

TOWN OF GAWLER

*DIGITAL MARKETING
STRATEGY
2021 – 2023*

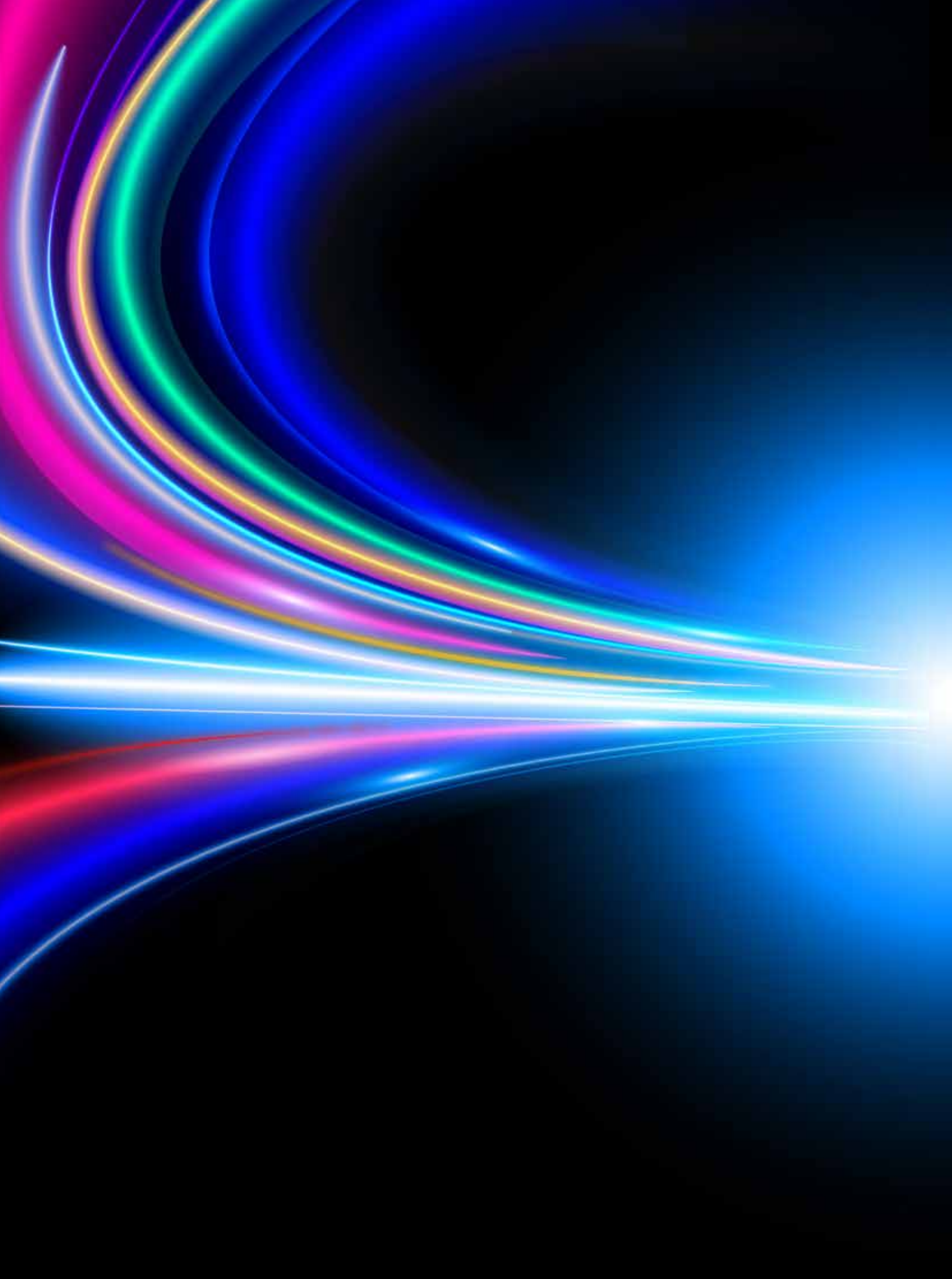


TABLE OF CONTENTS

1. Introduction	4
2. Purpose	8
3. Digital Marketing Vision	10
4. Digital Marketing Today	12
5. Goals and Objectives.....	14
6. Guiding Principles	16
7. Key Messages.....	17
8. Primary Digital Stakeholders.....	18
9. Digital Marketing Assets	22
10. Content Strategy	27
11. Digital Advertising.....	40
12. Management and Operational Guidelines	42
13. Internal Engagement Protocols	48
14. Risks, Legal Considerations and Technical Requirements	52
15. Measurement and Evaluation.....	54
16. Future Considerations	55
17. Reference Material	58
18. Appendices.....	59

