



Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

Digital Marketing Strategy

August 2017
Prepared by:
MCE Public Relations

Introduction

Communication is at the centre of all of Fermanagh and Omagh District Council's (the Council's) activities. It is essential to enable the Council to deliver the services that are important to residents, and to develop good working relationships with partners in the public, community, voluntary and private sectors.

The Council has developed a new Marketing Communications Strategy, which incorporates online media. To ensure the strategy is implemented to its full capacity and that appropriate channels of communication are utilised correctly, this Digital Marketing Strategy has been developed.

Both strategies are closely aligned to ensure that a coordinated approach is taken by the Council. This document sets out the framework of how the Council's digital communications will be managed.

1. Context

1.1 Digital Marketing Communications

According to Ofcom's Communications Market Report for Northern Ireland 2016, more people in NI are now online than ever before. Eight in ten households in Northern Ireland (83%) now have access to the internet, with users spending on average 18.6 hours a week online. Six in ten adults in Northern Ireland used the internet for social networking in 2016 (Ofcom, 2017).

Digital channels including social media are currently being used by the Council to communicate, engage with and reach new audiences. These platforms are still in their infancy and currently supplement more traditional forms of communication, which it is felt must still take priority.

Whilst the Council is not currently working towards a 'Digital First' communications plan, the communications landscape is fast moving and constantly changing. It is recommended that this strategy is reviewed on an ongoing basis to identify new technologies, trends and digital priorities.

As stated in section 1.1 of the Marketing Communications Strategy, the Council's core communication tasks can be broken down into a number of functions, of which e-communication is a vital element.

1.1.1 Council

The Council currently has responsibility for 17 separate service areas. Some of these are more consumer facing than others, however all areas will require digital or social media communication to a certain extent.

The Council has already recognised the benefit of new technology for improving communication and has established a website and social media presence on Facebook and Twitter.

Several of the Council's key cultural and leisure facilities have separate web and social media pages to facilitate engagement with customers and to promote market services and programmes.

Digital media can provide many positive opportunities including;

- Disseminating information quickly and effectively
- Supplying accurate information without relying on a 3rd party
- Publicly engaging with stakeholders in a cost and time effective manner
- Reaching a larger audience and amplifying the reach of content
- Improving customer service
- Ability to communicate in a more personal and conversational tone
- Ability to be creative and increase brand visibility
- Increase loyalty and advocacy from customers
- Provide customer insights via analytics

1.1.2 The Council's Digital Platforms

In addition to the main website, the Council also operates a number of sister websites. These websites are maintained by staff from the various service areas and include;

- marblearchcavesgeopark.com
- strule.ticketsolve.com/shows
- ardhowen.com
- enniskillen10k.com
- fearmanagh.com
- enniskillencastle.co.uk

The Council also maintains two apps;

- Bin-ovation
- Invest Fermanagh & Omagh

The existing platforms are being used primarily to promote;

- Council led events and activities
- Health related events
- Business related events led by the Council
- Important information for people living within the Council
- Job posts
- Press releases

1.1.3 Linkage to other Council strategies, plans and policies

In March 2017, the district's first Community Plan was launched, with the vision of:

“...a welcoming, shared and inclusive Fermanagh and Omagh district, where people and places are healthy, safe, connected and prosperous, and where our outstanding natural, built and cultural heritage is cherished and sustainably managed.”

This vision has since been adopted by the Council within its Corporate Plan Update 2017 – 2019. The Council identified three corporate themes within its mission statement which provide a reference guide for the delivery of high quality services, which include:

- People and Community – Quality of Life
- Place and Environment – Protecting and Creating Quality Places
- The Council itself – Delivering Quality Services

The values that guide the Council's behaviours include an aim to be transparent and open, committed to open dialogue and providing clear, accessible information.

Having a successful digital strategy in place, which will accompany the wider Marketing Communications Strategy, will enable the Council to improve its dialogue with stakeholders and to achieve its objective of ensuring openness and transparency.

1.1.4 Key Messages

When delivering the strategy, a number of key messages will be communicated to reinforce the Council's mission. The following messages have been highlighted within the Marketing Communications Strategy for all communications:

- "Leading and Serving our Community" - Council taking a lead and demonstrating Civic Leadership
- "Working with others" - reinforcing the Council's Partnership approach
- "Quality of life, quality place and quality services for all" - promoting an ethos of quality and exemplifying good practice in all the Council does

These messages will be further refined and Councillors and Council officers will be encouraged to communicate these principles when the opportunity arises.

2. SWOT Analysis

In order to highlight areas of strengths and weaknesses, and identify any potential threats and opportunities for the Council moving forward, a SWOT analysis has been undertaken with regard to the Council's digital marketing activity:

