



SCSN Marketing and Communications Annual Report 2017/18

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Summary

2017/18 was a challenging year for SCSN as a whole. This is reflected in this year's marketing and communications reporting and statistics which are significantly down on the previous year as both organisational outputs and staff levels fell concurrently. It is also worth noting that the figures for 2016/17 included the Safer Communities Awards and Convention, which generated significant social media and website activity, whilst this reporting year featured neither.

Despite these difficulties, there were some notable positives. The following is a summary of the figures recorded across our website, newsletter and social media channels:

Website Stats

- 34% decrease in sessions from 8,415 to 5,557
- 34% decrease in Unique Users from 6,570 to 4,346
- 30% decrease in Page Views from 16,599 to 11,631
- Bounce Rate up slightly from 52% to 57%
- Pages per session unchanged at 2 on average

Social Media Stats

Twitter

- 22.5% **increase** in Twitter Followers up from 839 to 1028
- 62% decrease in Average Monthly Reach down from 41,983 to 15,834
- 53% decrease in Tweets down from 690 to 325
- 51% decrease in Average Monthly Impressions down from 19,933 to 9,760
- 48% decrease in Engagement down from 3,758 to 1,954

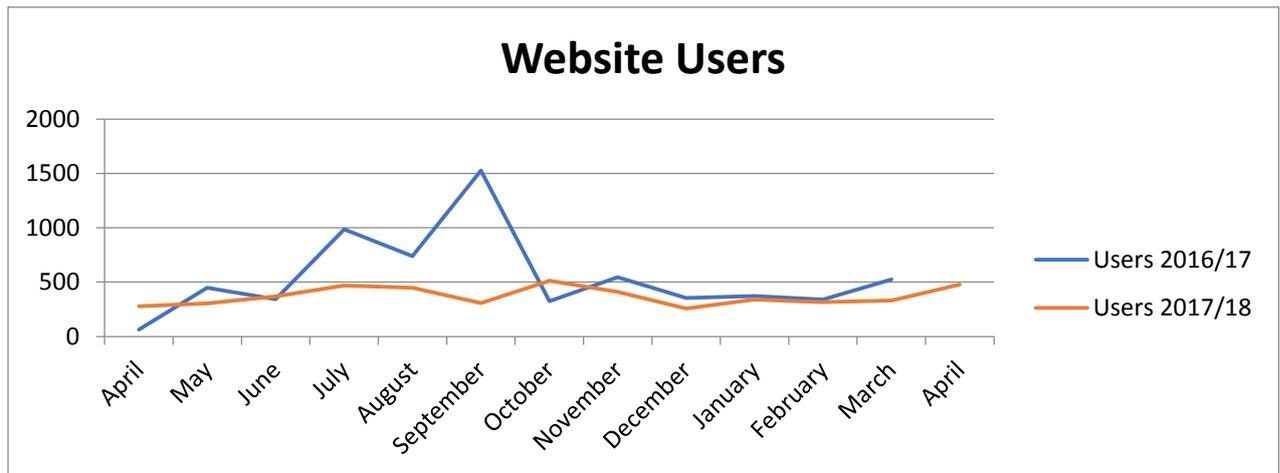
Facebook

- 11.9% **increase** in Facebook page Likes up from 126 to 141
- 53% decrease in Facebook Total Impressions down from 52,122 to 24,665
- 36% decrease in Facebook Reach down from 22,876 to 14,631
- 11% decrease in Facebook Engagement down from 1017 to 906
- Engagement Rate down from 7% to 5%

Newsletter Stats

- Newsletter subscribers increased very slightly over the course of the year going up from 646 to 651
- Average Open Rate of 20.4% very slightly increased from 20.3% the previous year and performing well against industry average of 21.6%
- Average Click Rate of 9.5% significantly increased (69% higher) from 5.6% the previous year and wildly exceeding industry average of 2.3%

