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Cardiff Council communications

Presentation to Scrutiny



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The team

Team of 16 (11FTEs) divided into two distinct but combined operations

Communications and Media (10 with 6FTEs)

Design and Branding (6 with 5 FTEs)

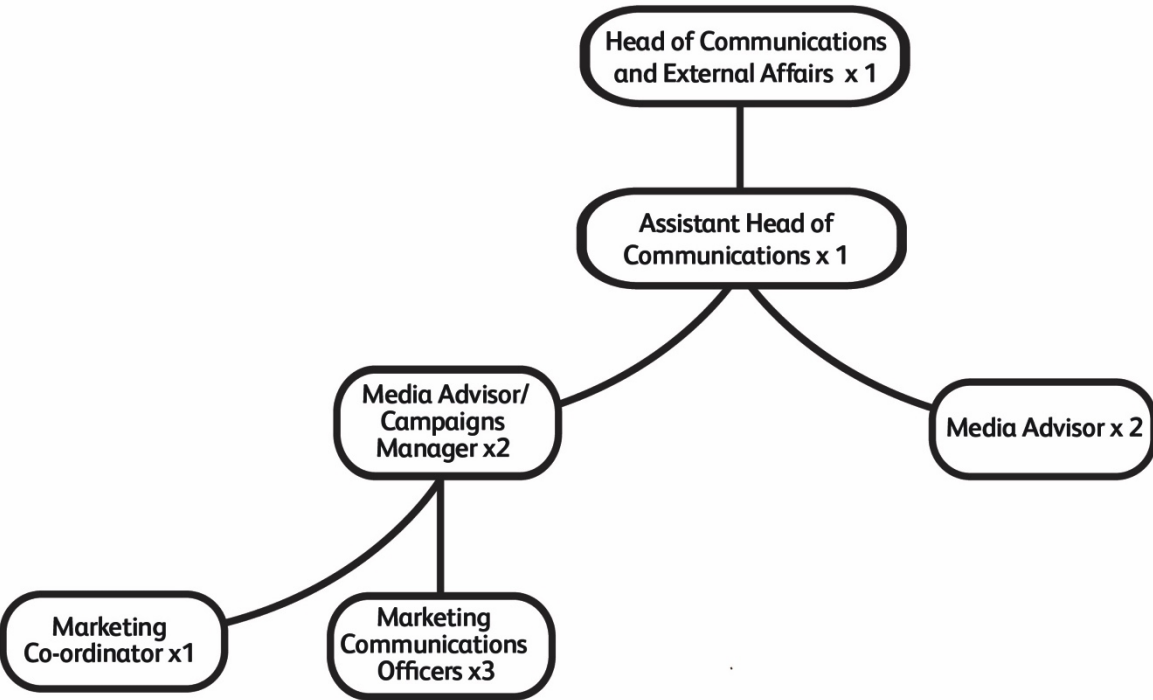
Net Budget 2017/18: **£908k** - Net Budget 2022-23: **£643k**



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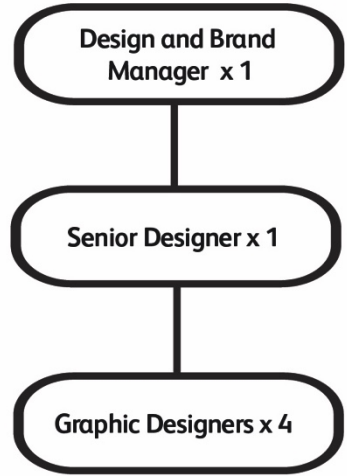
Media and Comms Structure



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Design and Brand Structure



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Priorities

Deliver a high-performing, digital-first, communications service

Grow our own audience to deliver our stories, direct to our residents and staff

Proactively generate stories, multi-media content and campaigns

Ensure residents, staff and communities are aware of work council does

Showcase policy strategy and operational delivery – making Stronger, Fairer, Greener real

Deliver a highly-responsive, reactive, media service with capability to explain policy and counter inaccuracy before publication



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We tell the council's story

- Keep residents informed about the council's policies, aims and ambitions for the city
- Keep staff & members informed & engaged with changes happening across the council
- Inform our communities, stakeholders and staff about why services need to change
- Help communities and staff engage with the council and have their voices heard
- Maintain a consistent brand; protect reputation; manage crisis communications
- Celebrate and promote the council's achievements and good work



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How do we do it?

