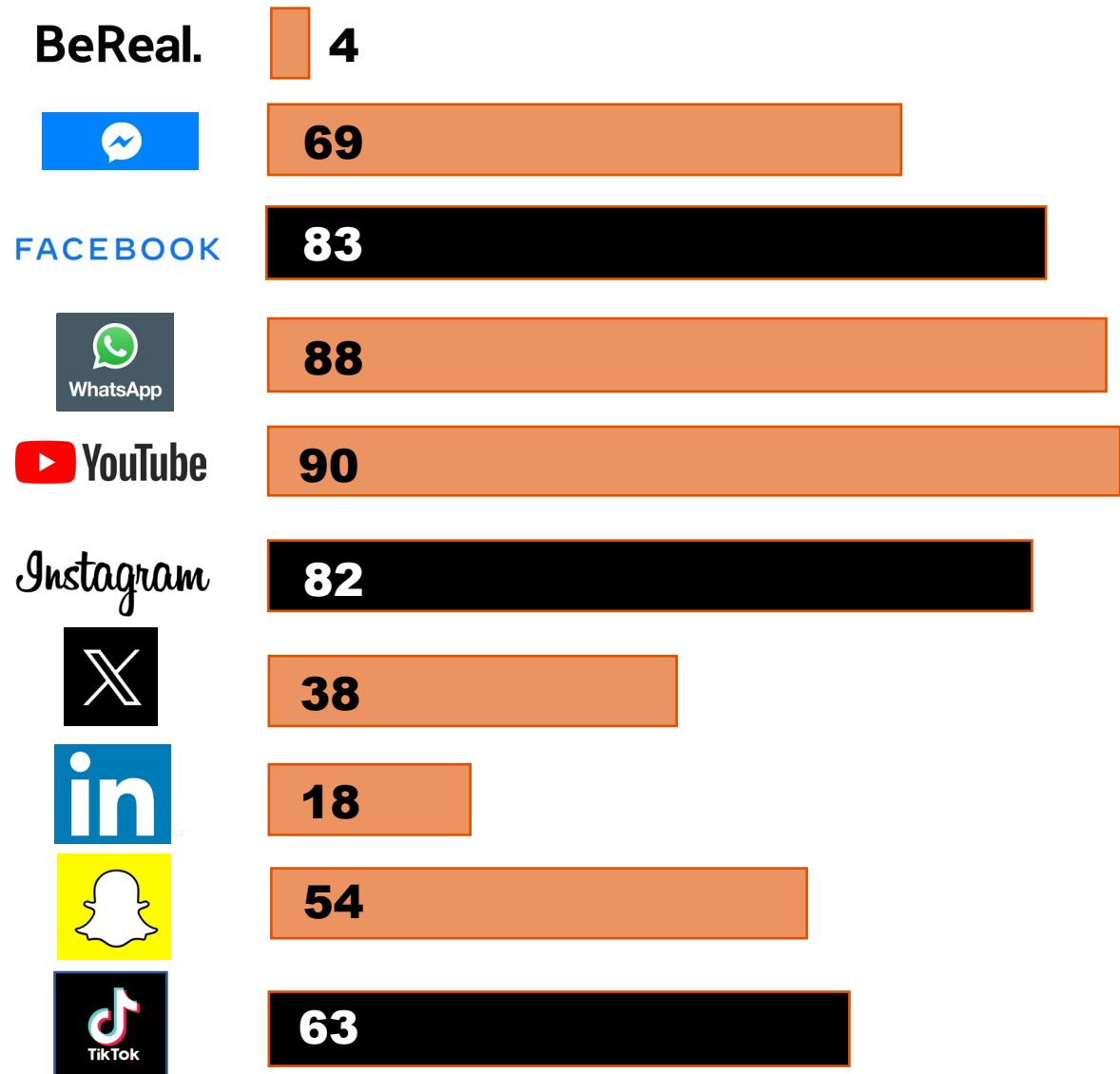
UK social media consumption 2023 by demographics aged 13 to 24

source: Ofcom, 2023.