Website Use



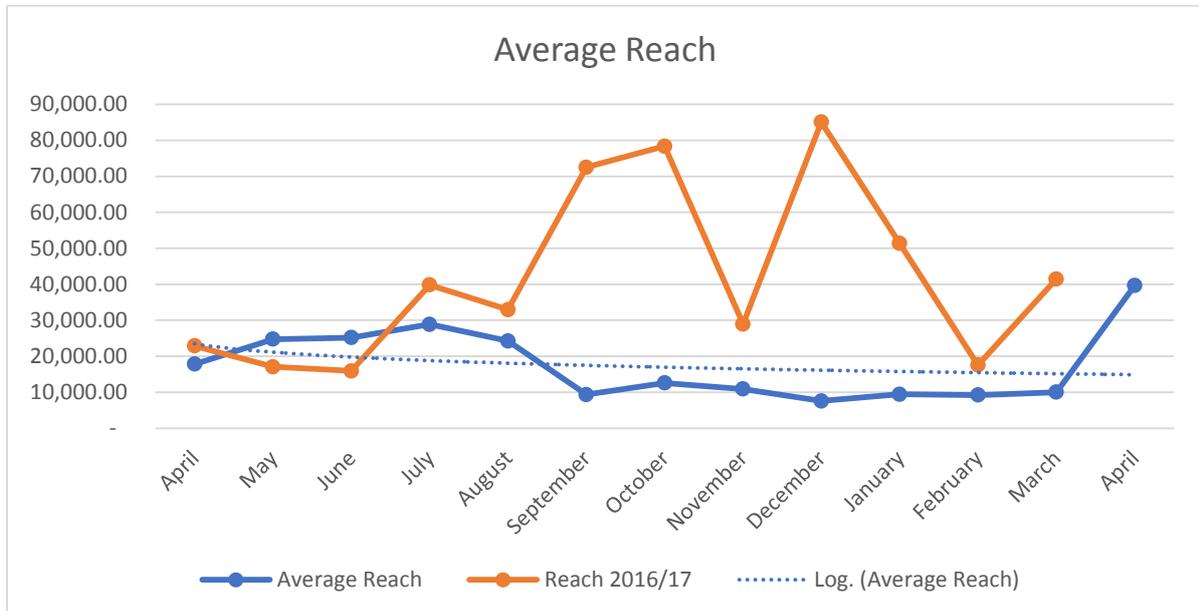
Going deeper the website summary stats which show roughly one third of a decrease in website use across the year, what we actually see is that this has largely been due to the effect of there being no Convention and/or Safer Communities Awards in 2017/18.

Statistics for July-September for website use in 2016/17 would have included People's Choice Award voting, viewing of Case Studies related to the Awards and Convention and Awards bookings – representing a large volume of website activity.

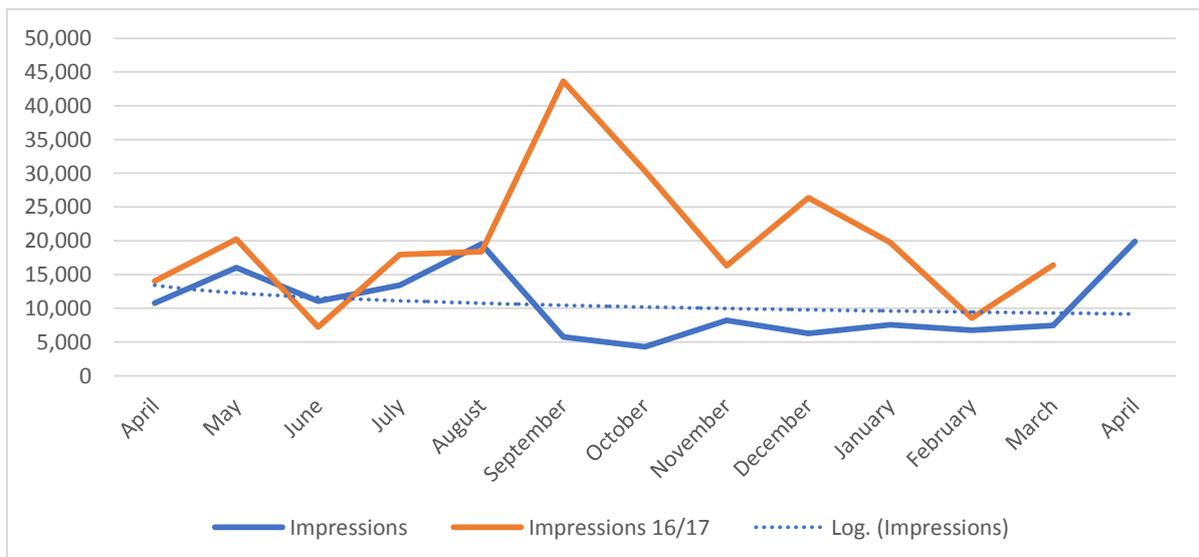
With these considerations in mind it shows that our website use is actually holding pretty steady and that after a decline in activity from October – December 2017 where staff levels and activity was very low, website use has been on an upward trend since January 2018 and April saw a return to much higher levels of website users, again in part due to increasing staff levels and activity.