We adopt a digital-first approach (that doesn't mean exclusively digital)
Create daily content delivered across multiple channels (External & internal)

Social media is the new front door

Tell stories and share 'news you can use' about the council's work

Deliver communications campaigns while managing the media



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YOUR COMMUNICATIONS 2021/22

DELIVERING EXCELLENCE

PROJECTS

417
PROJECTS

MAIN PUBLICATIONS

WELL-BEING PLANS
CARDIFF WINTER OF WELLBEING
ONE PLANET STRATEGY
SCHOOL ADMISSIONS
CARDIFF SUMMER OF SMILES
IMPROVEMENT PLAN
CORPORATE PLAN
CARDIFF TODAY
COED CAERDYDD
CARDIFF EVENTS
WELSH LANGUAGE STRATEGY
PENSION FUND STRATEGY
OUTDOOR CARDIFF PARKS EVENTS
CASTLE WHAT'S ON & EDUCATION GUIDES
LEARNING FOR WORK, LEARNING FOR LIFE & DISABLED GUIDES
WHAT'S ON MUSEUM GUIDES
DIGITAL STRATEGY CARDIFF
CARDIFF CHRISTMAS EVENTS PROMO
WELSH LOCAL RESILIENCE STRATEGY
SHARED REGULATORY GUIDE
SOCIAL CARE COMMISSIONING
CHILDREN'S SERVICE RECRUITMENT STRATEGY
CHANGES FOR CARDIFF BUDGET CONSULTATION
HEALTHY LUNCHBOXES & SUPER VEGGIE TOOLKITS

CAMPAIGNS & PROGRAMMES

31

GUARDIANS OF COUNCIL BRAND & 50+ SUB BRANDS
INTO WORK EVENT COLLATERAL
CARDIFF LOCAL DEVELOPMENT PLAN
ONE PLANET CARDIFF
HOMES FIRST CARDIFF
COED CAERDYDD
SOCIAL WORK CARDIFF
ELECTORAL SERVICES
CARDIFF YOUTH JUSTICE SERVICES
WASTE - COLLECTION CHANGES
INDEPENDENT LIVING SERVICES x 3 EVENTS COLLATERAL
16 YEAR OLD PLUS VOTING
ONSITE CONSTRUCTION ACADEMY SOUTH EAST WALES
COVID-19 - COLLATERAL
PENSION FUND - CARDIFF & VALE
NEW FOSTERING WALES BRAND COLLATERAL
INTO WORK JOBSFAIR 2021/22 COLLATERAL
CLEAN AIR
EVOLVING TRANSPORT BRAND HOARDINGS
CARDIFF GOV APP - 2021 ONGOING
HARBOUR AUTHORITY 2021/22 PROGRAMME
SUMMER EVENTS COLLATERAL
WINTER EVENTS COLLATERAL
LITERACY FESTIVAL 2021
CARDIFF STORY - COLLATERAL
CARDIFF CASTLE 2021/22 PROGRAMME
CHILD FRIENDLY CITY PROGRAMME
RUGBY CODEBREAKERS
FFRES - CATERING 2021/22 COLLATERAL
ARC 2021/22 COLLATERAL
MEALS ON WHEELS 2021/22 COLLATERAL
TELCARE 2021/22 COLLATERAL

£908k
2017/18

NET BUDGET

2021 - 2022

£643k

NET BUDGET

894

MEDIA
INQUIRIES

284

PRESS
RELEASES

1890

ARTICLES

102K

5.4K

48.8K

2.6K

10.1K

569

MEDIA & DIGITAL

CORE ACTIVITIES

MEDIA RELEASE
MEDIA BRIEF
INTERVIEWS
TWITTER
FACEBOOK
INSTAGRAM

TWITTER FOLLOWERS

TWEETS CREATED

FACEBOOK FOLLOWERS

FACEBOOK POSTS CREATED

INSTAGRAM FOLLOWERS

INSTAGRAM POSTS CREATED

CONSULTATIONS & QUESTIONNAIRES x 16
MEET IN CARDIFF x 4
TENANTS' TIMES x 1
REGULATORY NEWS x 2
HOUSING NEWS x 1

NEW BRANDS

ONE PLANET CARDIFF
COED CAERDYDD
CARDIFF YOUTH JUSTICE SERVICES
STOP LOAN SHARKS WALES - ONGOING
SUMMER OF SMILES
WINTER OF WELLBEING
PLAY TEAM CARDIFF - ONGOING
1ST HOMES CARDIFF
LETS - LANDLORD LETTING SERVICE
TRADING STANDARDS WALES
FLAT HOLM ISLAND - IN DEVELOPMENT
ROATH PARK LAKE & CAFE
ELECTORAL SERVICES - YOUR VOTE/VOICE
CARDIFF EVOLVING TRANSPORT
CLEAN AIR CARDIFF - UPDATE
SKILLS FOR WORK
ARE YOU READY - CARDIFF WORKS
ONSITE CONSTRUCTION ACADEMY - SE WALES
CARDIFF MUSIC SERVICE
CARDIFF FAMILY ADVICE & SUPPORT
WALES INDOOR ROWING CHAMPIONSHIP
CARDIFF EARLY HELP AND PARENTING
ST MARY THE VIRGIN - IN DEVELOPMENT

