

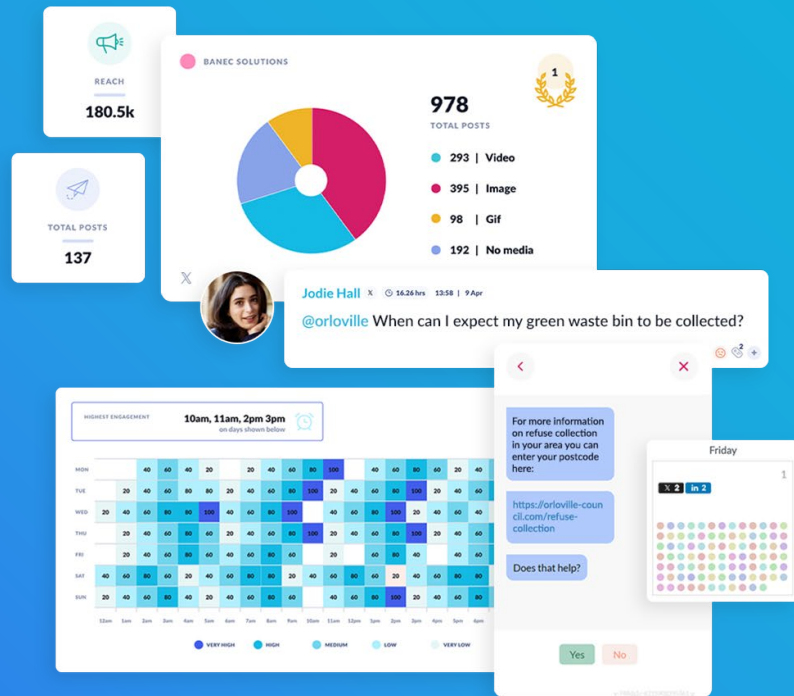


Building trust through social media:

