



UKLC User Group 2017

Simplify, Standardise & Share

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Agenda

Time	Session
09:30	Registration and refreshments
10:00	Welcome – Ray Smith
10:05	Simplify, Standardise and Share – Ray Smith
10:20	Social media integration – Ray Smith
10:30	Putting Social Media into practise – Ray Smith
10:45	Round table discussions - Sharing
11:00	Break – continue discussions
11:30	Round table discussion - Feedback
12:00	Best practise case studies – Tina Britt, Richard Bartley
12:30	New Developments – Ray Smith
13:00	Lunch & Networking
13:45	Tips & Tricks – Tina Britt
14:00	Description of 'wish list' items – Ray Smith
14:30	Voting (tea & coffee available)
15:00	Results of voting and roundup – Tina Britt, Ray Smith
16:00	Conference close



Simplify (content)

Standardise (consistency)

Share (traffic generation)



Simplify (content)

"The ability to simplify means to eliminate the unnecessary so that the necessary may speak." – Hans Hoffman

hexastarby.com



Simplify (content)

- Recent study concluded that 82% of local government websites do not meet target readability standards.
- Writing for the web ([2commune news item](#))
- Plain English - faster to write, faster to read, you get your message across more easily.
- People read differently on the web.
- Use pictures!
- Logical (straight forward) structure - site map
- 'Verbiage is Garbage' – Eddie Plume (Buntingford Town Council)



Standardise (consistency)

- Doing things the same way – being fussy
- Document management system
- Page layout
- News
- House style
- Processes



Share (traffic generation)

- Why bother – is your website worth promoting?
- Make your site interesting
- Happy customers will keep coming back
- Useful, useable & used
- What do you get out of it?
- Digital by Default
- The 'Magic question'



Customers

(Visitors to your website)

Can you confidently say that the answer to any customer enquiry (email, telephone or face to face) that you have had recently could have been answered by your website?

How Can Local Councils Be More Effective Online



Share (traffic generation)

Given that many more people can access your business online than any other way, it stands to reason that your website is going to be far more important to them than your physical business premises.

"These days the best service organisations deliver online everything that can be delivered online. This cuts their costs dramatically and allows access to information and services at times and in ways convenient to the users rather than the providers," said Francis Maud (Cabinet office).



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How Can Local Councils Be More Effective Online



Social Media Integration (New development)

- Auto post news to Twitter & Facebook
- Post delay 30 minutes
- Post interval 5 minutes
- Facebook - Default Image
- Twitter - Include image, Include description
- Modern template - Facebook Module



Putting Social Media Into Practise

- Twitter
- Facebook
- Comments, follows, likes,
- Case studies – benefits?

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Case Study – Twitter

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Round Table Discussions

So you've got a great website – how do you promote it?

- How many use social media with your website?
- If not, why not?
- Which ones?
- How did you gain the skills?
- Does it take a lot of time?
- Any tricks, traps or problems?
- Case studies – benefits?
- Numbers (followers, likes, comments)?
- What other methods have been successful to promote your website?

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Break

Continue Discussions
Please be back at 11:30 to give feedback

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Round Table Discussions

Feedback

Spokesperson from each table to summarise their tables discussions.

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Social Media

- Bring people to your website (don't send them away)
- Innovate, experiment (#meeting, #consultation)
- Putting it in context:
Dronfield Town Council - population of 21,000, precept of £860K, 268 followers on twitter (1.3% of population), 2,042 unique visitors to their website last month (10% of population).
- Daventry Town Council – population of 25,000, precept £353K, 1,888 followers on twitter (7% of population), 550 likes on Facebook (2% of population), 3667 unique visitors to their website last month (14.6% of population).*

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Best Practise Case Studies

Tina Britt

Managing Director
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Best Practise Case Studies

- Image Navigation - Uppingham
- Notices Module - Hunsbury Meadows, Cam
- A to Z of Services - Cold Higham, Parwich
- Transparency Code - Chelveston
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/388541/Transparency_Code_for_Smaller_Authorities.pdf
- Multimedia - Berkhamsted (Audio Trail), Oundle (Recording of Meetings), Huncote (YouTube Clip)
- E-Newsletter - Wye with Hinxhill



New Developments

- A to Z of Services – option to override, remove or add parish, district, county and service provider links (chargeable retrofit).
- DMS - Configuration option to change default order to latest date.
- What's on - Configuration option to filter out council meetings.
- Downloadable calendars (iCal)
- News – alleviate confusion with event dates



New Developments (Continued)

- Dictionary Facility to add parish names
- Login link - Configuration option to remove
- Modules – Notices, News, Picture Pile, Custom HTML & Facebook (modern template only)
- Webmail – SSL secure login
- Google SSL (chargeable option)
- Review of configuration / module options



Configuration Options

- A to Z Default View - All / Parish
- Document Order - Title / Latest
- Events Include Meetings - Yes / No
- Events Public Submission - Yes / No
- Directory Public Submission - Yes / No
- Cookies Notice - None, First Page, All Pages
- Hide Login - Yes / No
- Header Images - Yes / No



Modules

- | | |
|----------------------|------------------------------|
| • Council Meetings | • Web Links |
| • What's On | • Banners (Right) |
| • Statistics | • Banners (Left) |
| • Tweets | • Gallery |
| • Contact Details | • Notices |
| • Polls | • Facebook (Mod) |
| • Latest News | • Custom HTML (Mod) |
| • A to Z of services | (Mod – Modern Template Only) |



Lunch



Please be back by 13:45

Don't forget the executive box No 32 if you would like to see the pitch.



Tips & Tricks

Tina Britt

Managing Director
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Tips & Tricks

1. Calendar - New Years
2. Ticker – Links to news and meetings
3. Council Meetings / Whats On (correct use)
4. Housekeeping (activity list, users, links checker, technical support tickets)
5. Document filters
6. Cache – Refresh to see changed documents / images



Wish List

1. DMS – Preserve most recently uploaded file name, button to set publication date to today, add document review date field, alpha numeric tag order in tag list and filter, add csv download.
2. Database permissions (News, DMS, Calendars).
3. Calendars – reoccurring items.
4. User email Alerts (news, events, dms).
5. Social media - send community events / council meetings.



Wish List (continued)

6. Management email alerts (when user has added what's on or directory listing suggestion).
7. E-newsletter.
8. Calendar modules (show extra items).
9. Manual link check.
10. Mobile icon download.



UKLC Customer Feedback

Score out of 10 (1 poor, 10 excellent)

- Value for money
- Functionality
- Support
- Ease of Use
- Overall Satisfaction

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Voting / Scoring

Break, please be back for 15:00



- Use your 10 tokens wisely!
- The top 5 items that receive the most tokens will be included in the development programme.
- Use as many tokens as you like on each item.
- Customer Feedback (score out of 10)



Voting Results

1. DMS - 77
2. Calendars – reoccurring items - 77
3. Mobile icon download - 50
4. E-newsletter - 44
5. Social media - send events / council meetings - 38
6. Calendar modules (show extra items) - 37
7. User email Alerts (news, events, dms) - 32
8. Management email alerts - 27
9. Database permissions - 14
10. Manual link check - 6

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Roundup & Questions