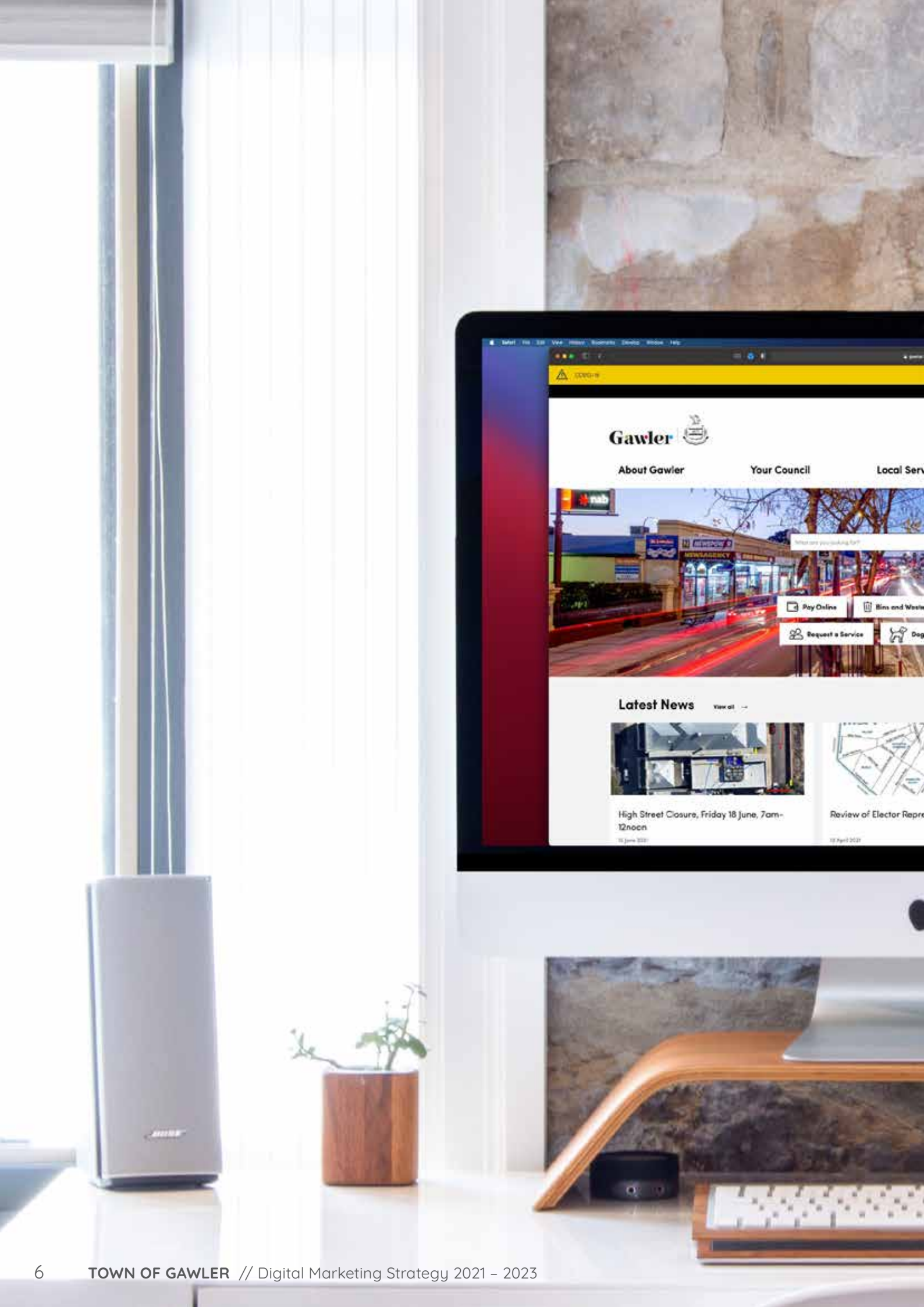
INTRODUCTION

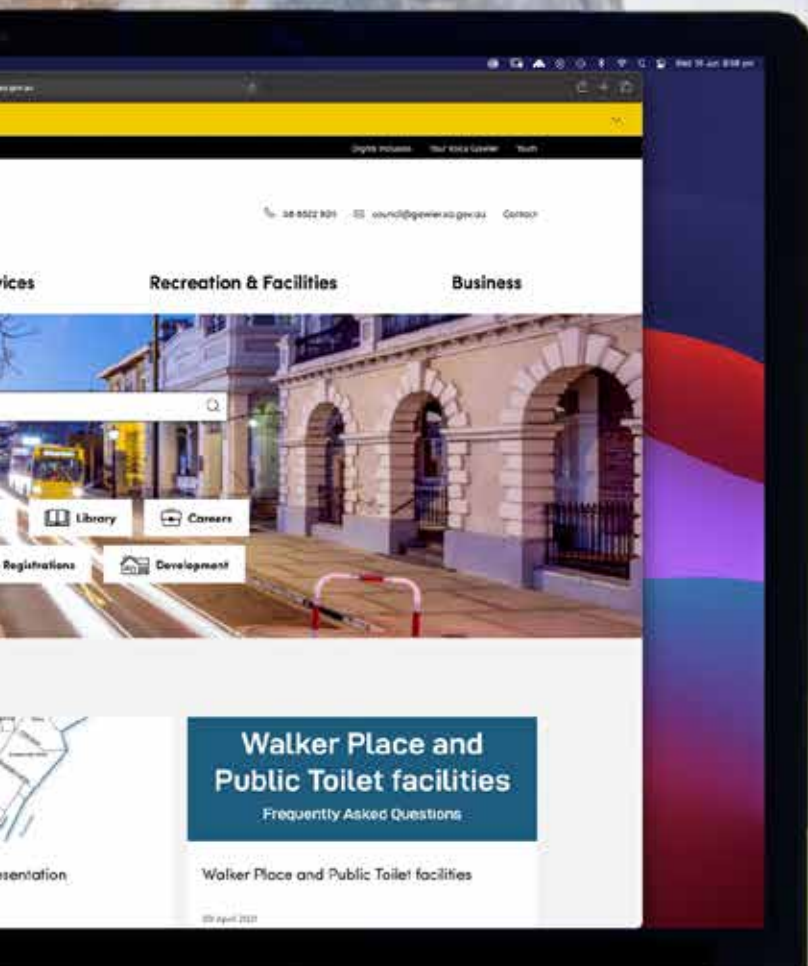
The Town of Gawler embraces technology as a way of connecting with the community. It identifies digital marketing as an important communications method to engage with key stakeholders, distribute information, facilitate customer service and promote the community through digital technologies.

This strategy outlines the Town of Gawler's formal approach to digital marketing. It provides direction on goals and objectives, guiding principles, key messages, stakeholder requirements, content development, operational guidelines and future considerations.

All protocols and directives are based on best practice standards and encourage consistency across all of the Council's digital marketing platforms, which are managed internally by Council staff.

To ensure this strategy remains relevant well into the future, it will be reviewed and updated every two years to reflect the needs of key stakeholders, the Council's evolving digital presence and embrace relevant emerging technologies and platforms.





2.1 What does this document set out to achieve?

The aim of this digital marketing strategy is to:

- Drive the Council's broader marketing plan and activity online
- Consolidate online communication to the Council's stakeholders
- Better utilise the Council's digital platforms to connect with stakeholders
- Provide more relevant and useful information to stakeholders online
- Increase Council's visibility online amongst key stakeholders
- Ensure there is a clear and engaging content strategy in place
- Achieve consistency of messaging across all council-owned digital platforms
- Ensure best practice guidelines are followed on all digital platforms
- Identify opportunities and risks to digital marketing success
- Guide engagement between Council and stakeholders online
- Set parameters for the monitoring, management and operation of digital platforms

2.2 Which platforms does this strategy apply to?

This strategy applies to all Council-owned digital marketing platforms. Refer to section 9.1 for a complete list of assets.

2.3 Who will use this document?

Any person involved in the planning or execution of the Council's digital marketing program is required to review this document before commencing activity.