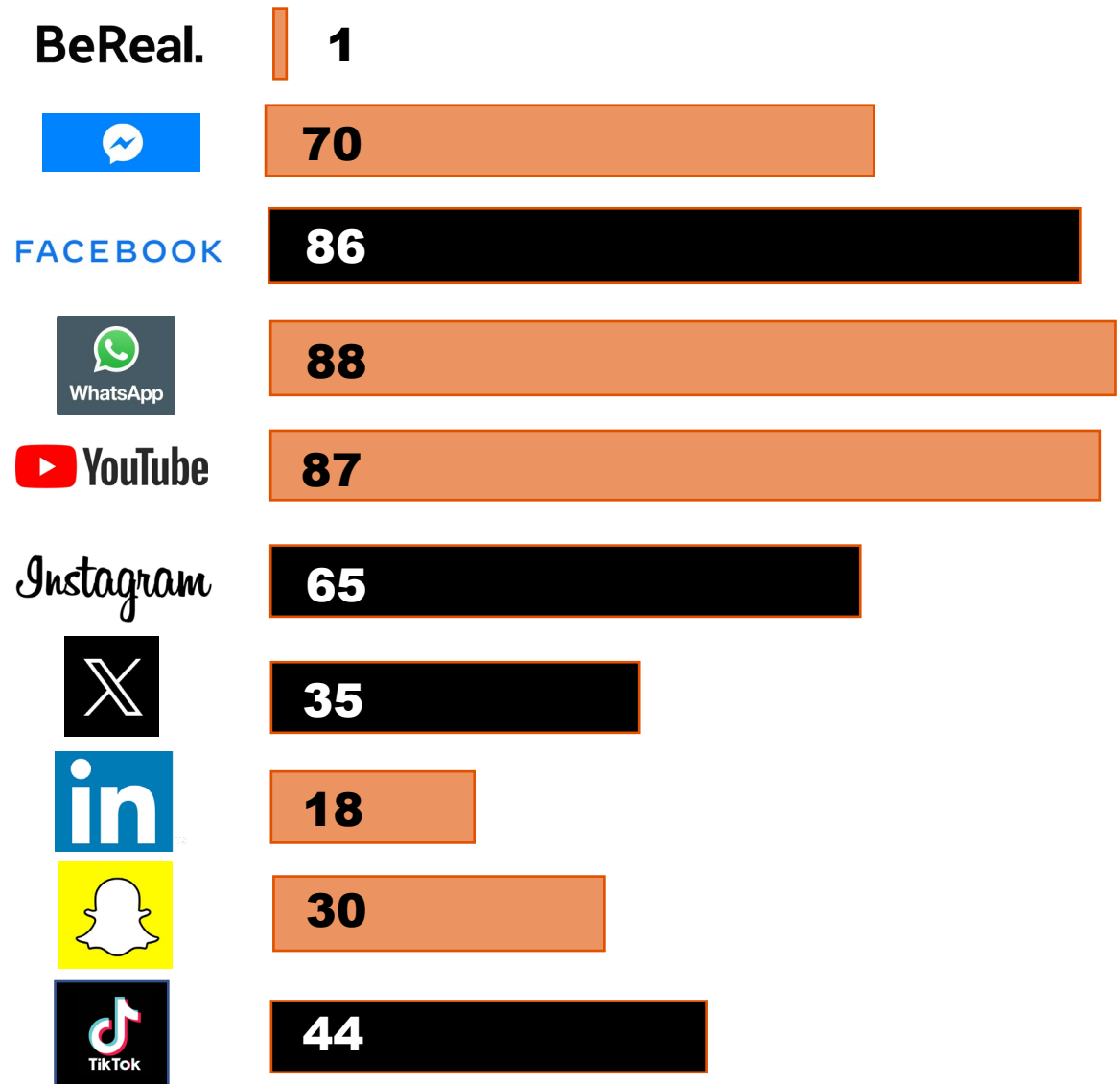
UK social media consumption 2023 by demographics aged 25 to 34

source: Ofcom, 2023.



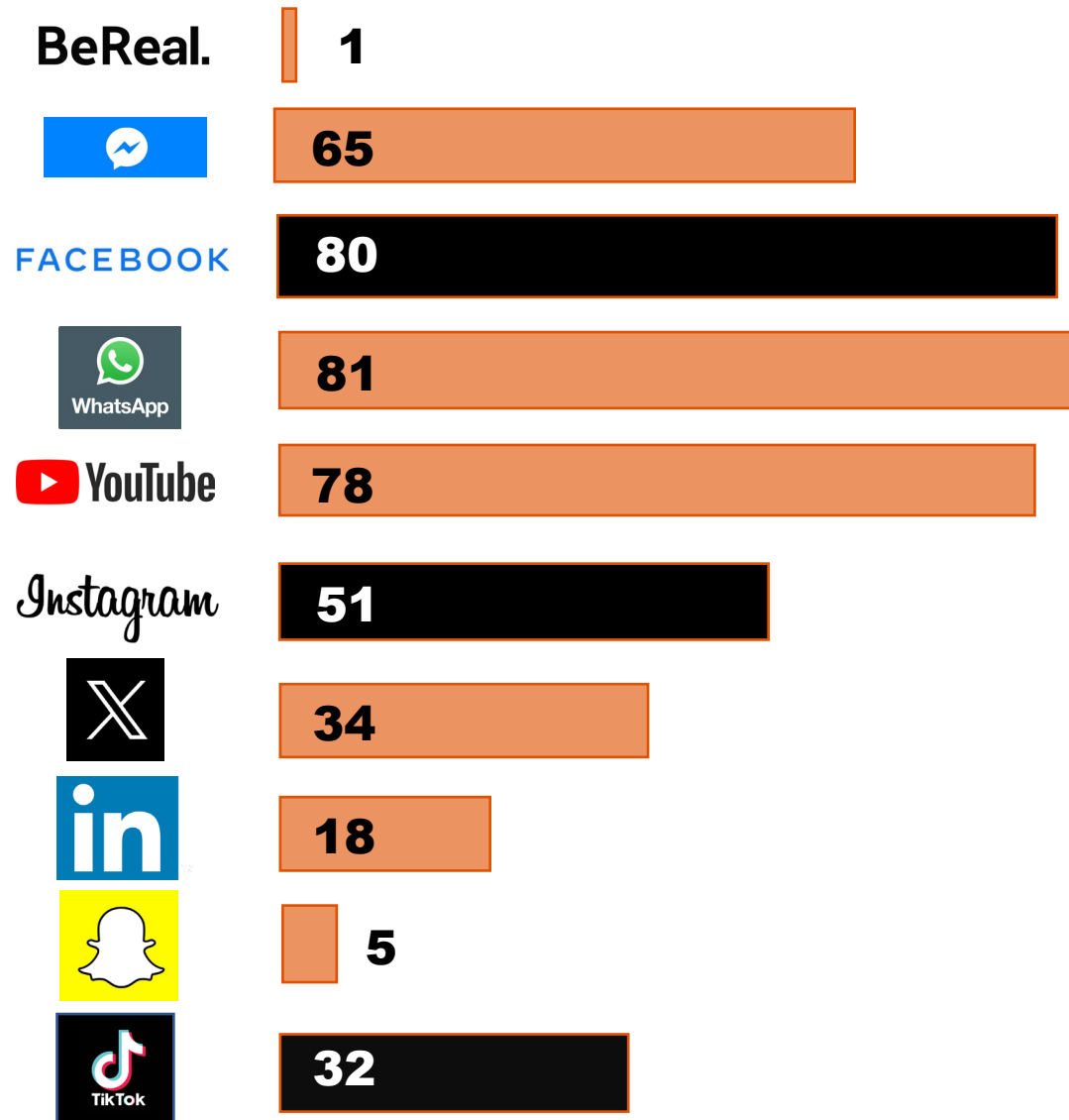
UK social media consumption 2023 by demographics aged 35 to 44