Strengths	Weaknesses
<ul style="list-style-type: none"> • Wealth of information through multiple Council outlets • The Council website has a clean design and is mobile friendly • Strong informative posts regarding Council initiatives – particularly surrounding health • The Council posts on a regular basis • Facebook pages in existence for most Council led facilities and programmes • The Council is effectively replying to private customer messages in a timely and efficient manner 	<ul style="list-style-type: none"> • Delay in getting information or updates from other Council led projects • Lack of resource: there should be more personnel taking charge of digital and social channels • Times that the channels are manned could affect reaction to crisis situations • One-way communication: room for improvement to engage with audiences rather than to simply inform • Lack of engaging images and video accompanying content • Improvement needed in cross-promotion of media materials • Many social media posts are lengthy
Opportunities	Threats
<ul style="list-style-type: none"> • Create a new bank of images • Partnerships with local influencers • Partnerships with other local attractions (e.g. National Trust) • Further engagement with local residents on important issues • Most geographically spread Council – opportunity to create a greater amount of paid, targeted content • Plenty of material and information to support social media channels • Large staff numbers to increase and improve upon digital media knowledge with concerted training 	<ul style="list-style-type: none"> • Broadband access limited in rural areas • Most geographically spread Council: difficult to cover all areas • Staff resource • Decreasing organic reach of posts as social media becomes more commercial • Digital media is more widely used by a younger audience – not all Council messages will be of interest

3. Strategy

3.1 Strategic Overview - What does good communications look like?

It is key that the Digital Marketing Strategy links into the Marketing Communications Strategy so a co-ordinated approach is taken to all communications.

The benefits of good communications are identified in section 3.1 of the Marketing Communications Strategy.

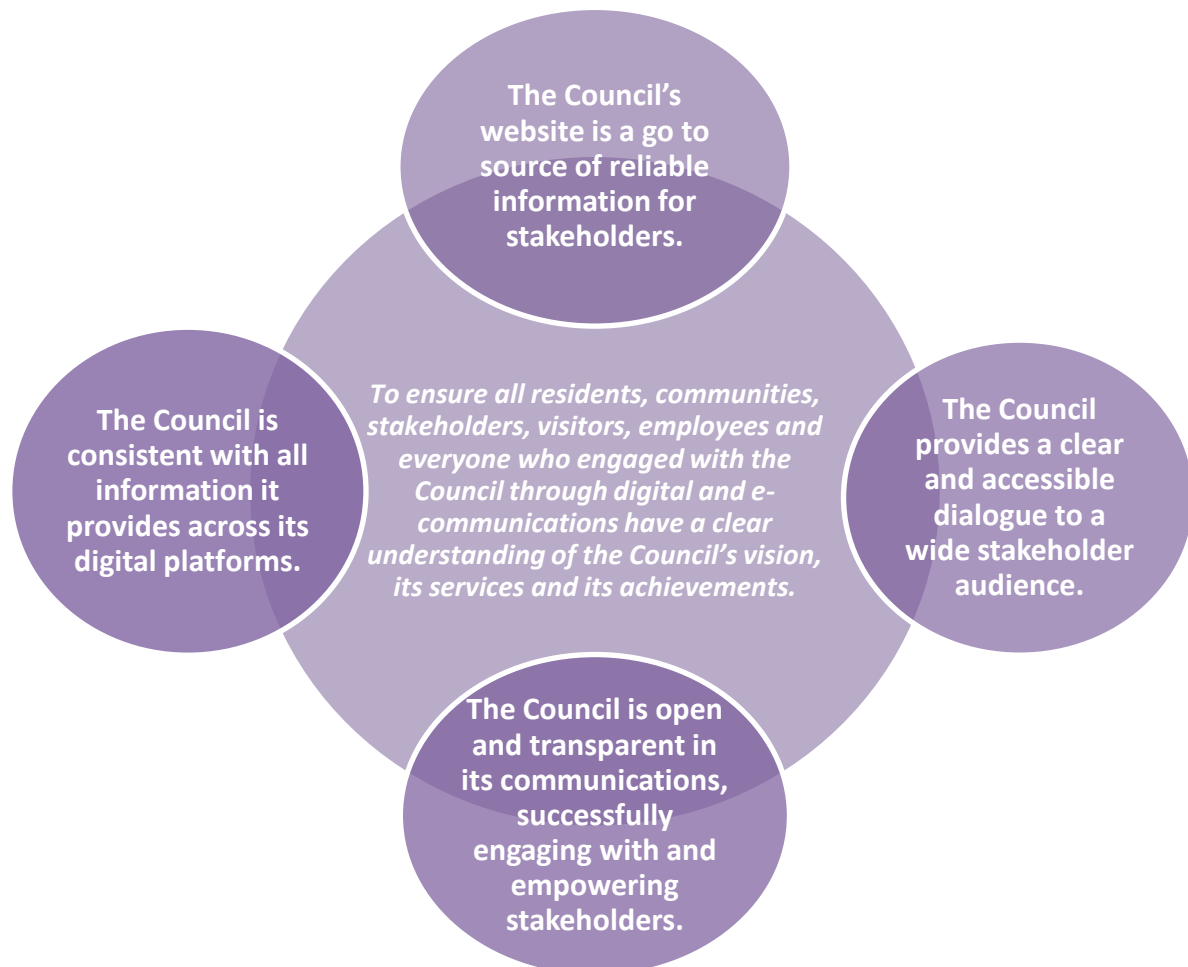
Both strategies will strive to meet a number of communication principles, highlighted within section 3.2.2 of the Marketing Communications Strategy.

4. The Digital Marketing Communications Strategy

Overall Aim:

To ensure all residents, communities, stakeholders, visitors, employees, and everyone who engaged with the Council through digital communications have a clear understanding of the Council's vision, its services and its achievements.