Authorised users: Authorised users refers to all Council employees, subcontractors or suppliers with authorised access to interact, manage and communicate on official Council digital marketing platforms. Access levels across authorised users may vary and are determined by the Coordinator, Marketing and Communications.

Refer to section 12.1 for a full list of the designated roles and responsibilities.

2.4 Alignment with the Community Plan & Customer Service Strategy

This strategy aligns with the Gawler Community Plan 2030+ in particular, supporting Goal 5 – A Strong, Vibrant Community, which focuses on Council being a best practice local government organisation by doing its very best and proactively achieving the goals of the community.

This strategy also aligns with the Customer Service Strategy 2020, which aims to improve the customer journey throughout the organisation through communication, a customer-focused approach and continuous improvement, particularly in the area of data capture and reporting.

In many ways, digital marketing helps facilitate the delivery of actions in the Community Plan and support the customer journey such as broadcasting information, promoting opportunities for community engagement, seeking community feedback, promoting activations (events and activities) and facilitating effective customer service.





DIGITAL MARKETING VISION

3.1 Where is Council now and where does it want to be?

As digital technology has advanced rapidly in recent years and become an integral part of daily existence, so too has the community's desire to interact with Council on digital platforms. As of March 2021, the Council receives:

- 10,000 monthly website users
- 3,600 monthly views on Google My Business
- 500 monthly YouTube channel views
- 25,000 social media followers (lifetime total)

For the most part, the Council's digital presence has grown organically over the past decade with no formal strategy in place to guide activity or internal operations. In addition, there has been no content guidelines or official processes for managing and resourcing Council-owned platforms.

Council acknowledges that it must take a more strategic approach to digital marketing to meet community expectations and ensure it is operating in the most efficient and effective way online. The creation of this document is the first step to achieving this.







The Council aspires to be a leader in the delivery of digital marketing communications and embrace new and emerging technology to better connect with its stakeholders.

DIGITAL MARKETING TODAY






4.1 How are other councils using digital marketing platforms?

Research was conducted into how various councils, both locally and nationally, use digital marketing platforms to engage with their communities and broadcast information. The following councils were included as part of this review:

Below are the key findings:

Platform	Key Findings
 Website	100% of councils have a website, but with varying degrees of best practice web design. These websites are being used as the information hub for all long and short format content. Many councils also have a live chat function available.
 App	The vast majority of councils do not have a dedicated app. However, many promote apps such as 'My Local Services', 'Libraries SA' and 'Solo Bin App', giving residents access to helpful resources. Larger councils such as City of Melbourne have separate apps set up for their libraries.
 Google My Business	100% of councils are recognised by Google My Business, with helpful information such as points of interest, destinations and Google Maps displaying when specific councils are searched.
 Facebook	Of the councils researched, 100% have a Facebook account. This is used heavily with content focused on council news, public service announcements, what's on, staff profiles, community consultation, lifestyle imagery and sharing user-generated content.
 Instagram	Approximately 75% of councils have an Instagram account. This platform is used heavily with a focus on publishing static photographs (vs live video Reels or Stories). Content centers around community events, lifestyle content, council-run initiatives, council news, sharing user-generated content and lifestyle imagery.
 LinkedIn	Of the councils researched, 100% have a LinkedIn account. However, with varying degrees of use. Approximately 75% of councils register heavy to moderate use. Of those councils, the content focuses on promoting job opportunities, local business/industry news, council meetings, council news and updates from the Mayor.



Platform	Key Findings
 Twitter	Approximately 75% of councils have a Twitter account. The frequency at which this platform is used varies (from moderate to light). Content focuses on council news, community events, community consultation, job opportunities and staff features.
 YouTube	100% of councils have a YouTube account. This platform is used infrequently by most councils. It is primarily used as a video content bank for sharing/embedding video into other communications.
 Digital Advertising	While none of the councils researched were running Google Ads, approximately 63% of councils are running social media ads. These ads range from providing information on voting in local elections to promoting local attractions and events.
 Email Marketing	50% of councils use email marketing. The topics promoted range from general information such as community projects, roadworks and developments to local events and Council-run initiatives.
 SMS	None of the councils researched had an option to sign up to receive SMS updates. However, it may be used to connect with existing databases or on an ad-hoc basis for campaigns.

Definitions: +++ Heavy use.....3+ posts per week
 ++ Moderate use1-2 posts per week
 + Low/infrequent useunder 1 post per week

Please note: these definitions are specific to digital marketing activity in the local government sector.