source: Ofcom, 2023.



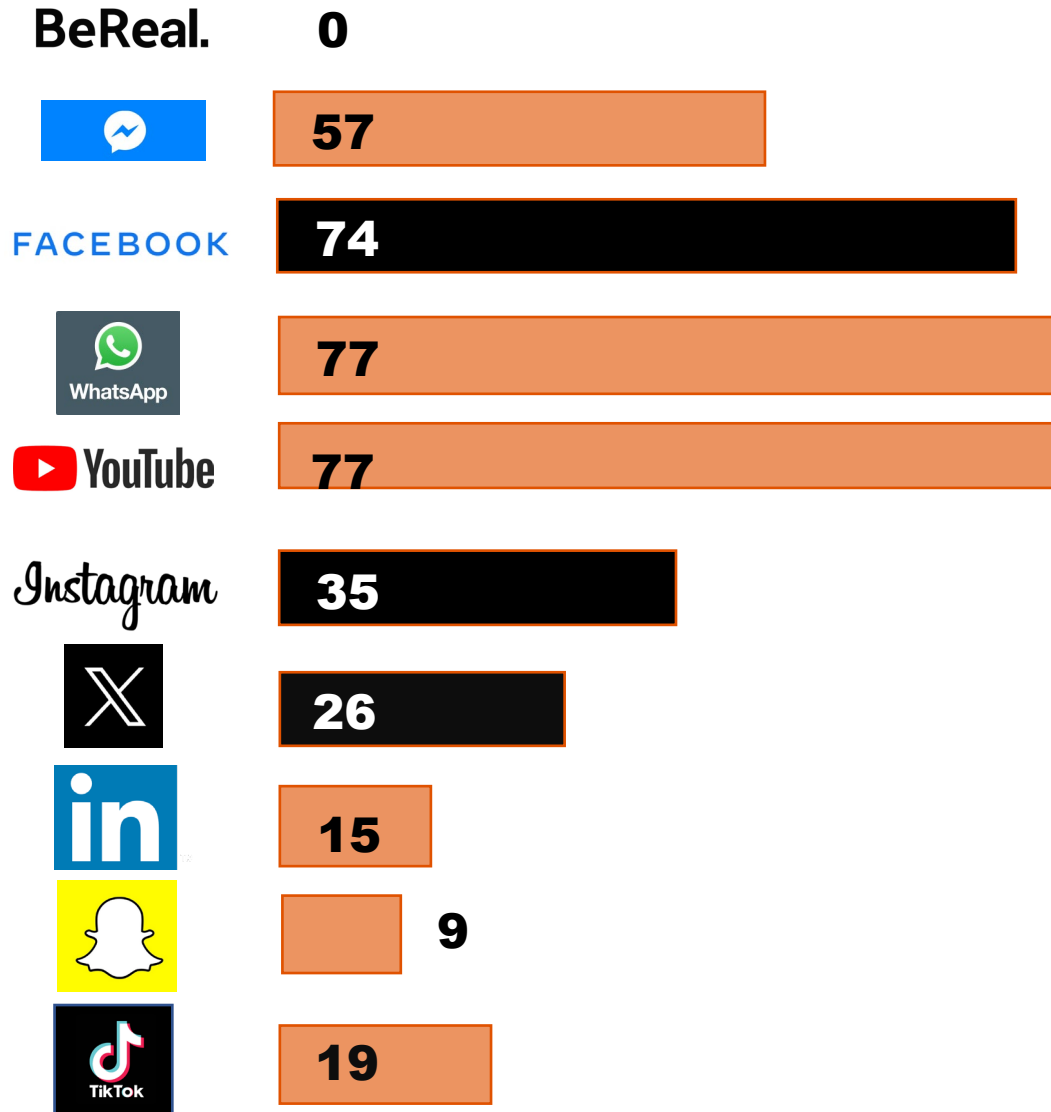
UK social media consumption 2023 by demographics aged 45 to 54

source: Ofcom, 2023.



