



Do you use social media?



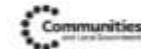
Social Media Landscape



FredCavazza.net



Why use social media?



A plain English guide to the Localism Bill



**Race
Online
2012**



Killer Stats

- 5bn mobile phone connections worldwide
- Over 70% of those in lowest income decile own a mobile phone
- Shift from PCs to handheld technology
- Etailing – 1 in 3 stores closed by 2020
- M-Customers
- Regular internet access = +/- 4 GCSE grades
- Every 24 hours:
 - 700K people join Facebook
 - 300K people join Twitter
 - 64m tweets are sent
 - YouTube 120m videos: 200K added each day
 - 200m+ blogs: 54% of whom post daily



Killer Stats

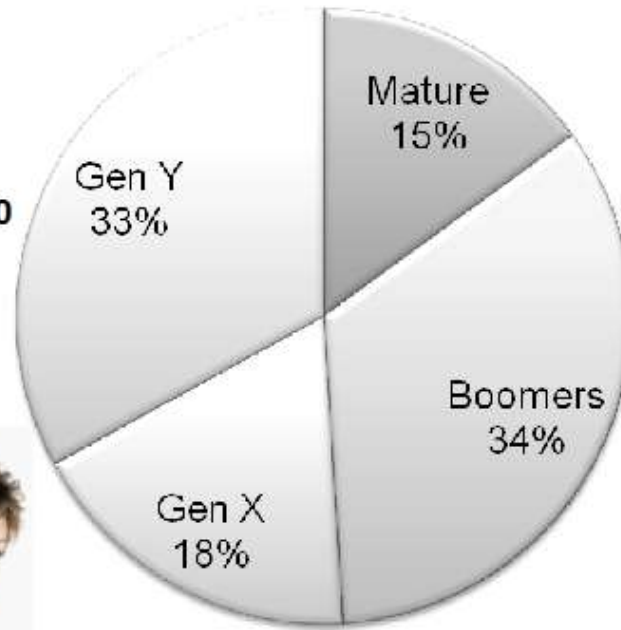
- Offline households miss out on £560 savings annually
- 90% of new jobs require ICT skills
- 60-70% of education and work related opportunities were advertised online only last year
- 50% of your employees will be using social networks at work whether you know it or not
- 80% of burglars say they used Facebook, Twitter and Foursquare to target which properties to rob
- 14% people trust advertising: 90% trust recommendations via social media



The 4 Generations



Born 1980-2000



Born pre-1945



Born 1946-1964



Born 1965 - 1979



Gen Y Attitudes to Service

- Will not wait – 2.5 minutes being litmus test for service
- Want everything for less and more price comparison conscious
- Maintenance – different attitude to problem solving – done through networks
- Gen Y is more “Do it for Me” than “Do It Yourself”
- Highly confident complainers – using trending, blogs and organising online campaigns against poor service
- “Secondary” Advocacy increasingly driven by other peoples experience than their own
- 14% trust adverts vs. 78% friends recommendations
- Access to Facebook at work more important than salary





Knowsley Housing KHT

@knowsleyhousing Knowsley, Merseyside
Knowsley Housing Trust (KHT) are a not for profit, Housing Association, based in Knowsley, managing over 13,000 high quality homes at affordable rents.
<http://www.k-h-t.org>

Following

- Tweets
- Favorites
- Following
- Followers
- Lists

knowsleyhousing Knowsley Housing KHT
@knowsleyhousing granted possession order for messy garden despite repeated attempts to help tenant - <http://tiny.cc/sp8yu> #asb
2 Jun

insidehousing Inside Housing by knowsleyhousing
Mother and son evicted for messy garden: A woman and her teenage son have been evicted from their home after fai...
<http://bit.ly/mqGlj1>
2 Jun

knowsleyhousing Knowsley Housing KHT
thank you to everyone who attended our Tenants Federation last night, feedback was good, goto Facebook page for photos
<http://tiny.cc/jpoyh>
27 May

About @knowsleyhousing

164	60	211	17
Tweets	Following	Followers	Listed

You and @knowsleyhousing
You follow accounts that follow @knowsleyhousing · view

Similar to @knowsleyhousing · view all

- ParadigmHousing** Communications Team · Follow
Paradigm Housing, established in 1999 and provides...
- HousingComms** Housing Comms · Follow
A network designed to sharpen your strategy. Share...
- KCCLIVE** 99.8FM KCC LIVE · Follow
We are Knowsley's only radio station. Listen at 99.8...

Following · view all

About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers Businesses Media Developers Resources © 2011 Twitter



Displaying all 4 posts.