GOALS AND OBJECTIVES

5.1 What is the Council trying to achieve online?

The following goals and objectives have been developed to guide the Council's digital marketing activity and help measure success.

Council's marketing goals: What is the desired outcome?	Council's digital objectives: How will this be achieved?	Digital results: How will this be measured?
Consolidate communication to stakeholders on the Council's digital platforms.	<ul style="list-style-type: none"> ➤ Develop and implement a content strategy to guide activity on all digital platforms. ➤ Plan digital marketing content in advance using a management tool or content calendar system. 	<ul style="list-style-type: none"> ➤ Reduced management time ➤ Streamlined processes ➤ Using a content calendar/management tool
Provide information and updates to stakeholders in a proactive manner on the Council's digital platforms.	<ul style="list-style-type: none"> ➤ Publish content to the website and social media in a timely manner. ➤ Plan social media content in advance using a content calendar system/management tool. ➤ Establish an internal process for drafting, seeking approvals and publishing information and updates. 	<ul style="list-style-type: none"> ➤ Website session ➤ Website pageviews ➤ Social media reach/impressions ➤ Social media response time ➤ Using a content calendar/management tool ➤ Streamlined processes
Better utilise the Council's digital platforms to answer questions and provide solutions to stakeholders online (reduce calls to Customer Service).	<ul style="list-style-type: none"> ➤ Ensure social media and website users are able to access the desired information easily and quickly. ➤ Use all digital marketing platforms to drive traffic back to the Town of Gawler website to access additional information and resources. ➤ Respond promptly to questions asked by stakeholders on the Council's digital platforms. 	<ul style="list-style-type: none"> ➤ Website sessions ➤ Website pageviews ➤ Website bounce rate ➤ Website conversions (i.e. form fills) ➤ Social media link clicks ➤ Reduced phone calls to customer service ➤ Social media response time

Council's marketing goals: What is the desired outcome?	Council's digital objectives: How will this be achieved?	Digital results: How will this be measured?
Increase positive engagements on the Council's social media platforms.	<ul style="list-style-type: none"> ➤ Publish content to the website and social media in a timely manner. ➤ Plan social media content in advance using a content calendar system/management tool. ➤ Establish an internal process for drafting, seeking approvals and publishing information and updates. 	<ul style="list-style-type: none"> ➤ Website session ➤ Website pageviews ➤ Social media reach/impressions ➤ Social media response time ➤ Using a content calendar/management tool ➤ Streamlined processes
Increase awareness online and attendance at Town of Gawler events and community activities.	<ul style="list-style-type: none"> ➤ Publish high quality digital content to promote events/activities and amplify this with digital advertising. ➤ Work with local influencers to promote events on digital marketing platforms. 	<ul style="list-style-type: none"> ➤ Social media reach/impressions ➤ Digital advertising reach/impressions ➤ Event registrations/attendance ➤ Social media engagement rate
Increase stakeholder engagement and usage of the Gawler Connected Community App	<ul style="list-style-type: none"> ➤ Develop and implement a strategy to increase business engagement with the App. ➤ Being more responsive to the needs of local residents. 	<ul style="list-style-type: none"> ➤ Stakeholder App usage numbers increase ➤ Business onboarding numbers increase ➤ App sessions

GUIDING PRINCIPLES

6.1 How will the Council operate online?

The following principles have been developed to guide the Council's digital marketing activity, from decision-making through to the expected behaviour of all authorised users.

In all digital marketing communications, the Council will:

- Act in a way that is honest, ethical, transparent and be open to review and feedback.
- Promote an environment of inclusion, connection and community where all people can feel respected and valued.
- Act with integrity, respect, fairness, accountability and in the best interests of the community.
- Communicate in a way that is clear and easy to understand, ensuring online communications are accessible to everyone.
- Be driven by the needs of the community and deliver content that is relevant, interesting and valuable.

These principles are consistent with Council's [Customer Service Strategy 2020](#).

Consistent messaging is key to maximising the impact of Council's digital activity and broader communications.

Messaging should reflect the diverse roles Council carries out in pursuit of its vision to be a liveable, cohesive, active, innovative and sustainable community. These roles include service provider, a regulator, owner/custodian of infrastructure and community assets, an advocate, facilitator and leader.

