

# 19 NOV OURDAY

Celebrate local government

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## HOW-TO KIT FOR COMMS TEAMS

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There are lots of ways that your council can get involved with #OurDay. Whether you are a team of one or 30-strong we know how busy you are, which is why whatever your capacity we've devised this how-to kit to give you a few ideas that you can apply in your area. You can choose to do any combination of our 'how-to' suggestions, but also remember that this is not an exhaustive list and that these are just suggestions – #OurDay is your day so the sky is the limit.

If you are planning something different please get in touch as we'd love to know how councils around the country are taking part in #OurDay. We're also keen to hear about any stories of your council officers going the extra mile that could be used as part of our national #OurDay activity. To share your ideas or stories and for any #OurDay queries please contact [OurDay@local.gov.uk](mailto:OurDay@local.gov.uk)

All the assets referenced are available online at [www.local.gov.uk/our-day](http://www.local.gov.uk/our-day)



## REGULAR

The simplest ways to support #OurDay without diverting capacity from your day-to-day.

## PREPARATION

Copy and paste our pre-drafted #OurDay **tweets and Facebook posts** and schedule them for throughout the day on 19 November. You can also edit these to fit your own council priorities. [10 minutes]

Send an internal **email, Intranet** or **Yammer** message to all staff highlighting encouraging them to tweet and post on Facebook using the hashtag **#OurDay** on **19 November** – it's their day too! You'll find an email template in the toolkit. [15 minutes]

Encourage your staff to include the #OurDay e-signature in their email footers to spread awareness of #OurDay even further. [15 minutes]

## ON THE DAY

Sit back and watch your pre-drafted posts roll out. [no time at all]

**Retweet** officers from your council and others using the #OurDay hashtag. [15 minutes]



## MEDIUM

For comms teams with a little bit more time to spend, there are easy ways to boost your #OurDay activities.

### PREPARATION

Change your Facebook and Twitter banners to the #OurDay branded banners [5 minutes]

Add your council logo to the Twitter boards in the toolkit and have them printed in time for 19 November. You can use these for photos of staff and residents for social media posts on #OurDay. [40 minutes]

Send [ourday@local.gov.uk](mailto:ourday@local.gov.uk) a picture and a 200 word biography of one of your council's unsung heroes telling us what they do and how they have gone above and beyond to serve their residents. We will be sharing our favourites on #OurDay. [1 hour]

### ON THE DAY

Share and engage with the LGA's Twitter (@LGAComms) and Facebook (@LocalGovAssoc) #OurDay content throughout the day. On the day we will be sharing videos, gifs, quizzes, threads, interesting facts and stories. [30 minutes]

Use your #OurDay printable boards when you **take photos** of staff for a more fun and shareable photo – and don't forget to photograph a wide range of council officers to show the breadth of services delivered by your colleagues to improve the quality of life of residents every day. [30 minutes]



## LARGE

If you want to really push the boat out for #OurDay here are some ideas for going big.

### PREPARATION

Download our editable **Twitter images** and fill in the spaces with quotes from your colleagues about why they're proud to work for your council, or wow facts about your council – you can look up statistics for your area using [LG Inform Plus](#) then schedule these on social media throughout the day on 19 November. [1.5 hours]

Download and print our **editable posters** and display them in officer-facing council buildings to encourage officers at your council to get involved in #OurDay – remember to put these up in all premises, ie park offices, waste facilities etc and not just the town hall to involve as many colleagues as possible. [1.5 hours]

Download our template **press release** and send to local media outlets or think about a story of one

of the officers from your council going the extra mile; see more detail in the toolkit. [2 hours]

Film a 30 second video of one of your council's unsung heroes giving an account of how they have gone above and beyond to serve their residents and email it to [ourday@local.gov.uk](mailto:ourday@local.gov.uk) before 19 November. We will be sharing our favourites on #OurDay. [2 hours]

Take and share photos and videos of your staff on both Twitter and Facebook to demonstrate the range of services that your council provides, using the hashtag #OurDay. Think particularly about the public facing officers as well as the more unusual jobs that the public wouldn't know about – do you have an officer responsible for an area of outstanding natural beauty, hypnotism licensing or horse passports, for example? [2 hours]

### ON THE DAY

Post the engaging content on your Twitter and Facebook during the day to let your residents know of all the services your council delivers. [1.5 hours]

Create a 'story' on Facebook using pictures and videos to document a day in the life of a council worker. [2 hours]



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## #OURDAY AND PURDAH

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Because this year's #OurDay will take place during the pre-election (purdah) period ahead of the General Election on 12 December, you might have questions about what you can and can't post.

The general advice to councils is to take extra care when undertaking anything which could directly, or be perceived to, affect support for a party or candidate.

In terms of #OurDay content, it should still be fine to:

- Use members and lead officers in your content **provided they are not being political** nor up for parliamentary election
- **Promote interesting facts** about your council (example: 'Did you know that we fix x amount of potholes every year? Did you know we provide homes to X residents'? )
- **Celebrate your achievements** (example: 'This year our council service X received an award for Y' )
- Continue to **support the #OurDay** hashtag and share/ retweet relevant LGA content

If you are uncertain, it's always worth checking with your own Returning Officer and Monitoring Officer. You can also read more about purdah in our full purdah guidance.

[www.local.gov.uk/our-support/purdah](http://www.local.gov.uk/our-support/purdah)



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## ENGAGEMENT WITH CRITICISM

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#OurDay is an opportunity to show the more human side to public services – and this should be reflected in how we are engaging with local government employees and residents online.

Make sure you monitor #OurDay and your own mentions, and make an effort to respond to both positive and negative comments.

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### POSITIVE FEEDBACK

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Encourage further engagement by quoting or retweeting positive #OurDay posts (or posts that you are mentioned/tagged in).

If you are quoting, ie adding on a (positive) comment, don't forget to use #OurDay and if relevant, link to a related area of your work.

(Be sure to pass positive comments to the relevant department. It's always nice to let people know when their work is appreciated.)

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### NEGATIVE FEEDBACK

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It's always good to be prepared for criticism and have a clear strategy on how to handle it.

Some ground rules:

Do not ignore questions or complaints – answer them as honestly and quickly as possible. If you do not know the answer but are looking into the matter – let the individual know you are doing so.

If it's a serious issue that is likely to escalate, take the conversation out of the public eye – ask the individual to DM or email you with more details.

If you are DM-ing, make sure to include your name and department so the resident knows who he or she is talking to.

The same goes with case work detail – if anything is reported to you on



social media (it could be about everything from uncollected rubbish to concerns about child protection) – ask residents to tell you the details in a DM/via email/ by phone.

Be mindful that although you might be managing the social channels it may be best to pass some complaints over to your customer services team. They will be able to handle anything pressing or serious.

Keep a log of all complaints and negative feedback that you can refer back to should the individual be in touch again. Simply taking some screenshots and ensuring they are date stamped is good practice.

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## EVALUATION

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The results of a short evaluation can be used to guide and improve your future comms activity – and we're always interested in how #OurDay has performed across different councils.





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We consider requests on an individual basis.

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