This will be achieved through the development of each of the following key areas:



4.1 Strategic Aims and Themes

These aims and principles will be met by implementing the following strategy themes:

Strategic Themes	Objectives	Baseline Data (April 2017)
The Council provides a clear and accessible dialogue to a wide stakeholder audience	<p>To increase the Council's Facebook followers in a relevant 12-month period. A suggested figure is a 70% increase in page likes during the set period.</p> <p>To increase the Council's Twitter followers in a relevant 12-month period. A suggested figure is a 70% increase in page likes during the set period.</p>	<p>Total Facebook likes on 30th April 2017 equated to 3,924. The Council should aim to increase likes by at least 70% (equating to 6,670 page likes in total).</p> <p>Total Twitter likes on 30th April 2017 equated to 1972. The Council should aim to increase followers by at least 70% (equating to 3352 followers in total).</p>
The Council is open and transparent in its communications, successfully engaging with and empowering stakeholders	<p>To boost Facebook engagement across a relevant 12-month period. Engagement can be calculated by measuring likes, comments and shares. The Council should aim to increase this by at least 20% year on year.</p> <p>To boost Twitter engagement across a relevant 12-month period. Engagement can be calculated by measuring replies, mentions and retweets. A suggested engagement rate is at least 20% year-on-year during the set period.</p>	<p>Average Facebook daily engaged users in April was 0.29%. The Council should aim to increase this by at least 20% year-on-year.</p> <p>Average Twitter engagement rate in April was 0.8%. The Council should aim to increase this by at least 20% year-on-year.</p>
The Council is consistent with all information it provides across its digital platforms	To ensure all Council facility and programme pages are updated with consistent information, logos and images by a set date.	n/a

The Council's website is a go to source of reliable information for stakeholders	<p>To increase the Council's website sessions across a 12 month period. A suggested figure is a 40% uplift year-on-year.</p> <p>Increase website sessions from social media. A suggested figure is an increase of 8% year on year.</p>	<p>Web sessions April 2016 – April 2017: 423,431 Increase Council website sessions to 40% uplift (approx. 592,803 sessions)</p> <p>Web sessions from social media April 2016 – April 2017: 16,710 (3.65% of total sessions). Increase website sessions from social media to 8% year-on-year.</p>
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4.2 Audiences

Section 3.3 of the Marketing Communications Strategy outlines the audience that the Council aims to communicate effectively with.

These audiences should be at the heart of any communications plan and the Digital Marketing Strategy should set out to cater for their information needs.

Weekly reach of social media varies markedly by age; those aged 16-24 in the UK are by far the most prevalent users, with 99% claiming to use it, accounting for 18% of their time spent using media and communications.

However, the use of social media declines with age: the lowest use is among over-65s where 24% claimed to use social media in 2016; their use of such services made up 1% of their total time spent using media and communications.

Using the information available from social media and Google analytics, a great deal of information about the Council's current social audience is available. The current breakdown of the existing audience on social media can be found in Appendix Three.

4.3 Delivery of Aims

The following section sets out what activities will be put in place to achieve the strategic aims, and sets out how these will be measured and evaluated.

4.3.1 The Council provides a clear and assessable dialogue to a wider stakeholder audience

What are Our Outcomes?	What will success look like?	What we need to do?
The Council provides a clear and accessible dialogue to a wide stakeholder audience.	<ul style="list-style-type: none">• An increase of the Council's Facebook followers across a relevant 12-month period. A suggested figure is a 70% increase in page likes during the set period.• An increase of the Council's Twitter followers across a relevant 12-month period. A suggested figure is a 70% increase in page likes during the set period.• The new Marketing Council Group structure to be in place• Appropriate communal resources for digital communications available for staff• Increase in the percentage of local residents feeling better informed about the work of the Council, as measured by the residents' survey• Effective evaluation to demonstrate that objective has been met	<ul style="list-style-type: none">• As stated in the Marketing Communications Strategy, section 3.4.1, set up a Council Marketing Group which meets on a monthly basis to review progress, share expertise and drive the Council's marketing communications function, including digital communications.• Carry out review of resources needed for digital communications and Purchase any essential communal equipment in order to enhance and develop digital communications.• Promote the Council's Facebook page and posts through Facebook Advertising, targeting the specific geographical area to invite new people to like the page.• Populate the Council's social media pages with quality and engaging content.• Use 3rd party social media platforms to invite people to join in on particular conversations.• Create competitions via social channels to engage and encourage page likes.• Engage with influencers to promote the Council's social media presence.

		<ul style="list-style-type: none"> • Include a 'like us on Facebook or Twitter' link within Council email signatures. • Promote the Council's social media pages by incorporating links and logos into Council promotional material i.e. literature, signs etc • Raise awareness with staff regarding Council social media platforms. • Set realistic and SMART objectives.
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4.3.2 Ensuring open and transparent communications between the Council and its stakeholders

What are Our Outcomes?	What will success look like?	What we need to do
The Council is open and transparent in its communications, successfully engaging with and empowering stakeholders.	<ul style="list-style-type: none"> • An increase of Facebook engagement rate across a relevant 12-month period. A suggested engagement rate is at least 20% year-on-year during the set period. • An increase of Twitter engagement rate across a relevant 12-month period. A suggested engagement rate is at least 20% year-on-year during the set period. • A rota developed to monitor all social media sites (including evenings, weekends and public holidays). • The new Marketing Council Group structure to be 	<ul style="list-style-type: none"> • Ensure the Council Marketing Group is in place to improve social media updates. • Develop a marketing content calendar which should be populated on a monthly basis or at the beginning of new campaigns. • Ensure high quality, consistent communications are designed and delivered, via appropriate media, to relevant target audiences. • Ensure in-house skills are available for the production of both graphics and video content, which could be used for a range of purposes, including social media and website. • Encourage related departments to share Council posts on their social media pages, where appropriate.