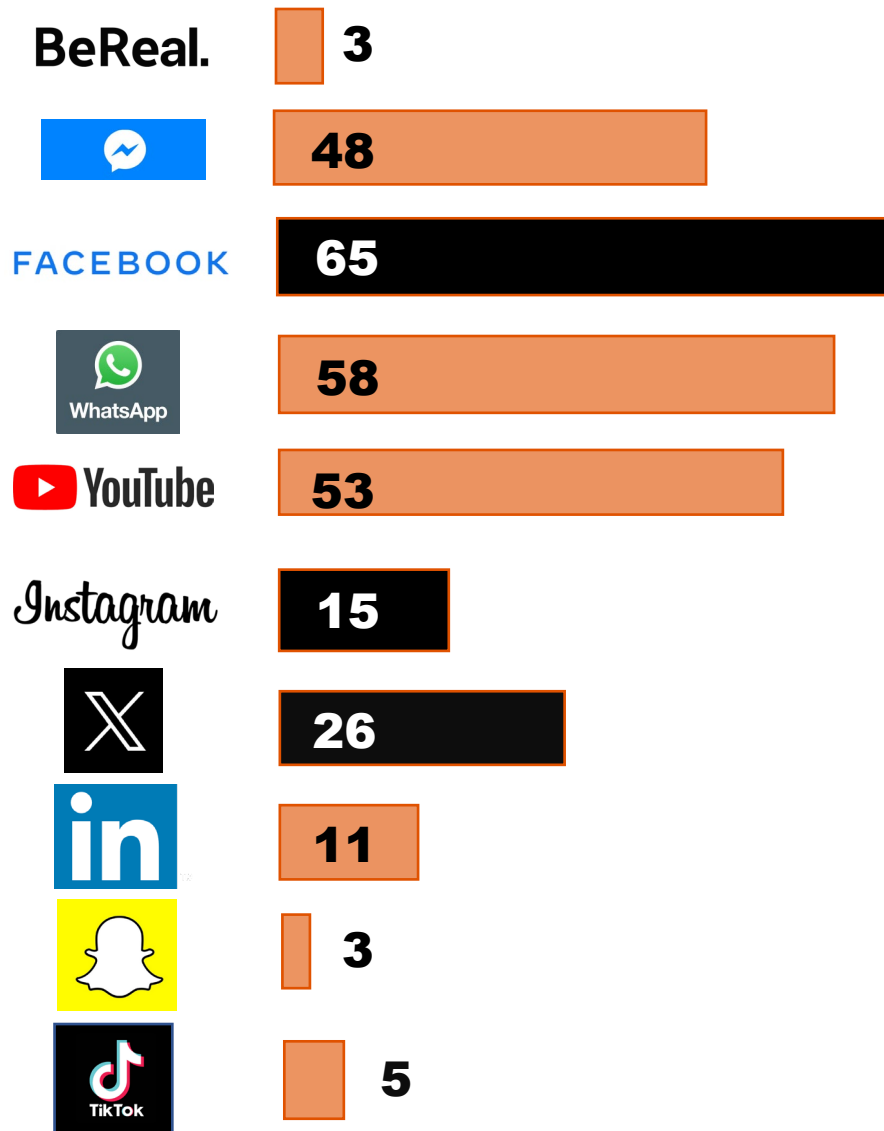
UK social media consumption 2023 by demographics aged 55 to 64

source: Ofcom, 2023.



UK social media consumption 2023 by demographics aged 65+

source: Ofcom, 2023.



Universal truths

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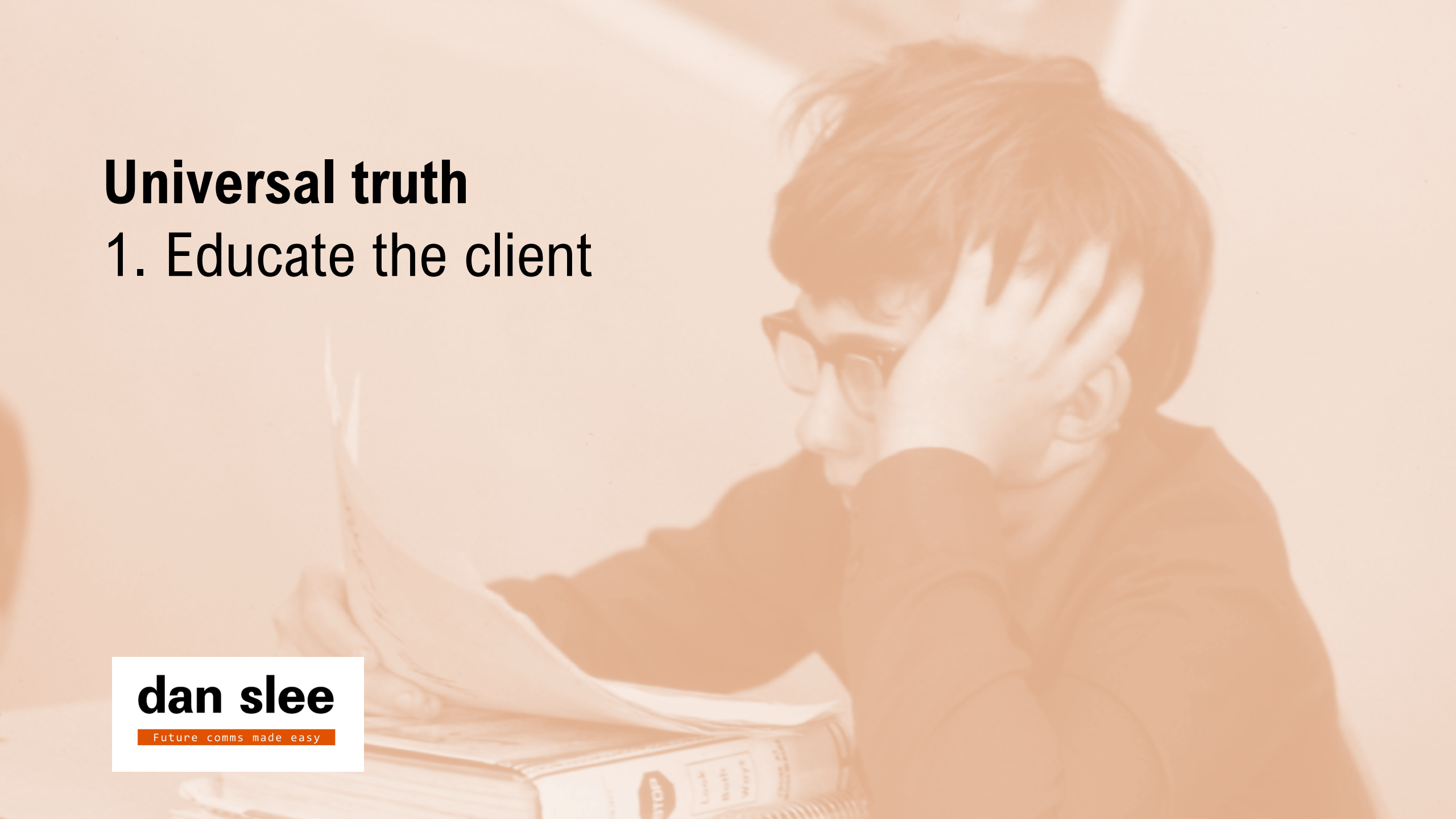
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Universal truth