DESIGN INCOME
BILLED £127k

PUBLIC NOTICES £36,516
RECRUITMENT £771



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A year in the life

- 417 design projects
- 31 Campaigns and programmes
- 894 media enquiries
- 284 press releases
- 1890 articles
- 5,400 tweets
- 2,600 facebook posts
- 569 Instagram posts
- 63 Linked-In posts
- Multiple new brands created

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Why so Social Media focussed?

It's immediate and cost effective

Deliver our message direct to our followers and beyond

The audience is there

57.6m use social media in UK = 84.3% population (source statista -2022)

35.05m facebook users in UK; 31.7m Insta users; 18.4m Twitter users



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Where do people get their news in Wales?

First: BBC – 61%; Second: ITV – 43%; Third: Facebook – 42%

(Insta and Twitter are 6th and 7th – 23% & 22%)

Social Media is 2nd only to TV as the main news source in Wales 51%

Source Ofcom Media Nations: Wales report 2022





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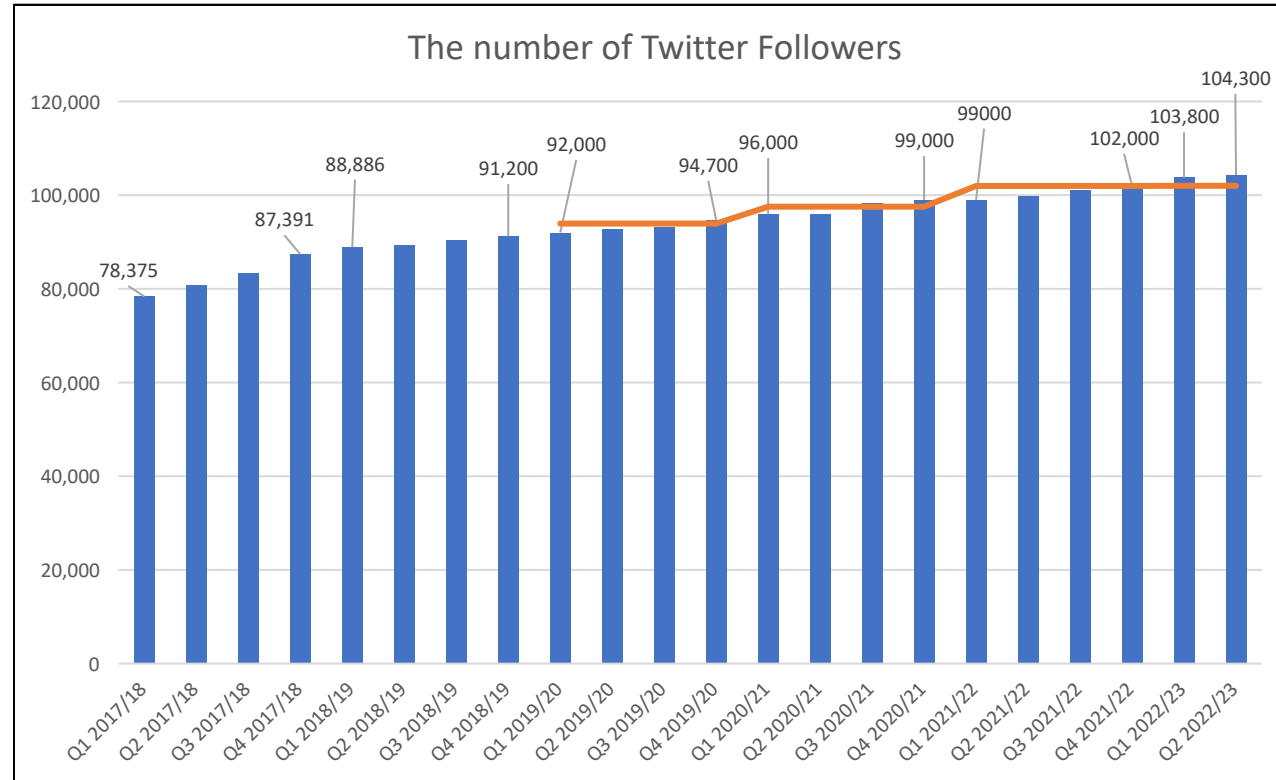
How did we do? prt1

