

Appendix 2 – Key Actions and Performance Indicators

Objective 1: Improve working practices and processes

Key Tactics / Actions	Performance Indicators
Overall responsibility of digital content is managed by new Digital role	New person in place and feeling confident in their role
A key ambassador in each team / location is responsible for gathering content and encouraging the rest of the team to share content	Key ambassadors agreed and process in place to support them with training, regular meetings and support
The team ambassador also has ability to post live content within clear guidelines	Confidence from the team in posting content themselves and regular good live content shared
Clear guidelines on what people can and can't post, including what needs to be signed off vs last minute content	Content Guidelines written. Confidence and understanding across whole of EDLC on how social media works, how they input content to be posted
Support from Council Comms team, but overall responsibility does not sit with them. Clear guidelines for how support works fairly	Council comms team supportive of new process and MOU or updated partnership agreement confirmed
A regular process for testing and learning from what is working through simple analytics and review process	Monthly analytics shared, monthly review meetings delivered and changes made in connection with what has been learnt
Training for the team in key areas including; photography/video content, SEO/Content writing, user research, analytics	Training delivered and confidence and knowledge increased across the team

Objective 2: Better understanding of core audiences

Key Tactics / Actions	Performance Indicators
Training in analytics, user research and user testing to ensure everyone is helping continually gather user insights	Training delivered and team feel confident in how they can gather regular feedback
Regular user research and changes made relating to what is found from the user research	Schedule and process for receiving regular feedback and evidence of changes made based on findings
5 key personas per service area that have been developed using user research and analytics	Personas developed and used in thinking for content and regularly updated
Regular experimentation with different types of content to see what resonates best with your audience	Improved understanding of the types of content different audiences like to engage with

Objective 3: Increase engagement on social media

Key Tactics / Actions	Performance Indicators
Create a bank of images that are clearly labelled for ease of finding images for content - ensure images are diverse	Bank of image created and stored with plan and process to add updated images at regular intervals
Build trust and confidence in the team to create quality content they think will resonate with the audience	Training delivered and increase in skills and confidence measured
Test new bold ideas, including behind the scenes, funny posts, strong messaging.	Increased engagement on social media and positive feedback in user testing/research
Create a bank of templates for different services, with clear colour palettes so people start to notice at a glance what something is about, e.g. sports development, different venues etc.	Templates created for each service, with clear guidelines on colours, fonts etc.
Build relationships with key people who can support as ambassadors, sharing posts, their own stories and getting involved in key campaigns. This could include local sporting teams	5 ambassadors per area confirmed and used in key campaigns or content
Paid advertising used to share different key content to different audiences, e.g. summer programme to parents	Increase in sign up to events, increased engagement and awareness of key events

Objective 4: Increase newsletter subscribers & content

Key Tactics / Actions	Performance Indicators
Develop and build segmented audiences to send direct mail. For example, sports centre visitors, libraries, parents, schools, etc	Clear audiences with understanding from team of who can be targeted through emails and when
Schedule of newsletters developed with understanding from team on how and when they feed into these, including when 'emergency' updates are sent out	Clear plan for newsletters, including how often they are sent and content plan linked with key campaigns and events
Test different newsletter formats, content, titles, etc through AtoB testing.	Regular testing with results used to develop and improve content to increase open rate
Build newsletter list through social media, the website and at venues promoting as how people can find out about latest news, events, etc, Paid advertising used to target different audiences	Increase in newsletter subscribers
Create competitions to increase newsletter subscribers	Increase in newsletter subscribers

Objective 5: Improve website & user journeys

Key Tactics / Actions	Performance Indicators
Updated website live with updated content, sitemap and design	New website is live and working
Training for team on writing content for the web and SEO	Team is trained up and confident in writing content for the website
Schedule of content / blog posts to be updated on the website and written with SEO and key audiences in mind	Schedule is put together and team aware of what content is needed and deadlines
News/blog posts and core content shared via social media and the newsletter	Regular content shared on social media that takes people back to the website - increased views of website
Review analytics and do user research and testing with core audience to better understand how people use the website, which content is popular and improvements to be made	Increase in views of website
Easy user journeys for key tasks such as registering for gym membership or becoming a member of the library	Increased sign up for services via the website / digital methods