1. Educate the client

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Universal truth
2. You need to create
content for **each** platform

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Universal truth

3. Links are bad. Don't post them.

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2021

	Posts From Friends and People Followed	Posts from Groups joined	Posts from Pages followed	Unconnected Posts	Other	Grand Total
post with a link	2.3%	1.0%	6.6%	2.8%	0.2%	12.9%
post with no links	54.6%	18.2%	7.7%	5.2%	1.3%	87.1%
Grand Total	57.0%	19.3%	14.3%	8.0%	1.5%	100%

Organic News Feed content views in the US during Q2 2021, broken down by whether the individual post contained a link to an external site or app.

2022

	Posts From Friends and People Followed	Posts from Groups joined	Posts from Pages followed	Unconnected Posts	Other	Grand Total
Post with a link	1.6%	0.4%	3.1%	2.4%	0.2%	7.7%
Post with no link	47.7%	16.2%	7.5%	12.8%	8.1%	92.3%
Grand total	49.3%	16.6%	10.6%	15.2%	8.3%	100.0%

Organic Feed content views in the US during Q3 2022, broken down by whether the individual post contained a link to an external site or app.

2023

	Posts From Friends and People Followed	Posts from Groups joined	Posts from Pages followed	Unconnected Posts	Other	Grand Total
Post with a link	1.8%	0.4%	2.5%	2.8%	0.2%	7.7%
Post with no link	45.8%	15.8%	4.3%	16.0%	10.5%	92.3%
Grand total	47.6%	16.1%	6.8%	18.8%	10.7%	100.0%

Organic Feed content views in the US during Q1 2023, broken down by whether the individual post contained a link to an external site or app.



Universal truth

4. The question ‘who is your audience’ remains the most important question you can ask.

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Trends

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Away from the town square

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Towards private spaces

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PRIVATE EVENT

Channels

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X, formerly Twitter

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4:46 B. 15%

LGcomms
@LGcomms Follows you

Raising the standard of public sector comms – together we are stronger | Contact hello@lgcomms.org.uk to join us

Community UK
lgcomms.org.uk Joined May 2009

862 Following 7,121 Followers

Followed by Katie Gee, Lauren, Mike Grunwell, and 997 others

You have muted posts from this account
[Unmute](#)

Posts Replies Media Likes

LGcomms @LGcomms · 7h
Only two more days until we come together for the public service comms event of the year! The LGcomms Academy 2023 is a one-stop shop to help meet the

4:43 B. 16%

For you Following Political commentat

0:03 posted 645

Natasha Calder @natashac... · 8h
Really pleased to share that I've been selected to join the @LGcomms 2024 Future Leaders programme 🎉 With limited spaces nationally, I'm so proud to have been offered this opportunity, especially as it's one I've aspired to for a few years. A fab way to start the week & 2024! 🎉

4 1 13 271

Dating Dad @aDatingDad · 7h
Look around you. You know how you would feel on your tongue to lick

4:45 B. 16%

Post

#TRENDING... @Trending_rightn Follow

Katie Hopkins and Tommy Robinson return to X - years after their Twitter accounts were banned | Science & Tech News | Sky News

news.sky.com
Katie Hopkins and Tommy Robinson return to X - years after their Twitter ac...