Growing audience so we can deliver our news
and our stories direct to our residents



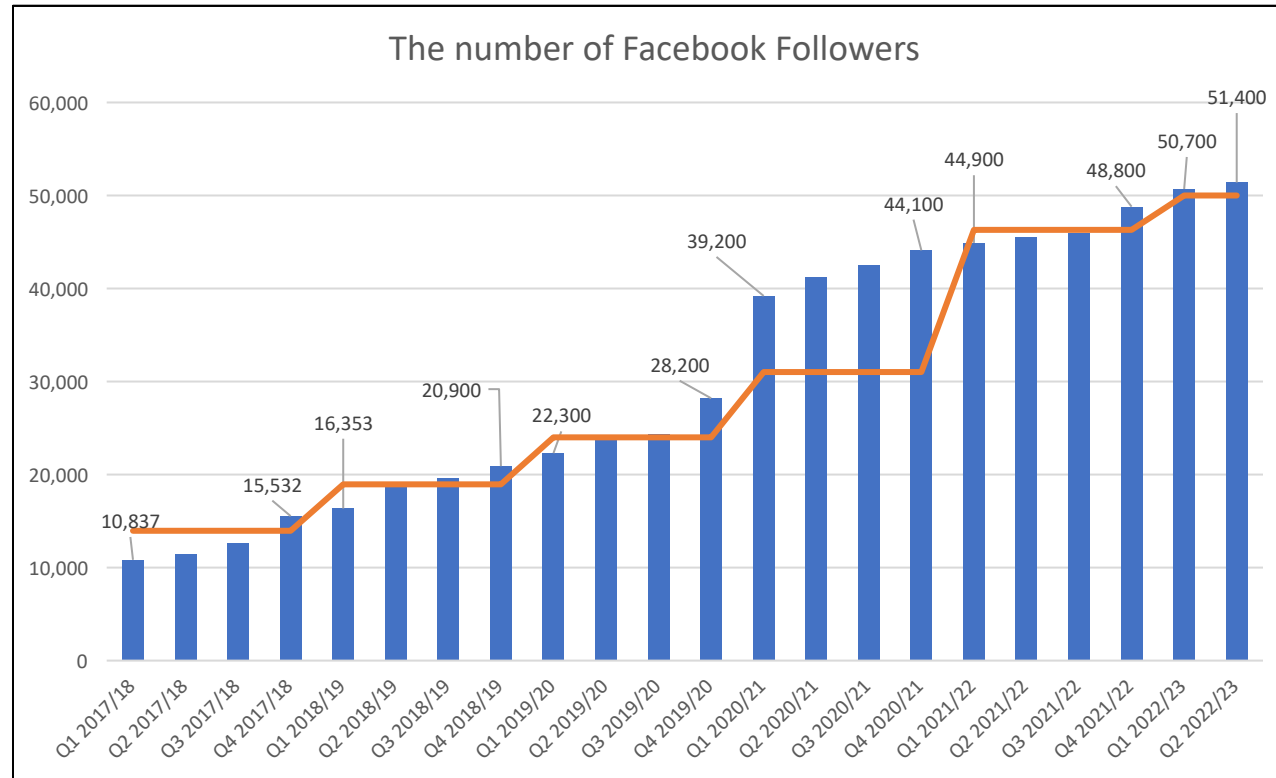
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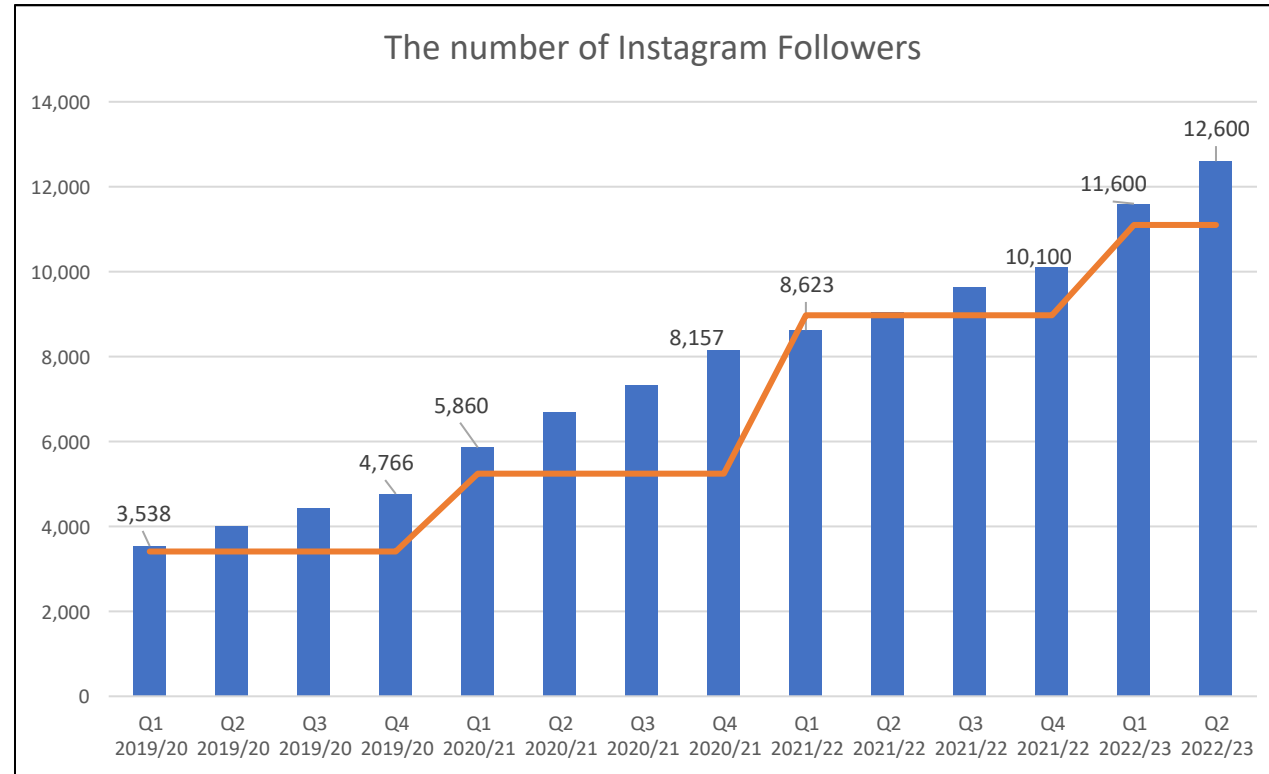
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Not just our followers

