



# BETTER ENGAGEMENT ON SOCIAL MEDIA

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**COMMS2POINT0**  
creative communicators

★  
★  
★  
**THE GENUINE  
ARTICLE**

**28**

years in comms  
(private and  
public sector)

**12**

Years Director  
/ Head of Comms

**COMMS2POINTO  
INTERIMS**

launched  
(March 2023)

**6**

Countries  
worked in

**10K+**

LinkedIn  
Followers



**17K+**

✕ Followers

**1.6K POSTS**

case studies  
and free resources on  
**COMMS2POINTO.co.uk**



★  
**SPECIALIST  
COMMS  
CONSULTANCY**

**150+**

Teams trained  
and supported

**5K+**

Comms pros  
trained

**8**

UnAwards  
delivered

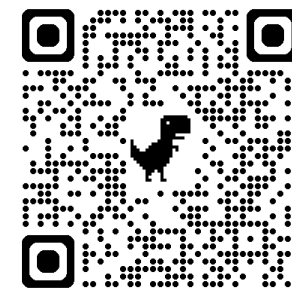
★  
**20K+**

UnAwards entries received

**12**

Consultant  
collabs

**DARREN  
CAVENEY**



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## the next 10 minutes...

- have a plan
- have great content
- insights from deep dive reviews
- resources to help



# TOP TIP HAVE A PLAN



# PLANNING CASE STUDY: manchester city

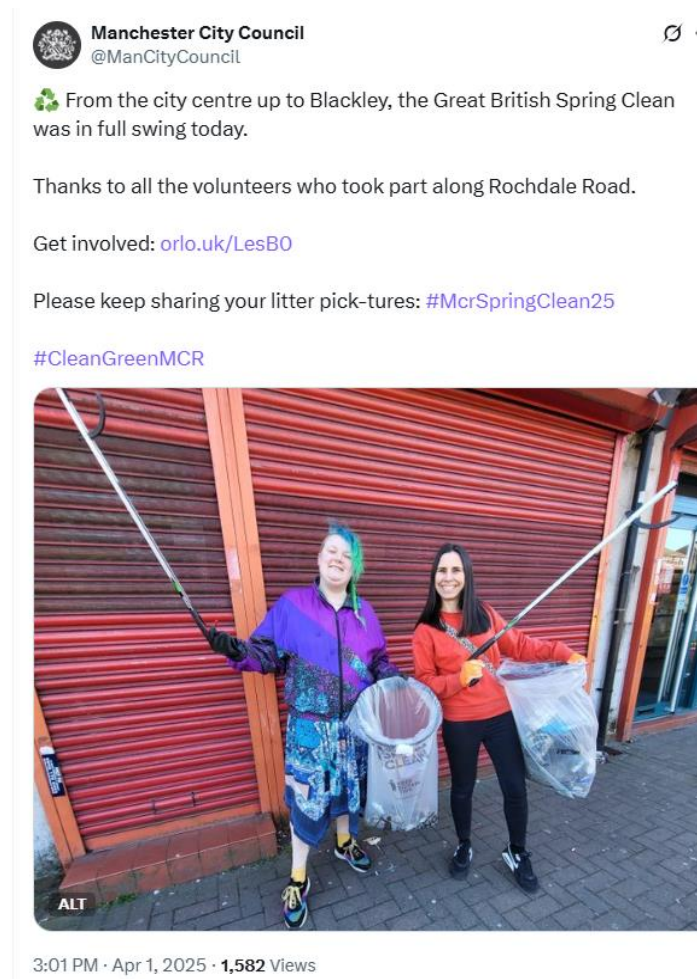
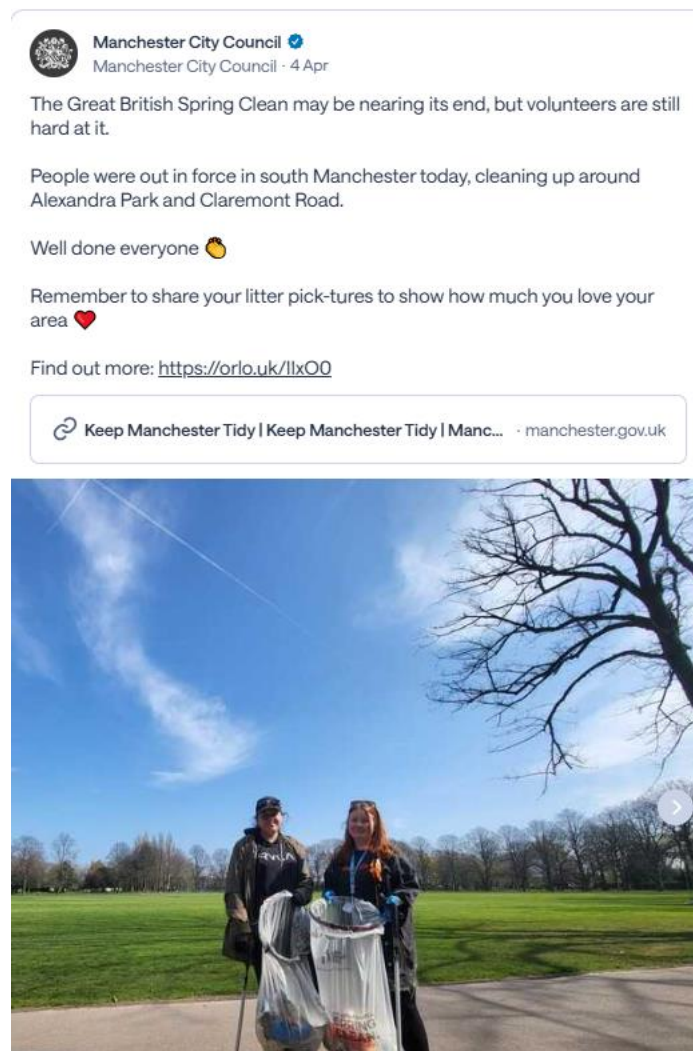