WHY are we on Ashmore Park not getting the same amount of work or funding in the decent homes scheme that say The Scotlands has had ??????

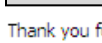
Apparently they cannot give a date of the "supposed" work anyway right now ... YET they can give a date in 2 weeks ... You work that out !!!!

about 3 months ago · Report



Wolverhampton Homes

hampton



Thank you for starting this discussion. I know it's something that a lot of people are passionate about. On Ashmore Park, and throughout the rest of the city, everyone will have the same standard of work as tenants whose homes have already been improved. There are more than 7000 homes to be improved so as you can imagine it takes some time to work out which ones can be improved and when. The next steps are that our Board need to approve the programme, then the Council and once that has happened we will be able to write to tenants to say when homes will be improved. It should be in April (2011). As soon as we have the final programme, we will write to tenants and post it on our website. We will put it on our facebook page and also our twitter feed so you'll be able to find out straight away. If you like I can give you a call to let you know when I know that it is being sent - please drop me a line with your contact details
kate.hughes@wolverhamptonhomes.org.uk

Thanks
Kate Hughes
Communications Manager

about 3 months ago · Report



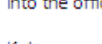
I have emailed you my details ... awaiting your reply

about 3 months ago · Report



Wolverhampton Homes

hampton



Thanks Angie. I'm at home at the moment but I'll check my work email as soon as I get into the office in the morning.

Kate
about 3 months ago · Report





 Wall

 Info

 Friend Activity

 Photos

 Video

 **Flagship Social Media
Acceptable Usage Policy**
 Contact Flagship

 Twitter

More ▾

About

Flagship is one of the largest providers of affordable housing in East Anglia.

767 people like this

Likes

[See All](#)


**Sutton Housing
Partnership**

Flagship Housing ▸ Flagship Social Media Acceptable Usage Policy

Non-Profit Organization · Norwich, Norfolk

As part of our ongoing process to improve our communication with our customers Flagship has created social media facilities including Facebook and Twitter pages. The pages are intended to act as an additional communications channel for Flagship and as a place for our Customers to interact with each other and Flagship.

In order to use our Social media facilities we require everyone to comply with Flagships Acceptable Use guidelines detailed below. These guidelines are intended to help you make the best use of social media. Failure to adhere to the acceptable use guidelines will lead to a removing of posts and ultimately if unacceptable use persists a ban from participating in Flagship Social Media applications. Flagship provides social media applications such as Twitter and Facebook to provide an additional channel of communications with customers.

When using social networking facilities hosted by Flagship please ensure you comply with the following guidelines:

- When posting comments please remember that many others may see your posts including current or future customers, Flagship staff, Council staff and others interested in monitoring our activity. Please ensure you do not post anything that you may regret later.
- Do not post anything that is false, misleading, obscene, defamatory, profane, discriminatory, libellous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity.
- Avoid the use of foul or abusive language.
- Avoid identifying or discussing other individuals.
- Avoid disclosing personal details such as full name, address, date of birth or phone numbers.
- Avoid revealing or discussing confidential or sensitive information.
- If you are offended by any posts on the sites please report them immediately to liam.tarry@flagship-housing.co.uk – on Facebook please use the "Complain about the Content" button.
- Flagship will monitor activity on the sites and reserves the right to remove material that does not comply with the acceptable use guidelines..
- Where non-compliance with Flagship Acceptable use guidelines persists Flagship reserves the right to remove the user and ban them further participation in Flagship social media activities.

Competitions



Hi, I live on rouse hall estate clopton. i don't rent off you but i thought you should be aware that a certain tenant of yours is making people round here very angry with there inconsiderate behavior eg. Loud music, domestic arguments which spills into the road and sometimes drunken behavior at late night/early hours of the morning. So really I like to know what is gonna be done about it please? Thank you n hope to here from you soon.

May 28 at 12:43am

2 people like this.

Flagship Housing Hi Scottie, thanks for your message. Sorry to hear of your problem with regard to ASB. If you send us your phone number via email to social.media@flagship-housing.co.uk I will make sure you are contacted. Thanks, LT
May 28 at 2:16pm

hi...i have lived at my house for 2 yrs, previous tennants put the kitchen in which they bought from an auction even though its a very nice kitchen it has had it . i have had contractors out twice to look because it is draws are falling off and work tops not even attached to the wall etc.. both contractors have said i need a complete new kitchen fitted and the planner would contact us surprise surprise no phone call.....the previous tennants had a fitted cooker which is now on its last legs so want to buy a new one but i cant until i know if i will be getting a new kitchen or not. if you could look into this please it would be gd so i know what im doing

21 hours ago

Flagship Housing Afternoon Rachel, If you can provide us with your address and contact number i will get this looked into for you. Please send your details to social.media@flagship-housing.co.uk. Many Thanks MA
19 hours ago

Flagship Housing

Time's running out to bring Vinci to your area! Some great suggestions so far for things Vinci could do - make sure you send us your idea before 5pm tomorrow to be in with a chance. Click <http://tinyurl.com/3np4f5b>

Wow. Thank you so much, requested a repair via email this morning, contractor arrived at 2pm. All done. Now that is amazing service, thank you so much.