	<p>implemented to improve the number of services successfully using social media as a platform to deliver information and communicate with local residents</p> <ul style="list-style-type: none"> • Increase in the amount of positive and proactive communications produced by the Council • Staff providing customer service and answering general queries on a daily basis via the social media platforms • Increase in the percentage of local residents feeling better informed about the work of the Council, as measured by the residents' survey • Effective evaluation to demonstrate that objective has been met 	<ul style="list-style-type: none"> • Explore the use of a range of mediums, including images, infographics, video, live content, etc. as a regular part of the digital content strategy to enhance engagement and present vital Council information in an easily digestible format. • Provide media training to key staff and Councillors. • Engage with other pages within the Council area, or related to the Council, particularly through Twitter through likes and retweets. • Engage further with the Council's audience on social media to ensure communication is not one-way only • Monitor social media to identify potential issues or comments that may escalate into an issue • Use hashtags on Twitter to engage in trending topics or promote Council lead initiatives. • Tag other pages, news outlets, etc in Twitter posts where appropriate. • Promote Council Facebook page and posts through Facebook Advertising, targeting the specific geographical area to invite new people to like the page. • Set realistic and SMART objectives. • Regularly visit Facebook Insights to find out which content is working with the Council audience (what has the highest reach, most engagement, etc), and tailor future content around this
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4.3.3 The Council is consistent with all information provide across its digital platforms

What are Our Outcomes?	What will success look like?	What we need to do
<p>The Council is consistent with all information it provides across its digital platforms</p>	<ul style="list-style-type: none"> • All pages associated with the Council will contain consistent information, logos and images. • Each service area within the Council to be engaged with digital communications via the Council Marketing Group. 	<ul style="list-style-type: none"> • Work with the 17 service areas to review communications channels to enable more effective targeting of different groups through the Council Marketing Group. • Use the Council Marketing Group to create digital campaigns for applicable marketing and PR activities well in advance of events and activities. • Ensure that the corporate brand and logo is consistently used across all appropriate digital channels as per the Marketing Communications Strategy, section 3.4.1. • Ensure that all contact information is up-to-date on each platform. • Ensure that all related Council Facebook and Twitter pages have liked or followed each other's pages • Ensure that the Council's social media house rules are included on all pages associated with the Council.

4.3.4 The Council's website is a go to source of information for stakeholders

What are Our Outcomes?	What will success look like?	What we need to do
<p>The Council's website is a go to source of reliable information for stakeholders</p>	<ul style="list-style-type: none"> • To increase the Council's website sessions across a 12 month period. A suggested figure is a 40% uplift year-on-year. • Increase website sessions from social media. A suggested figure is an increase of 8% year-on-year. 	<ul style="list-style-type: none"> • Continue to link residents through to the website for further information via appropriate social media posts. • Monitor click throughs to the website by ensuring to use customised 'bit.ly' links. • Regularly update the website news pages with all appropriate news and events taking place within the Council area. • Develop a monthly reporting process to monitor website traffic on a regular basis.

5. Marketing Communications and Digital Marketing Delivery

The Marketing Communications Team will be responsible for co-ordinating communication from the Council, liaising with the various media channels, developing communication materials, managing content on the Council's website and other social media platforms and providing support and assistance to all Council service areas in communications activities.

The team's core role will involve the development and delivery of the Council's digital communications.

6. How Will we Measure our Success - Review & Evaluation Mechanisms

The strategy will be monitored using a of variety methods as stated in Section 5 of the Marketing Communications Strategy. Additional evaluation methods below should also be implemented to evaluate digital communications:

- Digital progress will be reported by the Marketing Communications Team on a monthly basis and will be used to contribute to the overall monitoring and evaluation of the Council's marketing and communications work.
- An evaluation of all campaigns and activities will be carried out to assess how objectives have been met.
- All key digital channels, including website, intranet and social media, will be monitored and the impact of campaign and news activity evaluated, with external support where appropriate.

7. Further Support

A Social Media Guidelines document has also been developed to provide staff with additional support on:

- Frequency of posts
- Developing a digital content calendar
- Tone of voice
- Specifications for imagery
- Scheduling content
- Advertising and sponsored posts
- Influencer engagement
- What to do in a digital crisis
- Analytics and reporting

The guidelines also provide some examples of successful and engaging social media content.

APPENDIX ONE

Challenges

It is vital that digital media is an integral part of the Council's communications with its various audiences and stakeholders. Alongside all the benefits, the Council should also be aware of the potential challenges.

These challenges may include;

- Copyright and confidentiality issues
- Resources (people and equipment) to manage social media presence
- Managing consumers' expectations on response times
- Producing consistent quality, attention grabbing content
- Staff responding in an inappropriate way and in a consistent tone of voice
- Decline in the organic reach of posts due to changing social media algorithms
- Cyber security and protection of confidential information

Given the sheer quantity of information flowing through the Council, the small team and structure of digital communications, the current set up poses a number of challenges for the Council;

- Information is not being received in a timely manner
- Digital channels not updated in a time efficient manner
- Resource to update sites and social platforms is low
- Lack of engaging content from events and Council initiatives
- Access to visual rich content for use online has also proven challenging
- Equipment needed to produce visual content is limited
- Engagement with stakeholders is low
- All media materials such as news releases not being cross promoted on social media platforms
- All pages (web and social media) do not contain consistent information

Appendix Two highlights further information on what has and hasn't worked on the Council's social media channels to date, including the most and least engaging posts, top shared content and reasons why some previous posts have been unsuccessful.