Citywide area Facebook groups

We've identified 103

We've gained access to 82

Working on the others – to exponentially push our reach across city

This has been a game changer



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How did we do? prt2

Using sentiment to understand how our work lands



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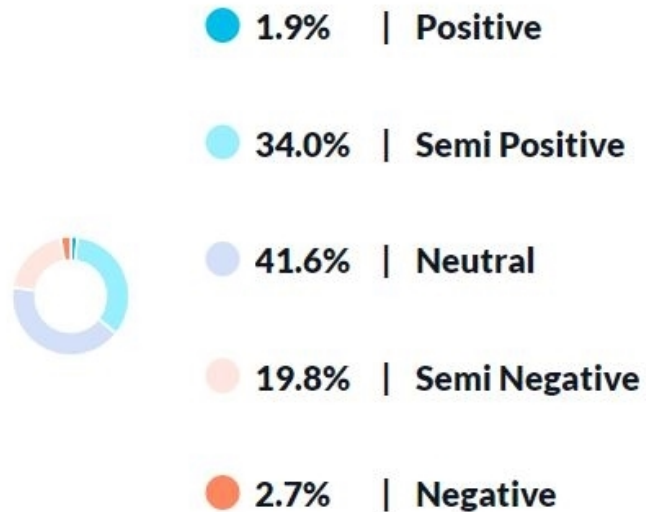
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Measuring sentiment

