





## #OurDay

### HOW-TO KIT FOR COMMS TEAMS

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 **Lucy Lee** at [lucy.lee@local.gov.uk](mailto:lucy.lee@local.gov.uk)

All collateral referenced is in our toolkit, which you can download at [www.local.gov.uk/our-day](http://www.local.gov.uk/our-day)

The tip number in the guide corresponds with the file names in the toolkit.

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# #OurDay

21 NOVEMBER 2017

WE KEEP YOUR  
COMMUNITY RUNNING

## REGULAR

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

## Preparation

1. Sign your council up to the #OurDay **thunderclap** on social media to automatically take part in the tweetathon.  
[30 seconds]
2. Copy and paste our pre-drafted #OurDay **tweets** and schedule them for throughout the day on 21 November. You can also edit these to fit your own council priorities.  
[10 minutes]
3. Send an internal **email, Intranet** or **Yammer** message to all staff encouraging them to sign up to the Thunderclap and tweet using the hashtag **#OurDay** on **21 November** – it's their day too! You'll find an email template in the toolkit.  
[15 minutes]

4. 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

5. Sit back and watch your pre-drafted tweets roll out.  
[no time at all]
6. **Retweet** officers from your council and others using the #OurDay hashtag.  
[5 minutes]





## MEDIUM

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

### Preparation

7. Share our [questionnaire](#) with your residents and stakeholders via your social channels, network and digital newsletters. As part of the LGA's #OurDay messaging, we want to find out what residents around the country like the most about their council and examples of when council officers have gone the extra mile. Find pre-drafted tweets in the toolkit to promote the questionnaire. Share **before 6 November** when the questionnaire will expire.

Use great images of your local area or pictures of real employees doing their work as part of the post.

[20 minutes]

8. Share a link to our **second thunderclap**, aimed at residents. This is separate to the thunderclap for council staff and is a way for residents to say thank you to the officers who help to improve their quality of life every day. As in point 7, these posts would benefit from images of staff from your council and there are supporting tweets in the toolkit. [30 minutes]
9. Add your council logo to the **Twitter boards** in the toolkit and have them printed in time for **21 November**. You can use these for photos of staff and residents for social media posts on #OurDay. [40 minutes]

### On the day

10. Share the link to the #OurDay quiz (this will be available closer to the day so keep an eye out for tweets from @LGAComms) on social media or internally to find out how much your residents and staff know about local government. You could even hold a quick real-life quiz between teams. [5 minutes]
11. Use your Twitter 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 and councillors 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

12. 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 **21 November**.  
[1.5 hours]

13. Download and print our **editable posters** and display them in officer-facing council buildings to encourage officers at your council to sign up to the thunderclap and take part in the tweetathon – 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]

14. 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]

## On the day

15. Download our **Snapchat geofilter**, set your council's location and upload to Snapchat for **21 November**. Council officers will be able to take and share their own photos featuring this filter when they are within the location parameters you have set.  
[30 minutes]
16. Take and share **photos and videos** of your staff 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]





## ENGAGEMENT WITH MEMBERS

Engaging councillors from all parties is a great way to get more people involved with #OurDay.

Some ways you can do that are:

17. On the day, **include members** in your #OurDay posts.  
[5 minutes]
18. **Encourage councillors** to sign up to the **thunderclap** for councils and council staff (you will find a template internal email in the toolkit).  
[15 minutes]
19. **Ask them to share** the **questionnaire** and the residents' **thunderclap** via their own channels (you will find a template email to councillors in the toolkit).  
[15 minutes]
20. **Promote** the #OurDay activity in regular member briefing notes to raise awareness amongst councillors.  
[30 minutes]
21. **Ask for their help** in identifying people from their portfolio area who might make good local heroes – this is helpful for engaging members who don't use social media.  
[1.5 hours]





## ENGAGEMENT WITH CRITICISM

#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.

#OurDay is designed to be a positive and fun event, so we'd encourage the use of relevant photos, GIFs, and videos. Make your content interesting by:

- add a GIF from Twitter's GIF library to your tweets
- creating your own using simple tools like [GIPHY](#)
- creating a Boomerang, which turns a burst of photos into a one second video.

Please get in touch if you would like any guidance on creating digital content.

### **Positive feedback**

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. Make sure that if you tag someone (using @) that you put a full stop before their name so that it appears in your timeline.

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





## ENGAGEMENT WITH CRITICISM

(CONTINUED)

### **Negative feedback**

It's always good to be prepared for criticism and have 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.





## EVALUATION

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. Analytics software will help you to analyse the impact of #OurDay.

Some questions you may want to ask:

- Did you have a **higher volume of traffic** to your website or campaign pages than normal?
- What were the **engagement rates** on your Twitter and Facebook #OurDay tweets/posts?
- What about digital **newsletter engagement**? (Look at your unique open and click-through rates and top topics within your newsletters)
- How many local or national **media hits** did you generate?
- What was the tone of the **comments** from residents?
- What videos or photos were **most popular** with residents?





**Local Government Association**

Local Government House  
Smith Square  
London SW1P 3HZ

Telephone 020 7664 3000  
Fax 020 7664 3030  
Email [info@local.gov.uk](mailto:info@local.gov.uk)  
[www.local.gov.uk](http://www.local.gov.uk)

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