Social Media

Twitter



Impressions

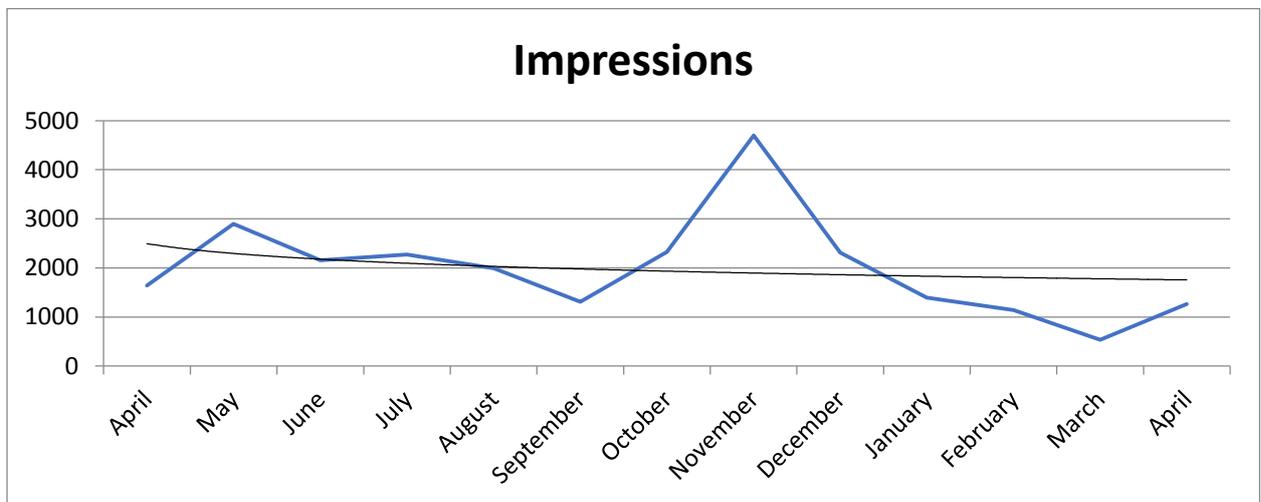
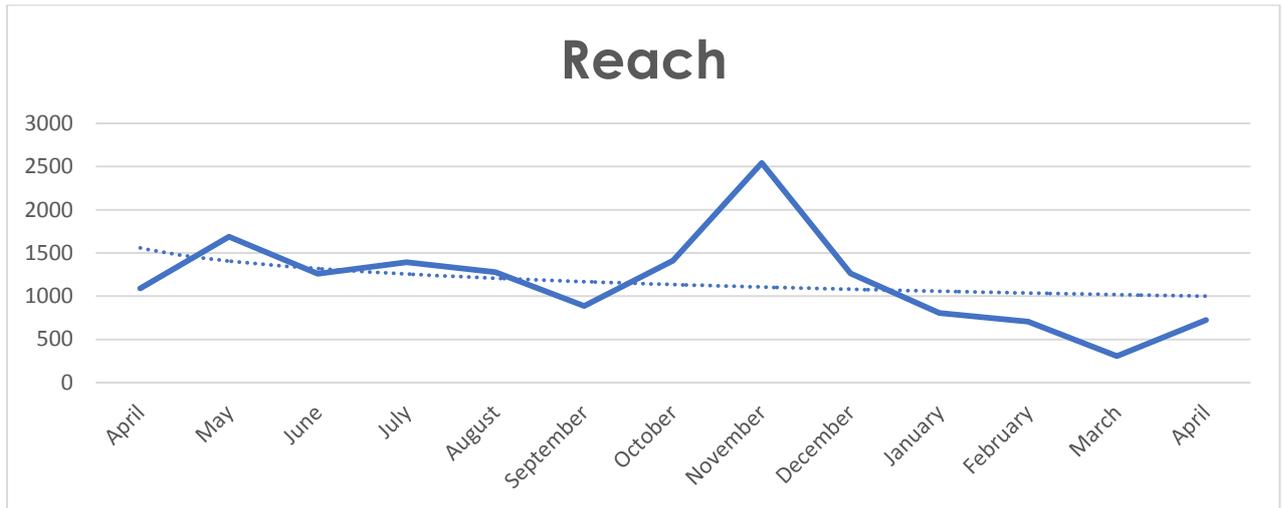