# MANCHESTER CITY COUNCIL – Platform Plans

Facebook	X	Instagram	LinkedIn	TikTok
<ul style="list-style-type: none"><li>• News &amp; updates</li><li>• Nostalgia</li><li>• Children &amp; families</li></ul>	<ul style="list-style-type: none"><li>• Quick alerts/notifications</li><li>• Partner engagement</li></ul>	<ul style="list-style-type: none"><li>• City pride</li><li>• UGC</li><li>• Less service messaging, more aesthetics &amp; culture</li></ul>	<ul style="list-style-type: none"><li>• Economic/business updates</li><li>• Community spirit</li><li>• Gentle humour</li></ul>	<ul style="list-style-type: none"><li>• 18-24 yo audience</li><li>• Memes &amp; trends</li><li>• Culture, identity, events</li></ul>



# 1 Message, 3 Ways – GB Spring Clean





1. CONTEXT

2. AIM

3. OBJECTIVES

4. STRATEGY

5. AUDIENCES

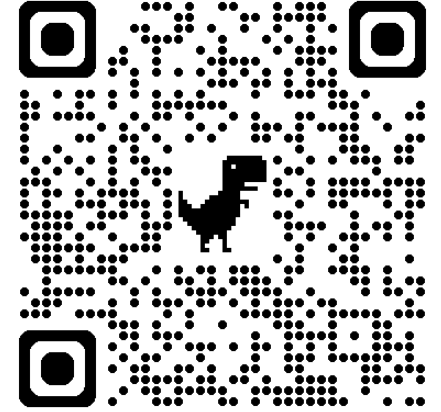
6. MESSAGES/  
CONTENT

7. CHANNELS

8. TIMELINE

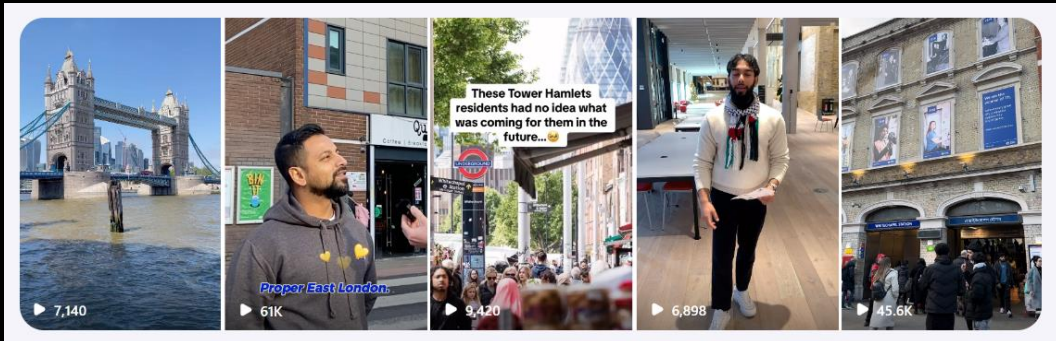
9. RESOURCES

10. EVALUATION



# TOWER HAMLET'S SOCIAL MEDIA STRATEGY – TOP 5 PRIORITIES

1. Placing real people at the forefront of content
2. Prioritising 'social first' videos to tell stories
3. Repurposing content across social channels
4. Tapping into pride and nostalgia
5. Always try new things