To address these challenges, it is recommended that the structure and the size of team responsible for the Council's current digital communication is reviewed and a Council Marketing Group is established.

APPENDIX TWO

What has and hasn't worked

Looking at what has worked for the Council on social media, a number of digital successes have been highlighted.

Facebook content and engagement - top 5 most engaging posts (2016)

<p>1. #Volunteer opportunities with Omagh Street Safe project https://www.facebook.com/fermanaghomagh/posts/1421103454584324:0 Photo Posted: 04/11/16, 9.52am</p> <ul style="list-style-type: none">• Engagement (likes, shares, comments, clicks) – 1,440• Number of unique clicks – 1,357• Number of clicks anywhere on the post – 1,893	 <p>The screenshot shows a Facebook post from Fermanagh and Omagh District Council. The text of the post is: '#Volunteer opportunities with Omagh Street Safe project! Omagh Street Safe project volunteers help people who may become vulnerable or in need of assistance on a night out in Omagh. If you would like to find out more about volunteering with the project then come along to a drop in information session in the Public Services Centre, @Omagh between 6.30 and 8.30pm on Wednesday 9 November 2016. Closing date for applications to volunteer is 12 noon, 11 November 2016. For further information and to apply to this volunteering opportunity please visit https://fermanaghomagh.electrol.co.uk/veer... /company/jobs.c...' The post includes a photo of three volunteers in blue high-visibility jackets standing on a street at night. The engagement statistics at the bottom show 12,854 people reached, 12 likes, 1 comment, and 1 share.</p>
<p>2. Best Kept Town Accolade https://www.facebook.com/fermanaghomagh/posts/1417906724903997 Link Posted: 01/11/16, 1.17pm</p> <ul style="list-style-type: none">• Engagement (likes, shares, comments, clicks) - 883• Number of unique clicks - 534• Number of clicks anywhere on the post - 782	 <p>The screenshot shows a Facebook post from Fermanagh and Omagh District Council. The text of the post is: 'Enniskillen has beaten off some high quality competition to win the Best Kept Medium Town in Northern Ireland award at this year's Northern Ireland Amenity Council Abbey Insurance Best Kept Awards! Speaking about the award, the Chairperson of Fermanagh and Omagh District Council, Councillor Mary Garity commended all those involved in keeping the towns and villages of the district clean and tidy. Enniskillen's success follows on from the success of Omagh which won the Best Kept Large Town category in the 2015 awards. For further information visit our website at http://bit.ly/2dY138T #fermanagh #omagh #fermanaghomagh' The post includes a photo of a group of people holding a 'BEST KEPT MEDIUM TOWN 2016' award plaque. The engagement statistics at the bottom show 7,571 people reached, 12 likes, 1 comment, and 1 share.</p>
<p>3. Christmas Lights Switch On https://www.facebook.com/fermanaghomagh/posts/1451910721503597 Photo Posted: 29/11/16, 3.46pm</p> <ul style="list-style-type: none">• Engagement (likes, shares, comments, clicks) - 835• Number of unique clicks - 811• Number of clicks anywhere on the post - 1513	 <p>The screenshot shows a Facebook post from Fermanagh and Omagh District Council. The text of the post is: 'If you attended the Christmas lights switch on event in Enniskillen on Saturday evening, we would like to hear about your experience to help us with planning future events. Please complete a short online survey available at: https://www.surveymonkey.co.uk/r/2T62VDY Survey closes 5 pm, Monday 5 December 2016.' The post includes a photo of the Christmas lights switch on event. The engagement statistics at the bottom show 4,324 people reached, 12 likes, 1 comment, and 1 share.</p>

4. **Council responds to Impartial Reporter article**
<https://www.facebook.com/fermanaghomagh/posts/1290930574268280>
 Status
 Posted: 16/06/16, 12.50pm
- Engagement (likes, shares, comments, clicks) - 882
 - Number of unique clicks - 810
 - Number of clicks anywhere on the post - 1224



5. **Give your unwanted items a new home**
<https://www.facebook.com/fermanaghomagh/posts/1334458713248799:0>
 Photo
 Posted: 11/08/16, 2.46pm
- Engagement (likes, shares, comments, clicks) - 814
 - Number of unique clicks - 731
 - Number of clicks anywhere on the post - 920

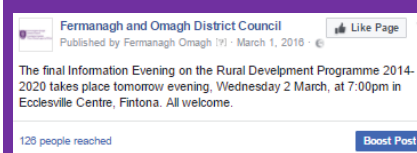


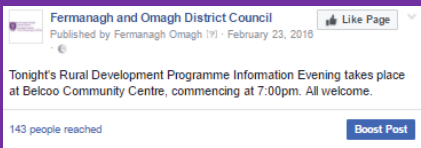

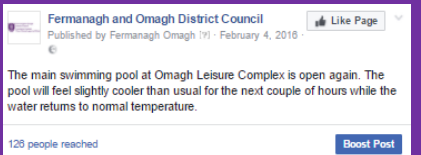
Facebook content and engagement - top 5 least engaging posts (2016)

