

Digital Strategy

1.0 Introduction

The Digital Strategy exists to support the delivery of the City of London Police External Communications Strategy and operational priorities, with the understanding that the digital channels we use are a key means of communicating with external audiences.

Internally the Digital strategy supports channels for staff engagement and communication, providing space and tools for teams and directorates to manage information feeds and outputs. It also explores opportunities to utilise video, via Citynet and other channels. The Internal Communications strategy goes into more detail of this work.

Objectives

- Support operational priorities
Counter terrorism, fraud, public order, cyber crime, safer roads, victim based crime, antisocial behaviour
- Engage effectively with stakeholders
Warn and inform, campaign engagement, education
- Demonstrate the success of our work
Proud to deliver an exceptional policing service
- Ensure people understand what we do
A unique police force with both local and national capability
- Change behaviour and perceptions where necessary
Building trust

Target Audience

- Residents
- Business community – Both large and Small Medium Enterprise (SME)
- Visitors to the City of London

4.0 Approach (Channels)

Social Media

Channels

Not limited to but current channels are Twitter, Facebook and YouTube, with a pilot in place for Periscope

Objectives

WARN & INFORM the public and businesses about incidents and disruptions in the City.

ENGAGE audiences by providing relevant information and advice, including latest news, crime prevention, success stories and campaign support (City of London Police (CoLP) and national).

SUPPORT operational priorities by scheduling posts that are aligned with each priority.

LISTEN and LEARN by monitoring our social media accounts to understand audience sentiment. Engaging in conversation when appropriate.

Evaluation (Measuring success)

Social media activity will be measured monthly to highlight which posts and which topics audiences engage with most. This insight will enable the Digital team to understand the needs of 'customers' helping to shape the way in which social media is delivered.

Campaigns evaluation

At the end of each campaign there will be a full evaluation of the social media activity and approach taken. This will help measure success and also provide learning points to ensure the success of future campaigns.

Website

Objectives

WARN & INFORM the public and businesses about incidents and disruptions in the City.

Provide **INFORMATION** about the City of London Police.

Enable **ACCESS TO SERVICES** delivered by the City of London Police.

Evaluation (Measuring success)

Website activity will be measured monthly to gain insight into what sections of the website are engaged with the most.

This will be broken down into the following:

- **Breadth** – Number of visitors, visits, page views
- **Depth** – Pages per visit, average duration, time on page, bounce rate
- **Loyalty** – New versus returning visitors
- **Transactions** – Number visits that resulted in access to one of our online services e.g. crime report, general enquiry, stop and search enquiry,

APPENDIX 5

Feedback mechanisms are also in place for online crime reporting and general website feedback, and will be used as learning points to improve online services.

Email

Objectives

Provide audiences with **REGULAR UPDATES** including Countering Terrorism and security, crime prevention, upcoming events and latest City of London Police news.

Evaluation

Audience engagement will be measured after each fortnightly email update.

This will be broken down into the following:

- Email opens
- Links clicked to further content
- Number of new subscribers
- Number of 'customers' unsubscribed

Results from the user data collected will be used to improve future email updates.