

Reshaping the Council

2019 pre-consultation engagement report

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Summary

This report summarises the findings of the Council's pre-consultation engagement activity to support the Budget Board's *Reshaping the Council* project. The activities were conducted between 17th August and 6th October 2019.

Background

At the start of the 2019-20 financial year the (former) Customers, Communications & Marketing (CCM) team were approached to develop proposals for pre-engagement activities to support the Budget Board's *Reshaping the Council* project.

The brief:

1. To explore what knowledge communities (particularly residents) have about the Council, including:
 - a. What the Council does
 - b. The costs of various services
2. To seek out new ways to engage with residents, especially online engagement

The proposals

1. A **Facebook Instant Experience** (IX), an online 'storytelling' mechanism within the Facebook platform. The IX is a relatively new mechanism within Facebook itself, and primarily targeted toward businesses with advertising content – so it has not been explored extensively by the public sector to date. The IX was run organically (unpaid) for the first two weeks, and as a paid advertisement for the remaining four weeks of the online campaign period at a cost of £2.00 per language (Welsh and English) per day.
2. A **clickbait-style 'pop' quiz** using Playbuzz, a social publishing platform designed to integrate well with social media. The quiz was promoted on the Council's Twitter and Facebook accounts.
3. A **quiz-style questionnaire** hosted on the County Conversation Portal (the Portal), the Council's online community engagement and consultation hub. Understanding that not everyone may wish to engage with the Council via its social media

channels, the Portal offers anyone an opportunity to get involved regardless of their social media presence.

Campaign results

Campaign reach

Over the 6 week period, the campaign had a total reach of **48,019** across the Council's social media platforms, **484** people visited the Playbuzz pages, and **436** people accessed the project on the County Conversation Portal.

Of these, **2187** people actively engaged with social media posts, **245** people engaged with the Playbuzz quiz, and **72** people accessed the questionnaire on the County Conversation Portal project.

For the social media reach, 76% of this was organic reach, and 24% was from the IX advert. 74.4% of the total engagement was organic and 25.6% was from the IX advert.

Campaign engagement

Facebook Instant Experience

On average, people spent 37 seconds engaged with the IX advert, and viewed about 78% of the entire IX. This compares **favourably** against videos published to the Council's Facebook page during the same period (average view time of 8-9 seconds, average view percentage of 12-13%)

Playbuzz quiz

On average, people spent 1 minute and 25 seconds engaged with the Playbuzz quiz, and 73% of people who engaged completed all of the questions. This compares **favourably** against the Council's video content and the IX engagement time during the same period.

County Conversation Portal

66% of people who engaged with the questionnaire answered all of the available questions.

Campaign insights

Respondents to the Portal questionnaire and the Playbuzz quiz generally performed well on questions around the Council's corporate priorities (although they were not specifically worded as such), and generally responded well to place-based questions about specific geographic areas/features around the county. This could be an indicator that the 'drip feed' approach to relaying corporate plan stories is the right approach.

Respondents did not perform well on questions about money – particularly around how the Council is funded and the costs of various services, and respondents also performed poorly on questions around education/schools.

Other insights

Through conducting this campaign the Council discovered that 57,000 people aged 13+ who say they live in Denbighshire have a Facebook account, equivalent to 70.1% of the same population range (based on 2018 mid-year estimates). This information is available through Facebook's 'ads manager' and can be obtained by anybody who runs a page on Facebook.

Next steps for Reshaping the Council

It is recommended that further work is done to:

1. Improve the way that the Council engages and communicates with residents with regards to budget/corporate spending.
2. Consider new ways to involve residents in budget-setting consultations in a clear and understandable way
3. Consider how future campaigns can make use of online demographic targeting to maximise campaign effectiveness.