4:39 pm · 07 Nov 23 · 23 Views

Discover more
Sourced from across X

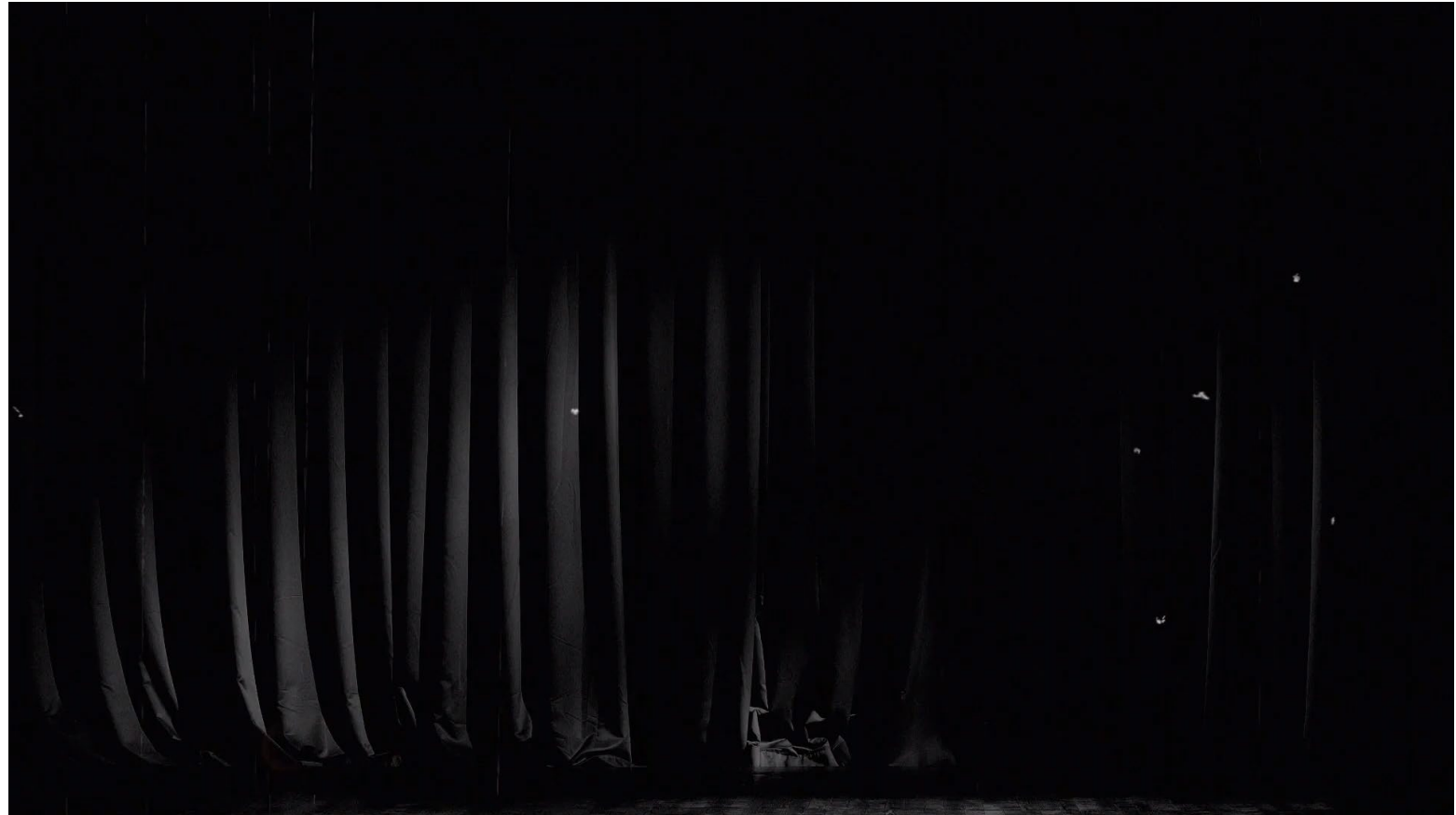
#TRENDING RIGHT N · 6m

Post your reply

TikTok

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BBC

Posted on 06.02.2023

TikTok
@bbcnews

BBC News

Reels

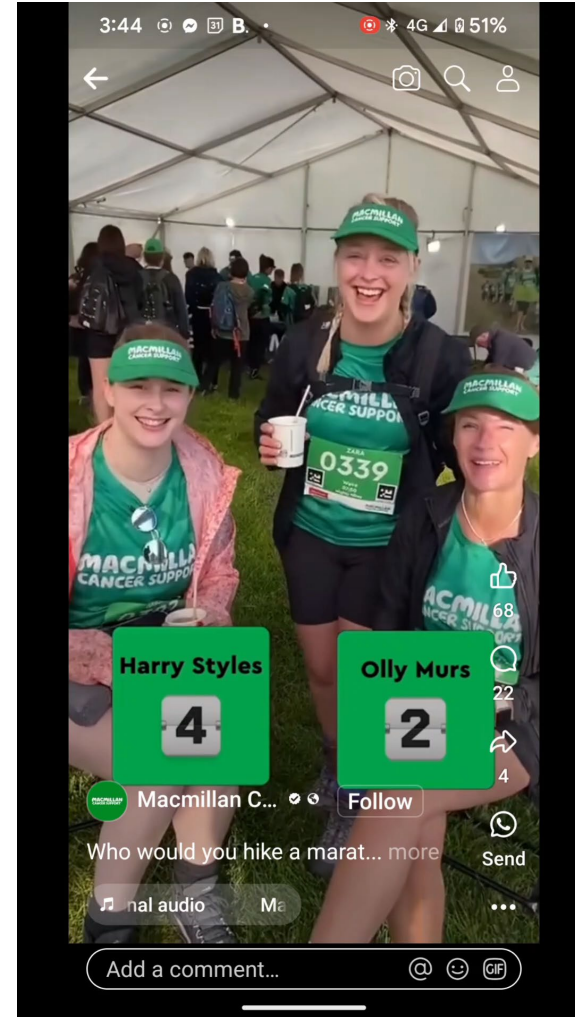
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MacMillan Cancer

