

Fostering Communications Strategy for Rotherham Council

Including use of SKY AdSmart

Introduction

Key Points:

- Our mission is to ensure we have enough placements to meet demands in our commitment to children in care
- Our goal - to improve the fostering communications strategy to enable more recruitment of foster carers – by 20 a year
- SKY AdSmart was used for two weeks this summer as part of this strategy

The Current Picture

There has been significant changes over the last few years including using an outside agency for digital marketing

SWOT Analysis

- **Strengths** - commitment of funding to digital marketing approach
initial numbers rose (pre-Covid)
- **Weaknesses** run by service and not communications department
- **Opportunities** bringing this approach back in house
- **Threats** lack of marketing know-how in team
 lack of joint approach
 lack of sharing from outside organisation on current reach,
 engagement levels, and feedback from audience

The Role of SKY AdSmart

Utilising SKY AdSmart to Optimise Fostering Communications

Key points:

- SKY AdSmart takes getting that prime TV advertising slot to whole new level of reach
- SKY AdSmart was natural next step for digital marketing focus to help us achieve our goals
- Impact of SKY AdSmart on target demographics and reach

Learnings from SKY AdSmart Use

Insights and Learnings from Implementing SKY AdSmart

- Initial overview of data and feedback collected from SKY AdSmart campaign showed positive impact
- Lessons learned so far regarding engagement, appeal, and efficacy – not realising full potential, lack of clarity on ROI, rushed, use content many ways,
- Changes proposed based on these insights – first line of address, managing GDPR concerns, longer run time, following the funnel to conclusion

The Future Strategy

Planning the Fostering Communications Strategy

Next steps:

- Department led OASIS communication strategy revamp utilising SKY AdSmart
- Use of clear measurable objectives and what channels can be used to show ROI
- Better audience understanding
- Implementing whole approach to fostering recruitment and retention

Conclusion

Concluding Remarks Key Points:

- The importance of improving fostering communications
- Properly understand the potential of SKY AdSmart as part of the new strategy based on learnings
- Ensure Council's commitment to ongoing analysis and adjustments based on feedback and data