

| REPORT FOR EDLC BOARD   |                                  |
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| <b>Report Title:</b>    | EDLCT Digital Strategy 2022-2025 |
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| <b>Date:</b>            | 17 <sup>th</sup> August 2022     |
| <b>Agenda Item No:</b>  | 11                               |
| <b>Report No:</b>       | EDLCT /101/22/JF                 |

## 1. INTRODUCTION

- 1.1 The purpose of this report is to detail the programme of work undertaken on the EDLCT Digital Strategy and to seek approval for the resulting recommendations.
- 1.2 The strategy and recommendations have been developed with support of Jenny Lowthrop, 'Feel Good Do Good' an external Digital Communications Consultant.

## 2. BACKGROUND

- 2.1 The strategy is the result of an initial request by the EDLC board to review and further develop the Trusts digital platforms. In June 2021 the Digital Strategy group was established to manage that process, providing an all EDLC review of the current digital offer. The group consisted of representatives from all EDLC services, and has met regularly over last 12 months.
- 2.2 The group recognised early in the process that there was a need for external support in order to develop a strategy that was fit for purpose. In January 2022 Jenny Lowthrop was contracted to provide support as a Digital Communications Consultant, and has been integral to the management of the process and delivery of strategy.

This strategy was developed through a mix of workshops, research, reading and analysis of best practice. Before creating this strategy the following actions were carried out:

- An audit of social media channels, including a competitor analysis.
- User research with staff and customers.
- Workshops with core teams to get their views on digital communications.
- Study of key documents, including EDLC strategy, past analytics reports & social media forms.

All the above information was taken into account when developing the digital strategy.

## 3. PURPOSE AND SCOPE OF THE DIGITAL STRATEGY

- 3.1 This is a three year strategy that looks at how we can have a more cohesive approach across Culture and Leisure to help increase public awareness of all of the services we offer.

- 3.2** The Strategy sets out overarching goals to develop a bolder and stronger brand across digital platforms to ensure more people are aware of the different services on offer by EDLCT. It will also ensure people and can meaningfully engage with content that is targeted at the right audiences. The overarching goals are detailed in **Appendix 1**.
- 3.3** It also looks at how we can put the right processes and support in place, in order to achieve our core aims. These will be delivered through a series of key actions which will monitored and assessed with relevant performance indicators established. The key actions and performance indicators are attached as **Appendix 2**.

## 4. KEY ISSUES IDENTIFIED

- 4.1** During the process of developing the Strategy a number of issues were highlighted. The key issues highlighted are detailed below:
- There isn't one clear point of contact for digital communications making it difficult to have a cohesive approach to creating and posting content across the services.
  - Due to the use of *So Crowd*, the content management tool used by the Council corporate communications team, it is currently not possible to deliver instant social media posts or quickly respond to comments and questions.
  - There is no central image or case study bank with up to date images and stories that can be easily accessed and used for different campaigns and posts.
  - EDLC teams across the service don't have clear guidelines in place to understand what they should and shouldn't be doing, including branding and messaging.

## 5. STRATEGY OUTCOMES

- 5.1** The implementation of the strategy will help achieve the following outcomes:
- Clear processes in place for EDLC teams to gather and update content that is relevant to key audiences.
  - A more engaged audience on social media.
  - Increased views of the website and newsletter for core information about venues and events provided by EDLC and partner organisations.
  - Increased understanding of the opportunities on offer through EDLC for all residents across East Dunbartonshire.
  - Increased use of facilities and services that EDLC provide resulting in a positive impact on usage and income.

## 6. IMPLICATIONS

- 6.1 To ensure this strategy is successful we recommend the following key areas of resourcing and support are in place:
- **Dedicated Digital Communications Role** - It is important there is dedicated post to help implement the strategy and assist with monitoring and evaluation.
  - **Support from all staff** - To gather relevant and up to date content it is vital the staff teams are still involved and supportive of digital communications
  - **Council Communications team support** - Though we want to ensure there is more autonomy for the EDLC team to manage their own content, liaison with and support from the council's communications team will ensure work continues to be in partnership and is complimentary.
  - **Advertising support** - This is an area we would recommend some agency/consultancy support to create targeted advertising campaigns with specific campaigns and goals in mind, e.g. newsletter sign up, gym membership, event sign up.
  - **Supportive Technology** - To make this a success the right technology is needed. This might include phones for key ambassadors, social media management tools and newsletter software.
  - **Training** - Some training will be able to be done in house through the proposed digital communications role but some may require external support.

## 7. RECOMMENDATIONS

- 7.1 It is recommended that the Board:-
- a) Notes the details provided on the proposed Digital Strategy 2022-2025
  - b) Approve the implementation of this Strategy and its Resourcing / Support Recommendations at 6.1.