2019-2020



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TOTAL COMMENTS

105.3k

2k
comments

↓ -19.9K

35.8k
comments

↑ 27.1K

43.8k
comments

↑ 9.8K

20.9k
comments

↑ 15.3K

2.9k
comments

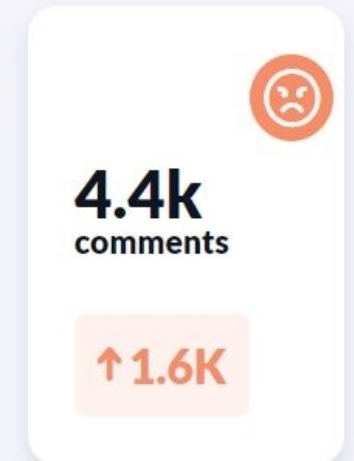
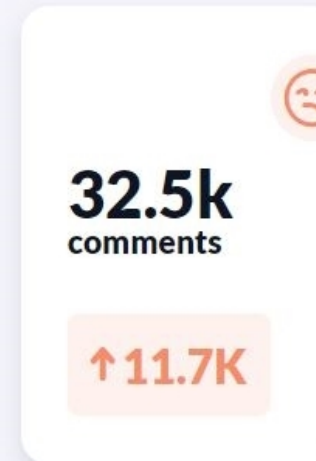
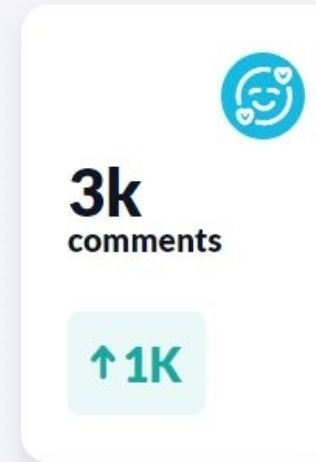
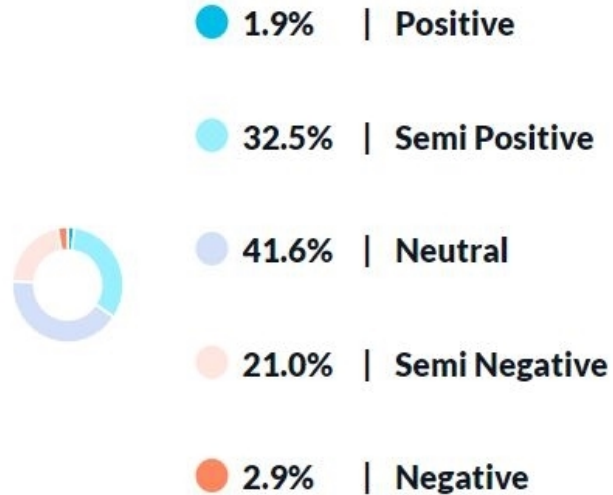
↓ -10.9K

Measuring sentiment

2020-2021 (COVID-19 - crisis communications)



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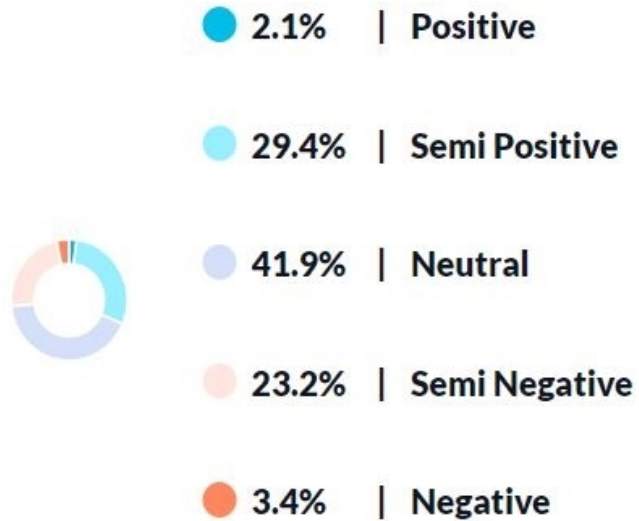


Measuring sentiment

2021-2022



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TOTAL COMMENTS

98.2k



2.1k
comments

↓ -947



28.9k
comments

↓ -21.3K



41.1k
comments

↓ -23.2K



22.8k
comments

↓ -9.7K



3.4k
comments

↓ -1.1K

Measuring sentiment

2022 – Year-to-Date (YTD)



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- 17.0% | Positive
- 25.6% | Semi Positive
- 34.8% | Neutral
- 16.2% | Semi Negative
- 6.3% | Negative



TOTAL COMMENTS

55.5k



9.4k
comments

↑ 8.2K



14.2k
comments

↓ -3.3K



19.3k
comments

↓ -6K



9k
comments

↓ -4.9K



3.5k
comments

↑ 1.4K

Our social content



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	April 1	2021/22	2020/21	2019/20
POSTS 	5,950	8,913	8,974 (Covid)	6,826
IMPRESSIONS 	20.25m	39.4m	51.8m	26.3m
ENGAGEMENT RATE 	2.3%	1.7%	2.2%	2.78%
CLICKS 	182,336	212,615	264,480	158,982
LIKES 	74,832	138,010	168,734	63,552
COMMENTS 	13,410	21,874	29,293	15,251
SHARES 	26,035	47,370	81,583	39,070
TOTAL ENGAGEMENT 	296,613	419,869	544,090	276,855