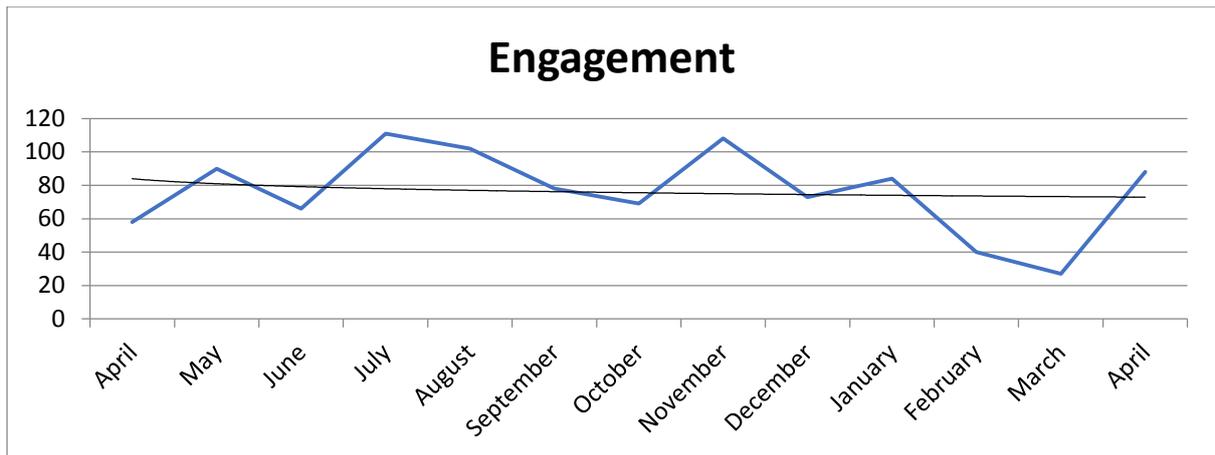
I have included these charts of Twitter Reach and Impressions to illustrate the comparison between 2016/17 where we had a full staff team and were working nearer full capacity. (Significant spike in 2016/17 figures in September/October due to Convention and Awards).

From the 2017/18 lines we can clearly see that things held almost steady until August, before from September onward to March figures declined substantially, attributable to lower staff levels and in particular to the Communications Officer post having reduced to 7 hours per week.

I have included April 2018's reporting figures as this is the first month that the Communications Officer post has gone up to 18 hours per week – and we can see this (helped in part by significant tweeting activity on the day of the BSCP Learning Event) immediately shows an upturn in our stats.

Facebook





Facebook Reach/Impressions/Engagement tell us less about what is happening as we have traditionally not used Facebook as much as Twitter, but nonetheless it is likely that the sharp rise in activity in April 2018 can/will be continued with the Comms position now at 18 hours. The large spike in both Reach and Impressions in November is attributable to the Comms Officer sharing a very general question on his personal Facebook account and asking people to take part, again showing how Facebook championing can significantly increase our exposure.

A mild positive could be said to be that our Engagement Rate on Facebook hasn't actually fallen too far (7% down to 5%), so whilst we have been posting less, we haven't seen a massive drop off in Engagement with our content.

E-Learning Summary

eLearning 2017/18													
Course	April	May	June	July	August	September	October	November	December	January	February	March	
History and Context	0	1	1	0	3	0	0	0	0	0	0	0	0
Preventative Spend	0	2	1	0	0	0	0	0	0	0	0	0	0
EBSF	0	2	0	0	0	0	0	0	0	0	0	0	0
Using Intelligence	0	0	1	1	0	0	1	0	0	0	0	0	2
RIPSA	0	0	1	0	0	1	0	0	1	0	0	0	3
CCTV	0	1	0	0	1	5	3	1	3	0	0	0	3
Evaluation	0	1	0	0	1	0	0	0	1	0	0	0	0
Applying for Awards**	0	1	0	0	0	0	0	0	0	0	0	0	0
Community Engagement	4	1	0	0	1	0	0	0	2	0	0	0	0
Totals	4	9	4	1	6	6	4	1	7	0	0	0	8
** Removed from site. Needs full rewrite.													50

- A total of 50 eLearning Course Completions
- 58% decrease in eLearning Course Completions compared to 2016/17
- CCTV course best performing with 17 completions
- Community Engagement and Resilience 2nd with 8
- RIPSA on 6, Using Intelligence Data and History and Context of CS on 5
- Other courses at 3 completions or less over the course of the year

The reduction in eLearning course completions is fairly stark but can also be explained by a number of factors. Those are:

- Removal of the Applying for Awards course from the site pending a full rewrite (thus reducing available courses)
- Ageing courses that are now less relevant or have been completed by staff for whom they are relevant
- Fewer or no training courses being run over the course of the year and no eLearning courses completed prior to training days (e.g. Community Engagement eLearning prior to Community Engagement training course)
- Reduced staff capacity and focus on promoting eLearning courses to new mailing list subscribers

Given these various factors, our eLearning website has performed relatively well.

eLearning in the Future

We are currently reviewing our eLearning providers and also our course offering through our Stakeholder Consultation. We hope this will have the effect of providing a better learning experience for users, a more relevant menu of courses and consequently see our eLearning numbers rise.