Connecting communities now and
in the future

Communicating in
an era of constant
CHANGE

LGcomms
Academy
2023
9-10 November 2023



Welcome to our speakers



Jack Fox

Senior Digital Consultant



Helena Hornby

Head of Campaigns, Social Media
and Internal Communications





*We build trust in
communities
through brilliant
conversations.”*

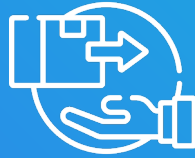
Ben Nimmo
Orlo Founder



Challenges



Engagement



Demand

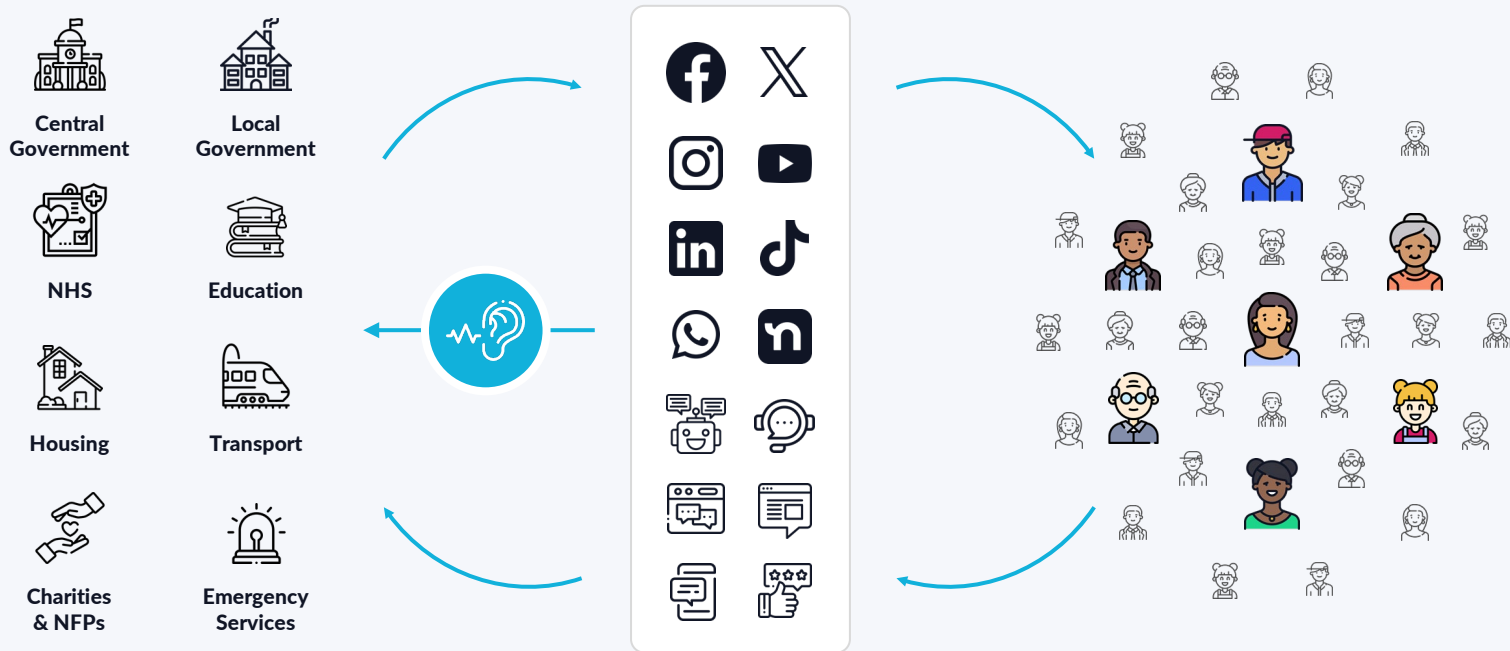


Trust

Nearly two thirds of the UK public don't trust public institutions to represent their interests. With the majority reporting their trust in Central and Local Government and the Police has declined in recent years.



We build trust in communities through brilliant conversations



We're passionate about connecting public and third sector organisations with the communities they serve, via digital channels

Why Does Trust Matter?

76%

of the public in England
don't trust MP's to take
decisions that will improve
their lives

32%

of people in England see
loss of trust as the current
biggest threat to our
democracy

75%

of social media users
will search for and speak
about a brand across their
channels

Orlo Vision



Central
Government



Local
Government



NHS



Education



Housing



Transport



Charities
& NFPs



Emergency
Services

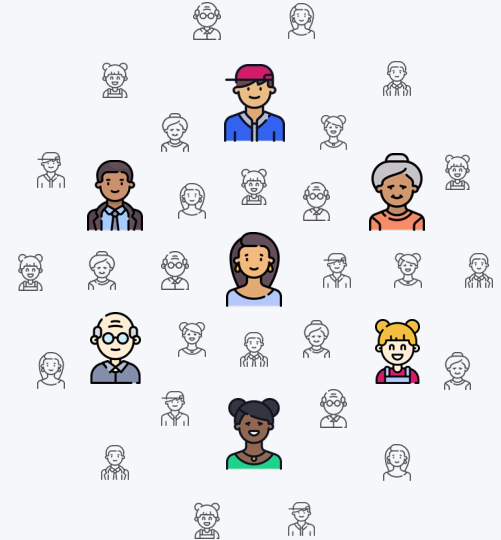
We want to help build communities
where citizens and the public are
engaged in authentic dialogue:

Citizens are highly **Engaged**

Demand is effectively managed

Trust is a two-way street

#CommunityFirst



Trust in Community & Local Leadership



Engaged communities are cheaper to run



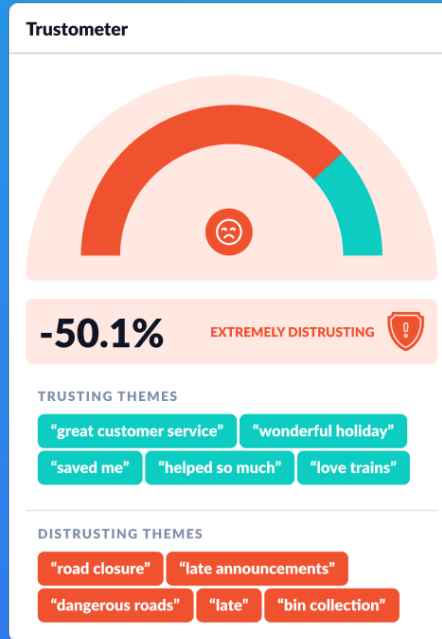
Orlo

Question



Does your community trust you?

