

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD300

Title: Social media software

Executive Summary:

In March 2014, the GLA launched a new social media strategy. Since then, GLA Marketing and Channel managers have been using the GLA's suite of official social media channels together with social media software Sprout Social and Radian6 to assist with collaborative working and reporting. Sprout Social enables publishing of content, monitoring of interactions/posts and management of the GLA channels on a single user-interface. Radian6 supports social media listening, which enables effective reporting and subsequent learnings. The use of both Sprout Social and Radian6 ensures the GLA delivers a good service to Londoners on social media. The GLA is happy with the performance of the software and would like to continue to use Sprout Social alongside Radian6 until March 2016 when a review of GLA social media software will be undertaken.

Decision:

The Assistant Director of External Relations approves expenditure of up to £8,100 from 1 April 2015 to 31 March 2016 on social media software, Sprout Social, to assist in the effective management of the GLA's suite of official social media channels.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Emma Strain

Position: Assistant Director of External Relations

Signature:

Date: 13 April 2015

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The GLA introduced a new social media strategy in March 2014. Since then, GLA Marketing and Channel managers have been using the GLA's suite of official social media channels together with social media software Sprout Social and Radian6 to assist with collaborative working and reporting.
- 1.2 ADD189 approved the use of Sprout Social until 31 March 2015 and Radian6 until June 2016.
- 1.3 GLA Marketing and Channels managers across the organisation have embraced the software since March 2014 and both are successfully delivering on the GLA's requirements. Using Sprout Social and Radian6 together allows GLA staff to work collaboratively and responsively to provide Londoners with help and a good service. Using both, we have also been able to understand better the types of content that Londoners enjoy, messages that resonate, etc. so that the GLA can continuously evolve and improve content and messages for Londoners.
- 1.4 Across the GLA, positive feedback has been given in relation to both software as teams continue to use the tools in their day-to-day operations to support business-as-usual activity and deliver on GLA requirements. As such, and for business continuity, the GLA would like to extend usage of Sprout Social for continuous operations alongside Radian6 until the review of both services at the end of March 2016.

2. Objectives and expected outcomes

- 2.1 The objective of using Sprout Social is to allow the GLA channel managers to publish content, monitor GLA interactions and posts and manage GLA channels on a single user-interface. Channel managers are organisation-wide and Sprout Social enables collaborative working when colleagues do not have face-to-face contact on a daily basis.

3. Equality comments

- 3.1 The construction of all GLA marketing campaigns take into consideration the audience for which the campaign is aimed at. In every case, materials are assessed to ensure they are fully accessible and in line with the public sector equality duty.

4. Other considerations

a) Key risks and issues

- 4.1 The success of the GLA's social media strategy relies on collaborative working, prompt and helpful responses to Londoners and compelling and engaging content. The risk of not employing Sprout Social alongside Radian6 is that it would disrupt the operative processes embedded into the GLA for the last 12 months, the collaborative procedures followed by staff and the successes delivered to date. Working with just Radian6 alone means the GLA's output via social media will not be properly monitored, optimised and therefore improved for Londoners.

b) Links to Mayoral strategies and priorities

- 4.2 External Affairs' priorities in the GLA business plan 2013/14 to 2015/16 include:

- Prepare an integrated marketing strategy, increasing both the efficiency and impact of communication with Londoners (p45)

The use of Sprout Social alongside Radian6 ensures the efficient use of resources across the organisation and that social media content and messaging is relevant and impactful for Londoners.

c) Impact assessments and consultations

4.3 Feedback from the GLA social media channel managers is that Sprout Social is a useful tool and this is evidenced by the fact it has been embraced across the organisation. The GLA Marketing team and Channel managers would like to continue to use Sprout Social, alongside Radian6, following 12 months of successful use.

5. Financial comments

5.1 Approval is being sought for expenditure of up to £8,100 to continue to use Sprout Social, social media software, to assist in the effective management of the GLA's official social media channels from 1 April 2015 to 31 March 2016. This will be used alongside Radian6, social media listening software ensuring effective monitoring and reporting on the GLA's social media activity.

5.2 The cost is to be met from the 2015-16 Marketing programmes budget held within the External Relations Unit (External Affairs directorate).

5.3 All appropriate budget adjustments will be made.

5.4 Any changes to this proposal including budgetary implications will be subject to further approval via the Authority's decision making process.

5.5 The Marketing Team within the External Relations Unit (External Affairs directorate) will be responsible for managing these contracts and ensuring compliance with the Authority's Financial Regulations and Contracts and Funding code where applicable.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract	n/a
Announcement	n/a
Delivery Start Date	April 2014
Final evaluation start and finish (self)	March 2015
Delivery End Date	March 2016
Project Closure:	March 2016

Appendices and supporting papers:

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Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer
to confirm the
following (✓)

Drafting officer:

Patora Dyrma has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:

Date: 13 April 2015