**HAVE GREAT CONTENT**



# GREAT CONTENT & TACKLING AWKWARD ISSUES



# HOW TO GET BETTER ENGAGEMENT?

## LESSONS FROM DEEP DIVE SOCIAL MEDIA REVIEWS

# DEEP DIVE **SOCIAL MEDIA REVIEW FINDINGS**

## ‘Hot themes’ **for higher engagement**

- Travel - roads (incl parking), buses, cycling, active travel
- Have a say - especially housing/roads
- Urgent updates - weather, travel, environmental
- **Personal benefit/gain - free stuff!**
- New and shiny- facilities, upgrades
- Civic pride - local events, successes and assets to be proud of



# DEEP DIVE SOCIAL MEDIA REVIEW FINDINGS

Some surprises (or maybe not)

**Image posts consistently outperform video on Facebook and X**

**Content can get high clicks, even without high engagement**

- **Shared Facebook posts attract lowest engagement of all content types \***
- **Repeat posting of exactly same content gets diminishing returns**
- **Overall, designed assets perform worse for engagement than ‘real’ images**

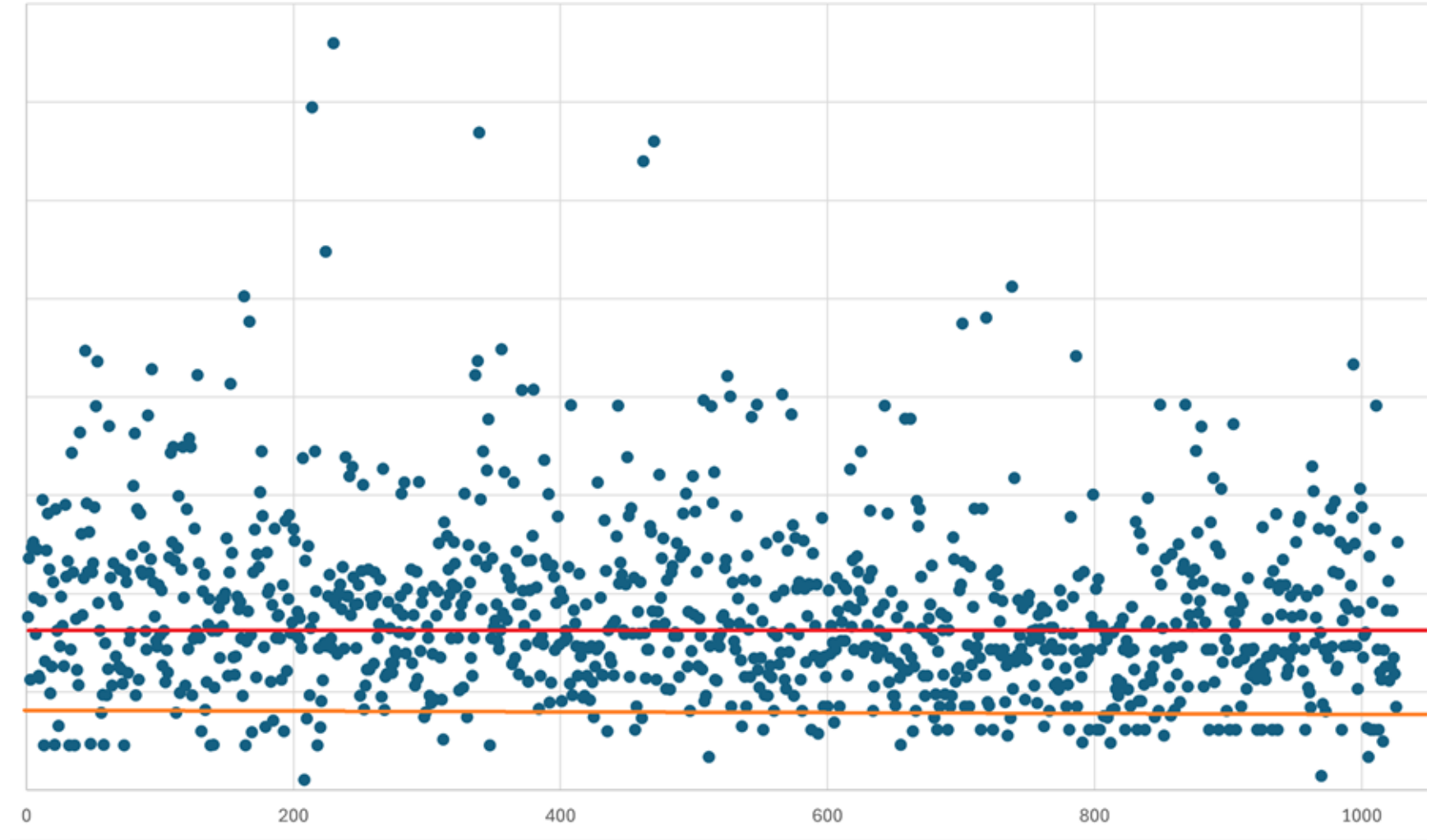
## Facebook

# 1,147 posts

	Ave Reach	Ave Likes	Ave Shares
All posts	4090	17	4
Video (n=66)	4392	31	5
Images (Multi) (n=59)	14521	69	13
Images (Single) (n = 910)	3302	12	3

# Facebook - Reading Grade

- 50% of your content is above Grade 8 reading level (general readability)
- **Orange line** is Gov Digital Service recommended reading level for Web pages
- **Red line** is recommended Grade 8 max reading level





# RESOURCES TO **HELP**

# COMMS :FILES



powered by **cañ**

# TRY TYPING A TERM LIKE...

'Fostering' 'recycling' 'internal communications' or 'mental health'.



tiktok

**YOUR DETAILS**

To save your work please tap the **SAVE/SAVE** button. This will save your work so far.

You will then receive an email confirming we have your entry.

This will include an **ENTRY SUBMISSION** link so you can continue to make changes and/or add more information.

Name of project entry: Be-Bold-Be-Birmingham-TikTok-06-01-2021.pdf

Your Email: [emma.dewar@can.co.uk](mailto:emma.dewar@can.co.uk)

Name of organisation/team/individual being entered/nominated: Birmingham City Council's Birmingham TikTok Marketing Agency