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Proactive v Reactive

Created content for 5,400 tweets; 2,600 facebook posts; 569 Instagram posts
284 press releases; 894 media enquiries dealt with
leading to 1,890 articles last year

Cardiff Council has never been so proactive

We deliver news and stories every single day to residents
Capacity to deal with Crisis (Beast from the East; Covid-19)



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Still a long way to go

Constantly need to review content we produce to improve engagement

Real people - Working for Cardiff; Working for you – works best

Need to keeping on top of the ever-changing algorithms

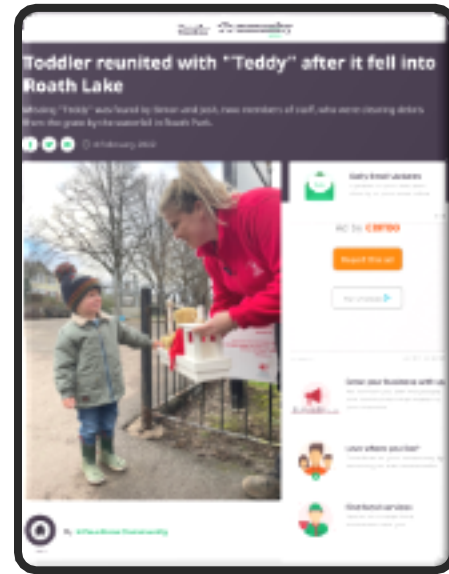
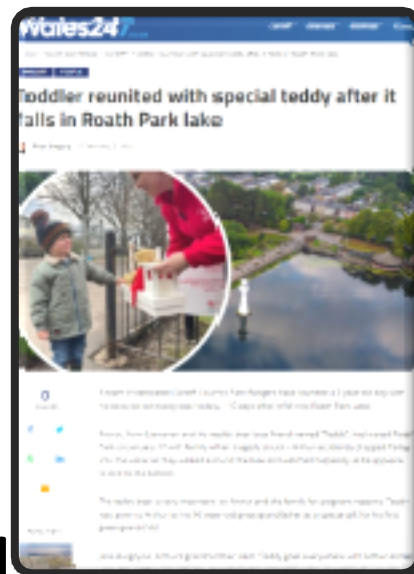
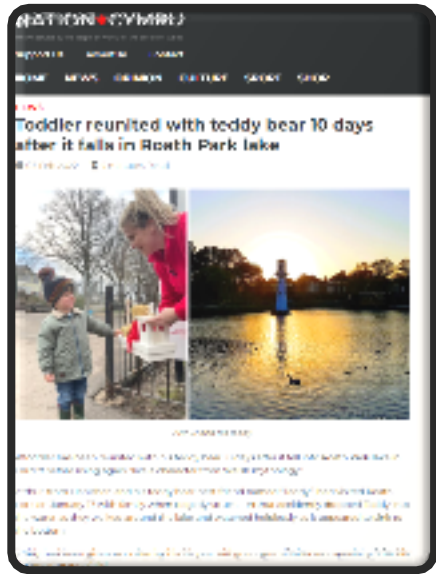
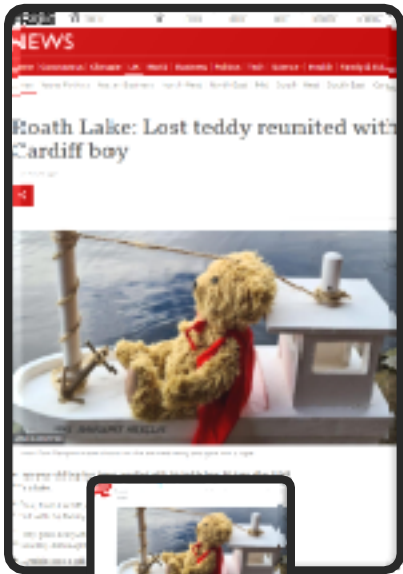
(punished for content that isn't engaging)