1. **Council Admin office closures**
<https://www.facebook.com/fermanaghomagh/posts/1224035527624452>
- Engagement (likes, shares, comments, clicks) - 0
 - Number of unique clicks - 0
 - Number of clicks anywhere on the post – 0



2. **Rural Development Programme Information Evening**
<https://www.facebook.com/fermanaghomagh/posts/1207907209237284>
- Engagement (likes, shares, comments, clicks) - 0
 - Number of unique clicks - 0
 - Number of clicks anywhere on the post – 0



<p>3. Rural Development Programme Information Evening https://www.facebook.com/fermanaghomaggh/posts/1203035289724476</p> <ul style="list-style-type: none"> • Engagement (likes, shares, comments, clicks) - 0 • Number of unique clicks - 0 • Number of clicks anywhere on the post – 0 	 <p>The screenshot shows a Facebook post from 'Fermanagh and Omagh District Council' published on February 23, 2016. The text of the post reads: 'Tonight's Rural Development Programme Information Evening takes place at Belcoo Community Centre, commencing at 7:00pm. All welcome.' Below the text, it states '143 people reached' and there is a 'Boost Post' button.</p>
<p>4. Maintenance information @ Drumragh Car Park https://www.facebook.com/fermanaghomaggh/posts/1199965663364772</p> <ul style="list-style-type: none"> • Engagement (likes, shares, comments, clicks) - 0 • Number of unique clicks - 0 • Number of clicks anywhere on the post - 0 	 <p>The screenshot shows a Facebook post from 'Fermanagh and Omagh District Council' published on February 18, 2016. The text of the post reads: 'The section of Drumragh Avenue Car Park under the OASIS Plaza will be closed for essential maintenance on Sunday 21 February 2016 from 9:30 am - 1:00pm. approx. 45 car spaces and 2 Blue Badge spaces will remain available during the works'. Below the text, it states '170 people reached' and there is a 'Boost Post' button.</p>
<p>5. Details on Omagh Leisure Complex pool reopening https://www.facebook.com/fermanaghomaggh/posts/1191072260920779</p> <ul style="list-style-type: none"> • Engagement (likes, shares, comments, clicks) - 0 • Number of unique clicks - 0 • Number of clicks anywhere on the post – 0 	 <p>The screenshot shows a Facebook post from 'Fermanagh and Omagh District Council' published on February 4, 2016. The text of the post reads: 'The main swimming pool at Omagh Leisure Complex is open again. The pool will feel slightly cooler than usual for the next couple of hours while the water returns to normal temperature.' Below the text, it states '126 people reached' and there is a 'Boost Post' button.</p>

Having analysed a range of posts that have not driven as much engagement, a number of similar characteristics have been identified;

- Do not include an image or uses poor imagery
- Are short and uninformative
- Are, in some cases, too long
- Include broken links
- Do not include relevant hashtags or tags
- Do not contain a call to action
- Lack creativity and excitement

At present, the Council is not using any video content marketing or paid advertising. These are two areas that will be incorporated into the Digital Marketing Strategy.

Top user shared website content (May 2016 – May 2017)

In the past year, the five most shared pieces of content (via personal social media accounts) from the Council website were:

<p>1. Christmas recycling and important bin collection change http://www.fermanaghomagh.com/news/christmas-recycling-important-bin-collection-change/</p> <ul style="list-style-type: none"> • Facebook – 88 shares • LinkedIn – 0 • Twitter – 4 shares <p>Total – 92</p>	
<p>2. Preferred Options Paper http://www.fermanaghomagh.com/residential-services/planning-and-building/planning/preferred-options-paper/</p> <ul style="list-style-type: none"> • Facebook – 44 shares • LinkedIn – 46 shares • Twitter – 2 shares <p>Total – 92</p>	
<p>3. Enniskillen Castle to be lit green for NSPCC https://www.fermanaghomagh.com/news/enniskillen-castle-lit-green-nspcc/</p> <ul style="list-style-type: none"> • Facebook – 71 shares • LinkedIn – 0 • Twitter – 2 shares <p>Total - 73</p>	
<p>4. Launch of Community Plan – ‘Fermanagh & Omagh 2030’ and Pilot Fire Fitness 50+ Programme http://www.fermanaghomagh.com/news/launch-community-plan-fermanagh-omagh-2030-pilot-fire-fitness-50-programme/</p> <ul style="list-style-type: none"> • Facebook – 46 shares • LinkedIn – 0 • Twitter – 13 shares 	

Total – 59	
5. Christmas & New Year Holiday Opening Times – Fermanagh & Omagh District Council https://www.fermanaghomagh.com/news/christmas-new-year-holiday-opening-times/ <ul style="list-style-type: none"> • Facebook – 54 shares • LinkedIn – 0 shares • Twitter - 4 shares Total – 58	

ONLINE AUDIENCE

The Council's social media audience figures (as per June 2017) are highlighted on the following pages:

Facebook

Audience total:

- 4,329 likes
- 4.2K monthly active users

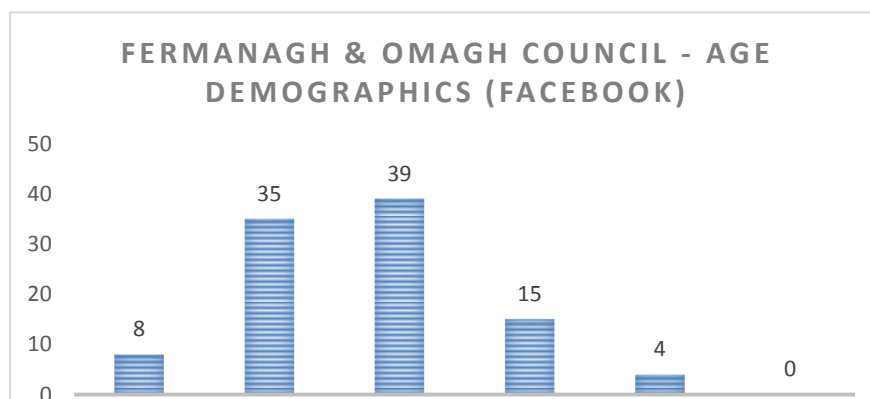
Facebook continues to be the largest social network service in the UK. In April 2016, it attracted a digital audience of 38.9 million (more than three-quarters of active internet users).

According to Ofcom's Digital Day report 2016, approx. 58% of adults in Northern Ireland aged 16+ use Facebook in an average week.

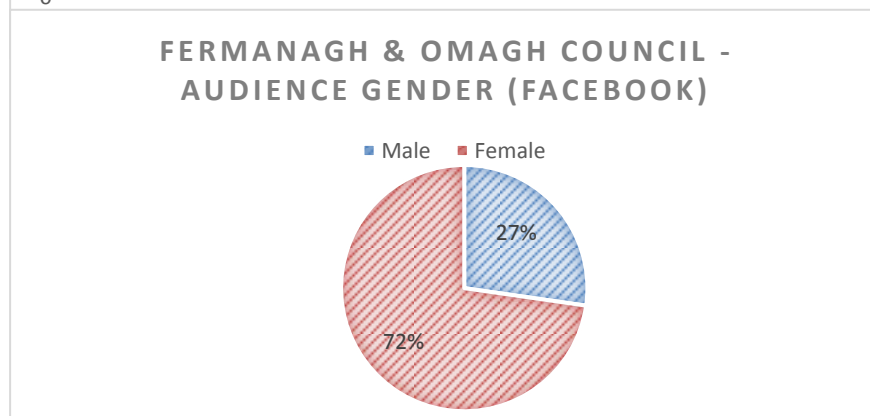
Facebook usage in an average week in Northern Ireland by age group (Ofcom's Digital Day 2016):

- Aged 16 – 24: 93% use Facebook
- Aged 25 – 34: 81% use Facebook
- Aged 35 – 44: 76 % use Facebook
- Aged 45 – 54: 44% use Facebook
- Aged 55-64: 44% use Facebook
- Aged 65+: 21% use Facebook

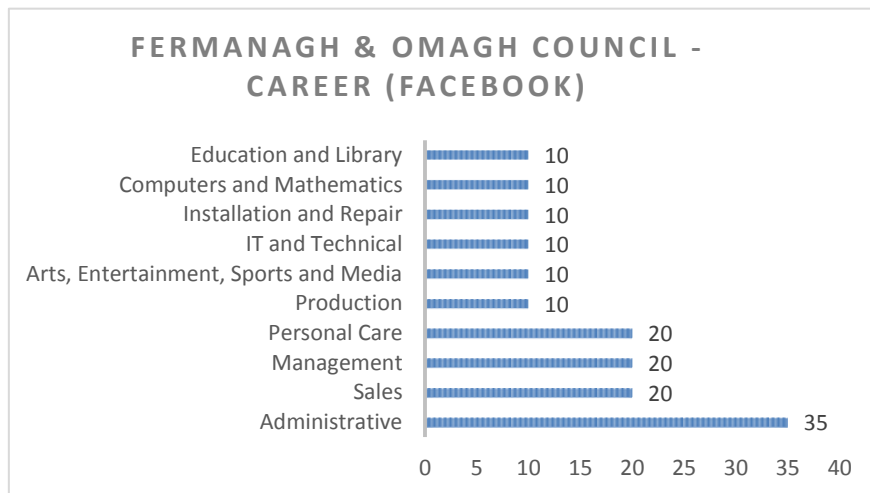
Age:



Sex:



Career:



Twitter

Audience total:

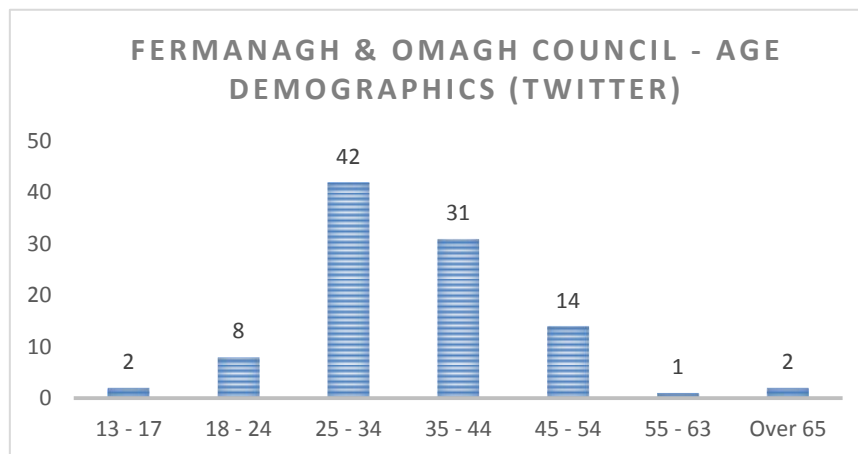
- 2,005 followers
- 47.7k tweet impressions in a single month

According to Ofcom's Digital Day report 2016, approx. 19% of adults in Northern Ireland aged 16+ use Twitter in an average week.