20 hours ago

Flagship Housing Thanks Penny for your comments, I'll pass your comments over to the contractor and it is always good to here positive feedback. Thanks MA
19 hours ago





@thomassays

Thomas

Really disappointed by @glasses_direct damaging my frames then sending them back unrepared after I sent them to be fixed. I give up.



@glasses_direct

Glasses Direct

@thomassays We're sorry Thomas:
youtube.com/watch?v=vYFV8o...



ASOS added 4 new photos to the album Daily Discoveries // spots Vs stripes.



Daily Discoveries // spots Vs stripes

ASOS HQ has gone mad for spots and stripes this week – which pattern will you back? 'Like' your favourite to vote!

We've expanded our gadget selection!

"Dah-lek Dead?" Apparently the classic enemy of Doctor Who are being axed after 48 years.

To soften this intergalactic blow - why not buy a £3k Dalek Replica, hand-built to order using the original moulds, from our WTF(irebox!) range...
<http://bit.ly/k2dj8X>



Dalek Replica at Firebox.com

www.firebox.com

Hand-built to order, using the original moulds and specifications from the BBC Props Department, this officially-licensed replica stands at a life-sized 5'3" tall.



Coventry

Today's Full Council meeting is about to start. You can watch it online at <http://www.coventry.gov.uk/webcast>

Coventry City Council: Full Council meeting

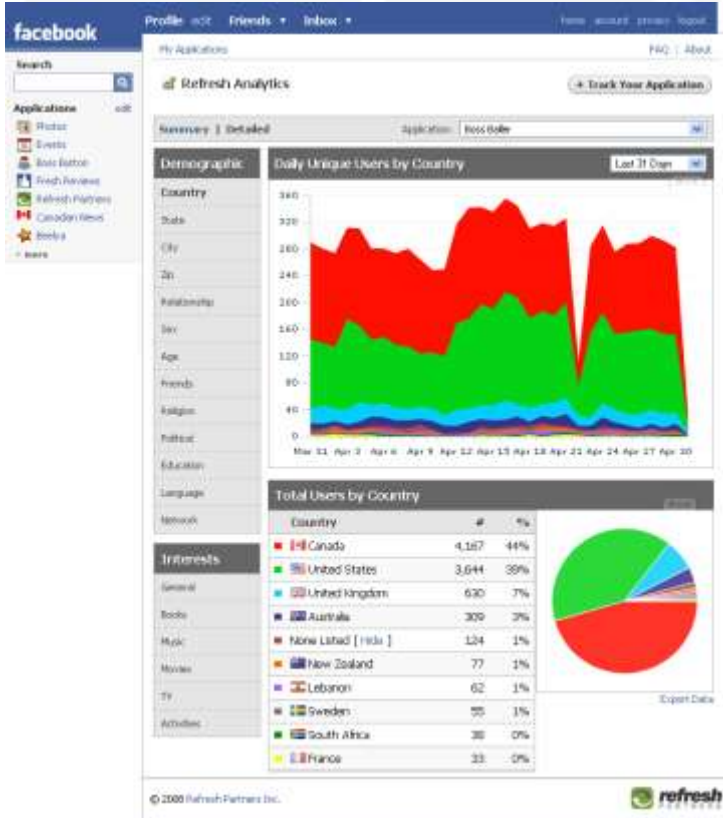
www.coventry.gov.uk

From the links on the right hand side you will be able to access Coventry City Council Full Council meetings and any related documents or presentations.

March 22 at 3:05pm via HootSuite · Share



Customer Insight



What to consider

- Strategy
- Real time engagement
- New audiences
- Training
- Dealing with complaints
- What your customers are saying about you
- Engaging with stakeholders
- Satisfaction measurement



NHC Research



CONNECTED COMMUNITIES

How social networks power and sustain the Big Society

Jonathan Rowson, Steve Broome and Alasdair Jones
September 2010

RSA Projects



facebook®



Jacqueline Grimes

Policy Officer

Northern Housing Consortium

Jacqui.grimes@northern-consortium.org.uk

Tel: 0191 5661035



@NHConsortium