New product feature: Trust Indicator



Trusted by over 350 public sector organisations



LGcomms
Academy
2023





Reading
Borough Council
Working better with you

Social media - why it matters!

Orlo



Reaching a diverse
audience on their channel
of choice



Bringing internal social
media users along with you
on the journey



Utilised by customer service
team, comms team, HR,
library services and museums
to name but a few...



Align your social strategy
with the demands of your
organisation



Reading

Borough Council

Working better with you

“When I came into post about four years ago, believe it or not, the Council had never made a LinkedIn post. When we had a situation where we were really struggling to recruit, we changed our advertising strategy, and a huge part of that was social media. The results we’ve had since have been really good, and really beneficial for the Council with applicant numbers increasing by a factor of five, whilst our advertising budget has decreased by two-thirds.”

Ben Morgan | Resourcing Manager | **Reading Borough Council**

Customer Stories



**Transforming
customer contact
to deliver a
seamless citizen
experience**



Efficiency

17,000+

**Inbound social messages
responded to
(Jan - April 2023)**

Efficiency

4,000+

**Inbound social messages
dealt with per agent
(per month)**

Efficiency

122%

**Uplift in productivity on social
media vs. phone enquiries**



Leeds
CITY COUNCIL

“As more of our users embraced social media, we recognised the opportunity for its use as a customer service tool. We’ve had a very positive reaction from customers who can engage with us directly, interacting with members of our social team and receiving a quick response. Fast resolution is the main reason customers choose this channel of contact, rather than phone and email. Our dedicated team provides customer support via social media as an integral part of our customer service provision, as well as this being useful for outbound messaging on important issues.”

Mariana Pexton | Director for Strategy and Resources | **Leeds City Council**



MANCHESTER
CITY COUNCIL

Bringing the Buzz to Social Media



Channel strategy - the different audiences and needs of those on each social channel



Social media content supporting wider Council initiatives and campaigns



Making comms bespoke to your town or city to encourage community engagement



Staff advocacy - show pride in your city



MANCHESTER CITY COUNCIL

“Engagement based content is usually what we think of as creative content, and the great thing about it is that it really boosts our corporate core content. The algorithms love it and our audience loves it as well.”

Farid Norat | Communications Officer | **Manchester City Council**



Social Media Management Platform

The Business Case

To get your free template email: jack.fox@orlo.tech



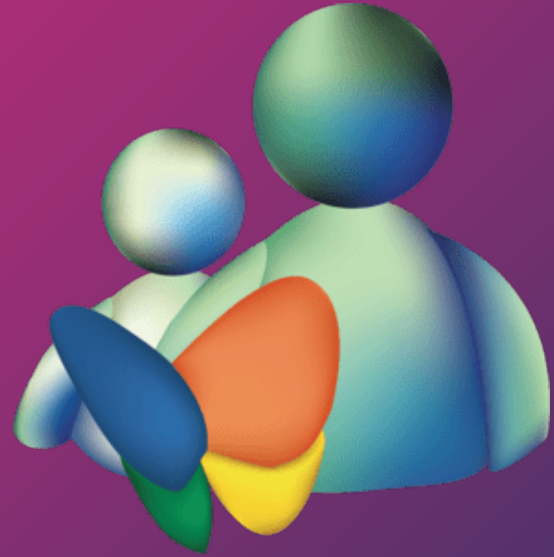
Helena Hornby
Head of Campaigns, Social Media
and Internal Communications







Friends Reunited



Linked in







Q&A

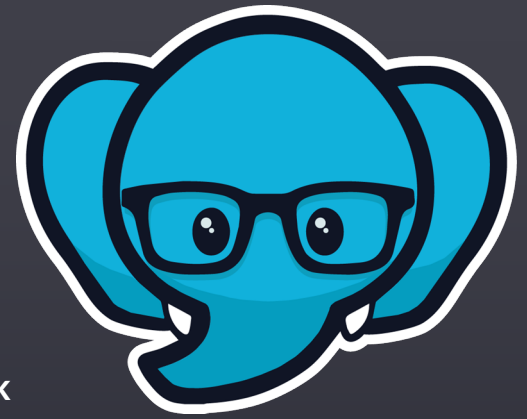


Social Media Management Platform

The Business Case

To get your free template email: jack.fox@orlo.tech

Get in touch



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