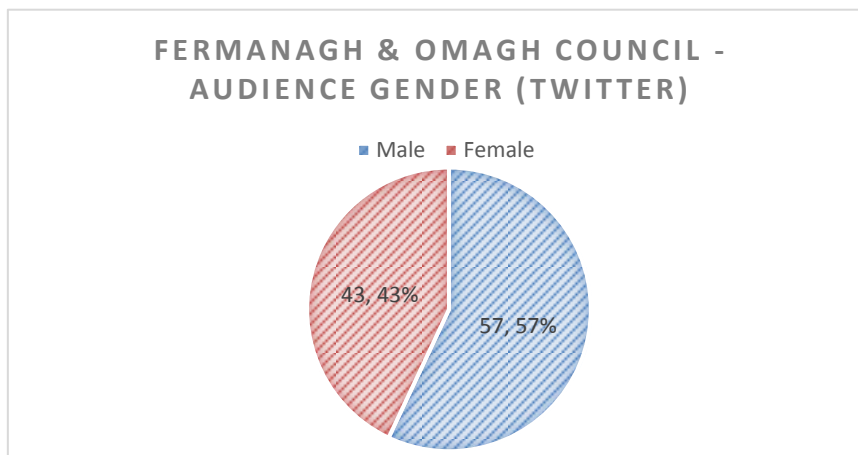
Twitter usage in an average week in Northern Ireland by age group (Ofcom's Digital Day 2016):

- **Aged 16 – 24:** 65% use Twitter.
- **Aged 25 – 34:** 27% use Twitter.
- **Aged 35 – 44:** 12% use Twitter.
- **Aged 45 – 54:** 14% use Twitter.
- **Aged 55-64:** 7% use Twitter.
- **Aged 65+:** <1% use Twitter.

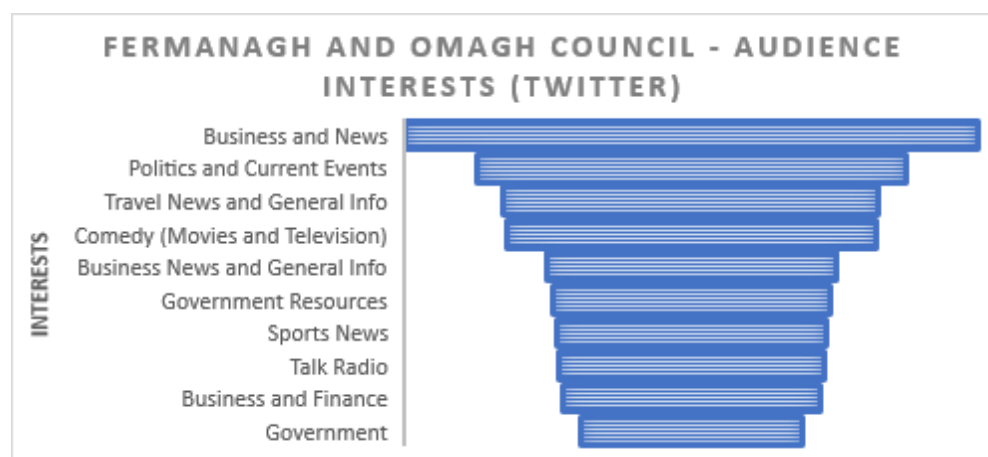
Age:



Sex:



Interests:



According to Google Analytics, throughout the duration of 2016, the following website sessions were recorded for the Council's website;

Channels

The following channels were recorded as being the top five ways members of the public found the Council website.

Source	Sessions	% New Sessions	Bounce Rate	Average session duration
Organic Search (through Google)	235,882	49.97%	52.35%	00:02:00
Direct (inserting full address)	113,752	39.74%	73.25%	00:01:10
Referrals (see below)	37,632	39.24%	56.01%	00:02:02
Social (Facebook & Twitter)	16,930	55.33%	69.30%	00:02:02
(Other)	12	54.24%	69.49%	00:00:38

Social channels include Facebook (79% of total sessions), Twitter (19.55% of total sessions), and bit.ly links (0.56% of sessions) amongst others.

Referrals

In 2016, the largest website referral site (visits from sources outside of Google's search engine) was Facebook via its mobile platform. This highlights the importance of maintaining the mobile friendliness of the website.

The top five referral sites are as follows:

Source	Sessions	% New Sessions	Bounce Rate	Average session duration
Facebook (mobile)	8,624	78.61%	79.59%	00:00:32
Fermanagh and Omagh District Council Public Minutes	6,275	0.59%	39.63%	00:04:37
Lakelandforum.com	5,158	36.58%	58.01%	00:01:22
Twitter	3,256	17.11%	55.28%	00:04:05
Classes.lakelandforum.com	2,897	31.24%	55.09%	00:01:24

Despite Facebook coming out as the top referral site, the bounce rate (length of time spent on site) is extremely high in comparison to Twitter.

Any web links being shared on social media should contain useful and visual content

to encourage users to increase dwell time on the page, and the likelihood of the user continuing to view other pages on the website.