WhatsApp

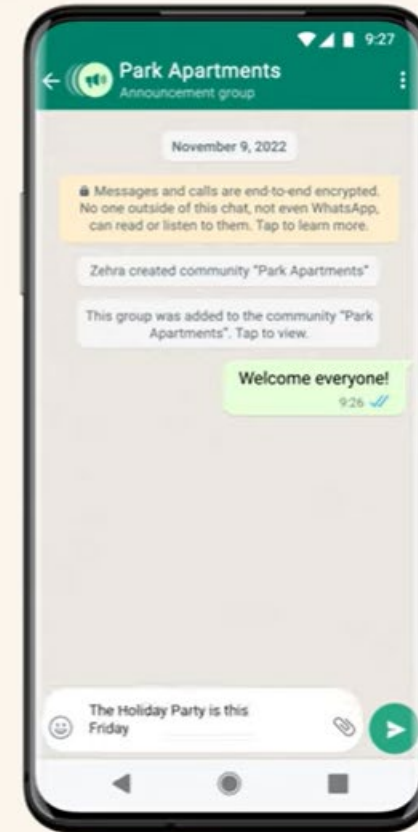
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WhatsApp Communities



Only community
admins can send
messages in the
announcement group



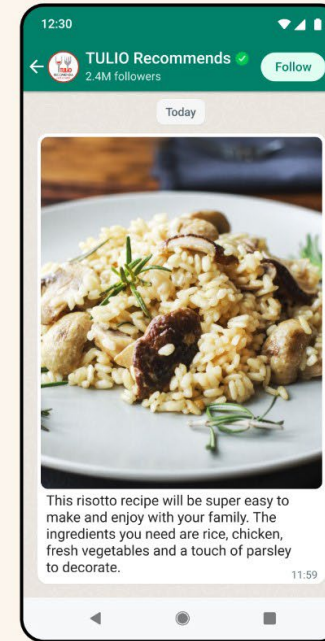
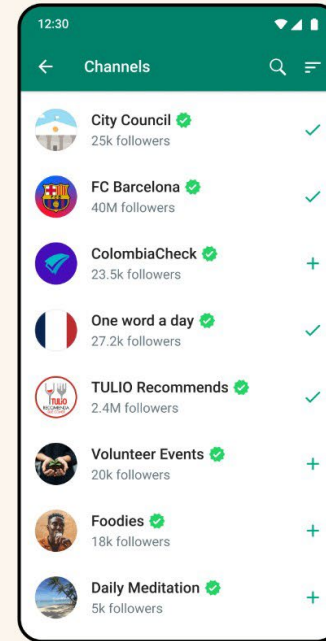
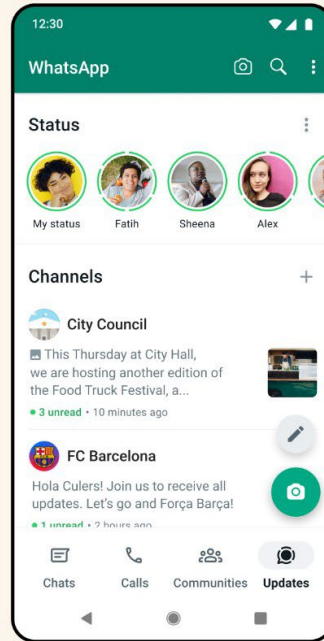
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WhatsApp Channels



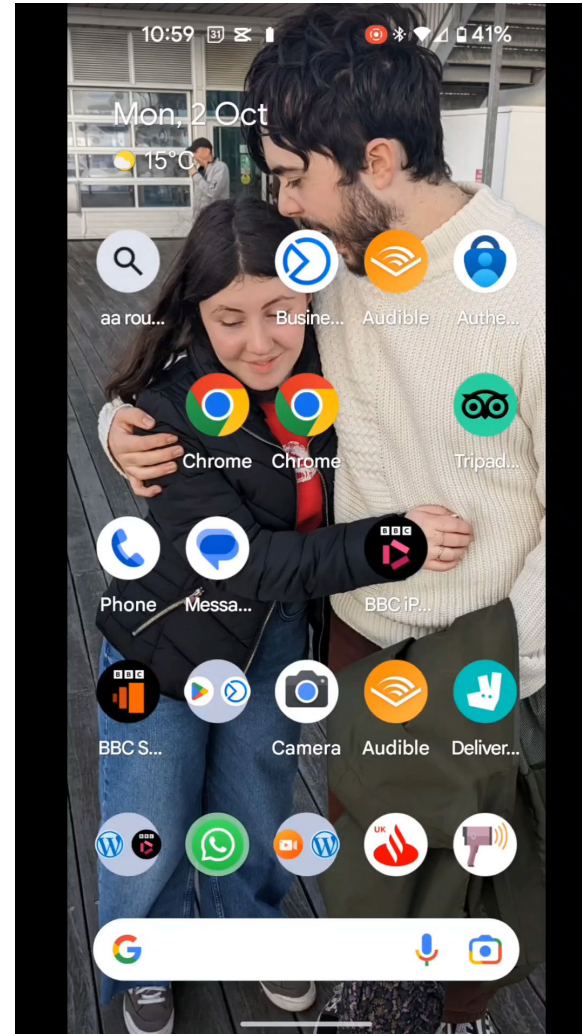
WhatsApp Channels: A private way to follow what matters



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WhatsApp Channels



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WhatsApp Channels



Name	Posts	Followers	Text	Meme	Pic	Video	Links
UNICEF Supply	1	231k	-	-	-	0.1	-
Newsweek	44	822k	-	-	-	-	0.02
UNICEF Parenting	2	723k	-	-	-	-	0.19
Politics Joe	2	3.5k	-	-	-	-	0.19
Real Madrid	13	14.1 million	0.3	7.03	-	-	-
Lad Bible	15	89k	0.8	4.7	0.3	0.7	-
BBC News	6	542k	-	-	-	-	0.3
Manchester City	8	7.7 million	-	-	0.4	-	0.2
LBC Radio	2	18.3	-	-	-	0.2	-
Sunderland	11	11.2	-	1.7	-	-	1.4
WhatsApp	1	22.3 million	-	-	-	0.001	-
Mark Zuckerberg	4	8.8 million	0.6	-	-	-	-