Need to find ways to try new things – difficult with resource constraints

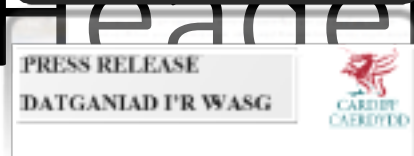


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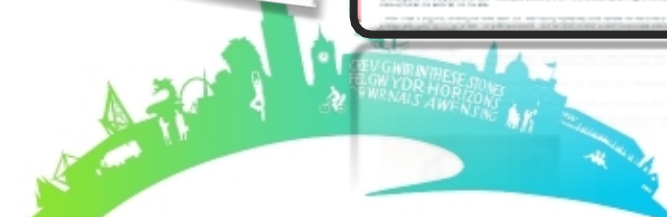
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Teacher



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It's not just social media

We work on citywide campaigns

Target hard to reach groups

We use radio; outdoor advertising; traditional media; mailouts

Multiple languages



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External & Internal Comms

External campaigns from fully in-house to working with buyers

Design team comes to the fore (worked on 417 projects last year)

Internal Campaigns – manage council-wide channels including intranet, staff app, staff info emails, staff events (SMF; CMF)



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Reaching out

Digital ad-van will be visiting areas of the city displaying cost-of-living advice in 11 different languages

COVID-19 – worked with local mosques, Faith leaders, pharmacies, direct mail citywide and mailouts via schools, translated targeted communications into community languages

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#Work
#Work



Creu Caerdydd lanach, werddach Creating a cleaner, greener Cardiff

Gwella trafnidiaeth gynaliadwy
Improving sustainable transport



Trawsnewid
Trafnidiaeth
Caerdydd

Cardiff
Evolving
Transport

UCHELGAI
PRIFDDINAS
CAPITAL
AMBITION



CARDIFF
CAERDYDD

KNIGHTS
BROWN



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Cardiff & Vale CREDIT UNION

OUTDOOR Cardiff AWYR AGORED Caerdydd



The City of Cardiff Council
Academy

Developing Our Future



h People
Community
chyd
uned Pobl
ngylchedd

let's talk
amser siarad

The City of Cardiff Council
Academy

CULTURE SCHOOL



Cardiff & Vale Joint Equipment Service
Gwasanaeth Offer ar y Cyd Caerdydd a'r Fro



GREENER GRANGETOWN WERDDACH

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CROESO I'N GLANNAU EPIC
 Cymro! Cymro! Cymro! Fforio!
 Cymro! Cymro! Cymro! Fforio!
THE COUNTDOWN IS ON...
 Volvo Ocean Race Cardiff Stopover
 FREE Festival 27 May - 15 June
volvoceanracecardiff.com

VOLVO OCEAN RACE
 CARDIFF CAERDYDD
volvoceanracecardiff.com

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**CARDIFF
CAERDYDD**

**Cardiff & Vale of Glamorgan
Pension Fund
Cronfa Bensiwn
Caerdydd a Bro Morgannwg**

Welcome

UNDER THE BRIDGE
 ACTIVITIES INCLUDE:
 STREET DANCE
 FREE RUNNING
 VISUAL ART
 JUNK PERCUSSION
 POETRY
FREE
 AGES 11-8
TUES 3 - SAT 7 APRIL 10 AM - 3 PM EACH DAY
 FREE IN WILTON, CHILLIS ROAD, CARDIFF
CF10 5FE

**CF11
FITNESS
FFITRWYDD**

Channel View Leisure Centre

**CF11
FITNESS
FFITRWYDD**

029 2037 8161 | WWW.CF11FITNESS.CO.UK

**DOWNLOAD YOUR NEW
CARDIFF GOV APP**

I'm checking my Council Tax balance

I'm checking my refuse collection date

I'm setting up a direct debit for my Council Tax

Download on the App Store | GET IT ON Google Play

www.cardiff.gov.uk

**THE CARDIFF
COLLECTION
CASGLIAD
CAERDYDD**

Cardiff Castle | City Hall | Mansion House

Three breathtaking venues at the heart of one capital city

**There is an easier way
Mae yna ffordd haws**

**There is an easier way
Mae yna ffordd haws**

**There is an easier way
Mae yna ffordd haws**

weBULKY

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Challenges

Rising demand for service v resource

Important we are focussed on priorities set by Cabinet

Shrinking budget - £908k in 2018 - £643k in 2022

Keeping content interesting and engaging

Doing more to reach groups who aren't digital

Tackling misinformation and disinformation

Working with social media – algorithms, future pricing (?)



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How can we help scrutiny?

- Advice on setting up and running its own social channel
- Cherry pick key items to share/display/advertise on main channels
- Help build relationship with Local Government Correspondent
- Help promote significant task and finish results - resource allowing



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QUESTIONS

Scrutiny



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