



# Introduction

The CRC has previously been active on various social media sites however these channels have been dormant for approximately eight months. This strategy will address how the channels will be reactivated and developed taking into account the organisational values and Communications Strategy.

Now the CRC is as privately owned organisation it is important that the new culture is communicated successfully to both partners and prospective employees.

The Social Media Strategy must therefore ensure that the CRC increases its online reputation amongst its peers and continues to promote positive new stories whilst engaging in beneficial conversations.





# Content development plan

To achieve the vision, the following plan has been set:

- Identify opportunities where we can improve services via online feedback
- Learn about other business news and insights
- Increase our online reputation amongst other CRCs
- Creating lasting and meaningful professional relationships
- Raise further awareness of good news stories
- Drive more traffic to our website whilst improving search engine optimisation
- Increase applications for vacancies
- Improve the perception of the organisation to prospective candidates



# Peer analysis

The table below compares the number of followers on each social media platform for the other 20 CRC organisations.

	Twitter 	Facebook 	YouTube 	LinkedIn 
London	3500	-	14	1380
Kent, Surrey & Sussex	415	-	-	-
Essex	-	-	-	-
Hampshire & Isle of Wight	734	-	-	-
Dorset, Devon & Cornwall	67	-	0	-
Bristol, Gloucestershire, Somerset & Wiltshire	-	-	-	-
Thames Valley	748	-	21	-
Bedfordshire, Northamptonshire, Cambridgeshire & Hertfordshire	498	-	-	33
Norfolk & Suffolk	-	-	-	-
Wales	1800	-	13	-
Staffordshire & West Midlands	2200	183	-	-
Derbyshire, Leicestershire, Nottinghamshire & Rutland	179	-	-	-
Cheshire & Greater Manchester	3100	312	-	-
Merseyside	292	-	-	-
South Yorkshire	320	-	-	26
West Yorkshire	1200	-	-	-
Humberside, Lincolnshire & North Yorkshire	750	-	-	-
Cumbria & Lancashire	2000	-	-	-
Durham Tees Valley	-	-	-	-
Northumbria	87	-	-	-



# Content plan

## Identify opportunities where we can improve services via online feedback

By posting facts, figures and information on Twitter to engage in conversations will lead to us to be able to identify who and where questions can be asked online to obtain feedback. Following this, the feedback can be reported back to particular services or areas where improvements could be made.

## Learn about other business news and insights

Be aware of other business news by following appropriate organisations keeping us aware of important changes or news in real time. This is important as new services or PR stories may have to be brought forward or delayed in light of what is being reported at the time.

## Increase our online reputation amongst other CRCs

By posting insightful and resourceful infographics about successes and services and sharing them on Twitter will increase our reputation. We will start to get noticed by other CRCs through the amount we post and engage with them. The aim is to tweet twice a day and post on LinkedIn once a week. This is in line with other CRCs and will gradually increase.

## Creating lasting and meaningful professional relationships

New relationships will form through online engagement and conversations. We have

to interact and start online conversations with partners knowing the benefit is that it can be seen publicly and gather interest from other potential partners.

## Raise further awareness of good news stories

There will be fresh content on a regular basis posted to ensure followers are kept aware of our news. These posts can be repeated providing they don't have a sell by date.

## Drive more traffic to our website whilst improving search engine optimisation

By utilising Twitter posts as a place where links can be inserted back to our website will increase the amount of traffic to the site. This will also improve our search rankings on Google and direct victims or offenders to the most relevant information.

## Increase applications for vacancies

By posting vacancies on LinkedIn and Twitter, our online profile will be raised and prospective candidates will be more aware of our presence. Working with HR, job adverts will be posted and directed back to the website.

## Improve the perception of the organisation to prospective candidates

Interesting and appropriate internal news stories will be shared on LinkedIn to enhance the perception of what it is like to work for the CRC. Examples could be posting about gala award winners, staff achievements and group meetings including pictures and video snippets.



# Evaluation

‘Are we targeting the right people with the right messages?’

Hootsuite is a free online application that will be used to monitor any Twitter activity that is taking place that we are not directly involved in. This will give us the chance to see what others are saying about us.

LinkedIn has its own analytics function where interaction can be monitored and the reach of posts can be measured. This is a great way of seeing just how far our messages have spread.

Together with both Hootsuite and LinkedIn analytics, our google analytics for the website will show us how much we have increased the traffic flow via our social media channels.

A few hours will be set aside at the start of each month to focus on the monitoring, engagement and effectiveness of posts. Follower growth, page views, shares and engagement will be looked at and infographics created and shared internally via our internal newsletter and staff intranet.



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