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Threads

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4:34 B. 18%

← **bbc**

bbc sport 1 h ...
Replying to @bbcsport
Listen to Monday Night Club on BBC Sounds
bbc.co.uk/progr...
2 replies · 2 likes

tscinternationalnews 2 h ...
Exciting news for fans of crime thrillers as further casting has been announced for the upcoming BBC series, "The Jetty." including Archie Renaux, Laura Marcus, Bo Bragason, Amelia Bullmore, Ruby Stokes, Tom Glynn-Carney, Weruche Opia, Matthew McNulty, Ralph Ineson, David Ajala, Nina Barker-Francis, Miya Ocego, Elliot Cowan, Shannon Watson, Arthur Hughes, and Dominic Coleman.
tscnewschannel.com/2023...


4:33 B. 19%

Threads Replies Reposts

Yesterday we were behind the scenes with the Entry to Work team who were busy filming for their collaboration with the Local Government Association and Youth Employment UK.

The video will feature colleagues from our early careers programme and will showcase careers within the public sector to bust myths and misconceptions.

#WorkingForEssex



Like Comment Retweet Share

4:30 B. 19%

bbc sport 7 h ...
"I was taught that you grow up and you RESPECT officials." 😞

Ange Postecoglou didn't hold back in his press conference!

He feels referees' authority is "constantly getting diminished" 😞



Like Comment Retweet Share

Social media house rules

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AI

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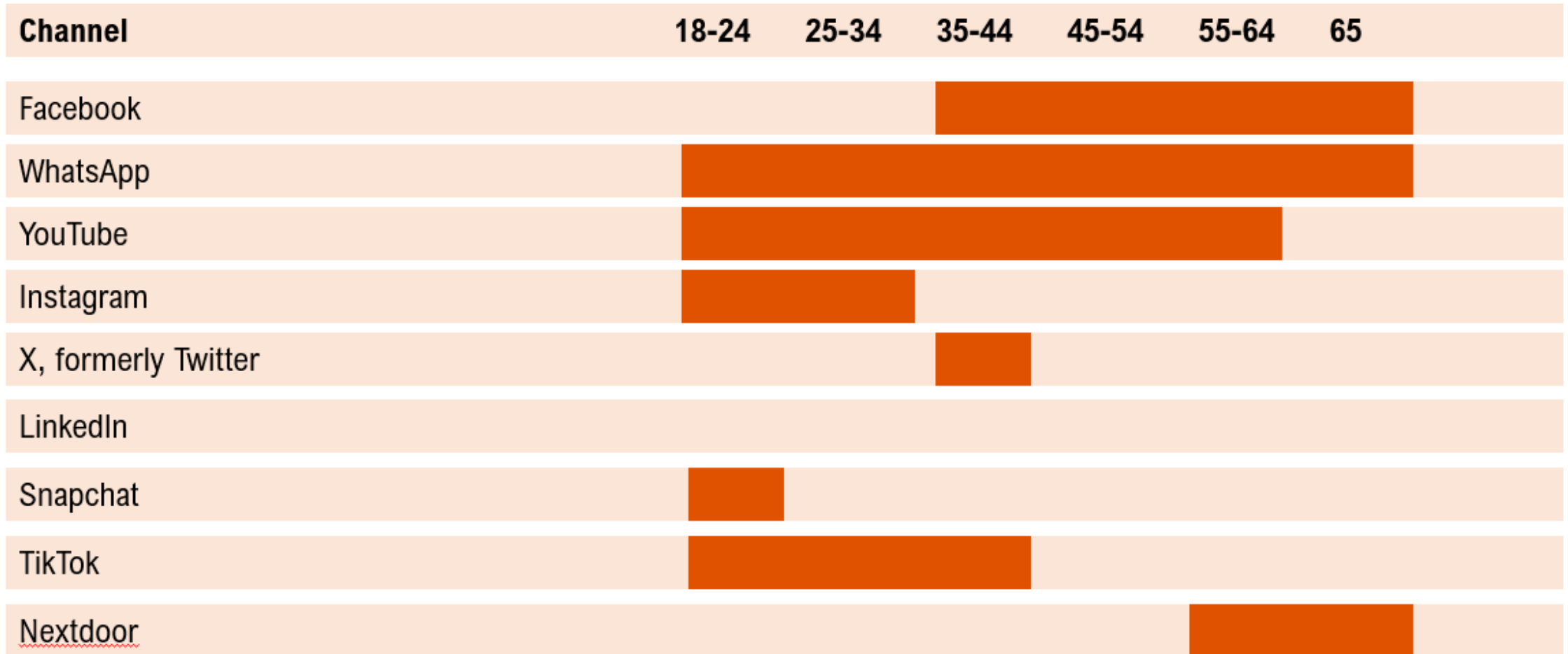


Practical

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Practical



Q: You are a council that at times needs to communicate with every age demographic. You can do THREE channels effectively. Which would you pick?

THANK YOU. I ALSO DO...

Workshop: ESSENTIAL COMMS SKILLS BOOSTER

Workshop: ESSENTIAL VIDEO SKILLS REBOOTED

Workshop: ESSENTIAL TIKTOK & REELS

Workshop: ESSENTIAL MEDIA RELATIONS

Workshop: ESSENTIAL AI FOR COMMS

SOCIAL MEDIA REVIEWS

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