Which categories would you like to enter this for (tick box for each): [Best Social Media Account](#)

**PROJECT SUMMARY**

Primary Category: [Public Safety](#)

Sub Category: [Fire Safety](#)

Campaign/project budget: £0

Your organisation's Twitter handle: @BCC

Your personal Twitter handle: @emmaDewar

**Heatwave-Hell-07-15-2022.pdf**

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**Heatwave-Hell-07-15-2022.pdf**

**Budget-Campaign-2022-01-01-2022.pdf**

**PROJECT SUMMARY**

Primary Category: [Economy](#)

Sub Category: [Communications](#)

Campaign/project budget: £0

Your organisation's Twitter handle: @BCC

Which categories would you like to enter this for (tick box for each): [Best Creative Content](#)

**Budget-Campaign-2022-01-01-2022.pdf**

**Budget-Campaign-2022-01-01-2022.pdf**

**PROJECT SUMMARY**

Primary Category: [Economy](#)

Sub Category: [Communications](#)

Campaign/project budget: £0

Your organisation's Twitter handle: @BCC

Which categories would you like to enter this for (tick box for each): [Best Creative Content](#)

**Budget-Campaign-2022-01-01-2022.pdf**

**City-of-London-Diversity-and-inclusion-Recruitment-...**

**PROJECT SUMMARY**

Primary Category: [Diversity](#)

Sub Category: [Recruitment](#)

Campaign/project budget: £0

Your organisation's Twitter handle: @CityofLondon

Your personal Twitter handle: @emmaDewar

**City-of-London-Diversity-and-inclusion-Recruitment-...**

**Oldham-Made-03-01-2022.pdf**

**PROJECT SUMMARY**

Primary Category: [Economy](#)

Sub Category: [Communications](#)

Campaign/project budget: £0

Your organisation's Twitter handle: @OldhamCouncil

Your personal Twitter handle: @emmaDewar

**Oldham-Made-03-01-2022.pdf**

**Oldham-Made-03-01-2022.pdf**

**PROJECT SUMMARY**

Primary Category: [Economy](#)

Sub Category: [Communications](#)

Campaign/project budget: £0

Your organisation's Twitter handle: @OldhamCouncil

Your personal Twitter handle: @emmaDewar

**Oldham-Made-03-01-2022.pdf**





# QUESTIONS

## KEEP IN TOUCH

### CONTACT DETAILS

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