A set of overarching key messages are recommended based on the goals outlined in the [Community Plan 2030+](#).

KEY MESSAGES

7.1 What does Council want to communicate?

- Council is committed to championing the community's aspirations for the township by managing sustainable population growth and preserving Gawler's unique cultural and built heritage.
- Gawler is a regional and cultural centre for the community north of Adelaide.
- Council is committed to supporting a vibrant and active community.
- Council is committed to sustainably managing population growth in a way that preserves and enhances Gawler's unique identity and connects people with places.
- Council supports the health and wellbeing of its community through provision of services and facilities that encourage a healthy, active, safe and engaged community.
- Council is committed to respecting, protecting and nurturing the natural environment.
- Council creates a strong and vibrant community by operating in line with best practice, collaborating with the community and making decisions that deliver positive outcomes for the community.

These messages would not be delivered verbatim, rather they serve as a guide and would be interpreted to suit the channel and audience being targeted.

It is envisaged that as campaigns are created, more detailed messaging would be developed to expand upon each message above, including specific calls to action for stakeholders and the community.



PRIMARY DIGITAL STAKEHOLDERS

8.1 What information do they seek?

The better Council understands the online behaviour of its stakeholders, the better it can meet their needs and increase the chance of valuable engagements on its digital marketing platforms.

While the Council views all stakeholders as equally important, the focus of this digital marketing strategy is meeting the needs of the Council's primary stakeholders in order to streamline communications and ensure the most effective use of current internal resources. It is expected that future digital strategies would examine and address the requirements of secondary stakeholders in more detail.

Based on existing knowledge, the following high-level insights have been compiled about the Council's primary stakeholders, including the information they seek and the way in which they consume information online about the Town of Gawler.

Stakeholder	Primarily seeks information on*:	Primarily consumes information via:	What platform will be used to communicate/target this stakeholder?
Residents	<ul style="list-style-type: none"> ➤ Waste and recycling ➤ Residential rates ➤ Local facilities and services ➤ Events and activities ➤ Development, planning & building works ➤ Road works and closures ➤ Rail network updates ➤ Information for new residents 	<ul style="list-style-type: none"> ➤ Viewing Council-owned Facebook pages ➤ Searching or posting on Gawler related Facebook Groups (external to the council) i.e. What's On Gawler and Surrounds, Gawler Community Noticeboard, Gawler Buy/Swap/Sell etc ➤ Visiting the Town of Gawler website ➤ Viewing the Town of Gawler Google My Business listing ➤ Reading local media articles online (Gawler Bunyip) ➤ Using Search Engines (i.e. Google) 	<ul style="list-style-type: none"> ➤ Website ➤ Facebook ➤ Instagram ➤ Twitter ➤ YouTube ➤ Google My Business ➤ App ➤ Digital advertising
Business owners and workers	<ul style="list-style-type: none"> ➤ Main street events or disruptions ➤ Car parking, footpaths and road closures ➤ Changes to planning legislation ➤ Networking and business events ➤ Commercial rates and reductions ➤ Health advice, COVID-19 information 	<ul style="list-style-type: none"> ➤ Visiting the Town of Gawler website ➤ Visiting the Gawler Business Development Group website ➤ Via email marketing from Gawler Business Development Group ➤ Using Search Engines (i.e. Google) 	<ul style="list-style-type: none"> ➤ Website ➤ LinkedIn ➤ Twitter ➤ YouTube

***Please note:** This is an overview of the topics that are most viewed, searched, requested or discussed on the Council's digital marketing platforms.

8.2 Secondary stakeholders

The Council acknowledges the following stakeholders as users of its digital marketing platforms, but does not consider them a primary focus of this digital marketing strategy:

- Visitors to the area (i.e. for leisure, business, events, passing through etc)
- Local and national media (print, broadcast, online etc)
- Other local councils (Light Regional Council, Barossa Council etc)
- Other levels of government (i.e. Federal)
- Community groups (i.e. residents' associations, sporting clubs etc)
- Affiliated bodies (i.e. Gawler Business Development Group)

8.3 Opportunity for additional insights

Further opportunities have been identified to gather information about the Council's primary stakeholders in relation to the type of information they seek online and their preferred communications platforms, including via online surveys and user requirements sessions. See section 16.

Search



Local Services

[Justice of the Peace](#) →

[Members of Parliament](#) →

[Library](#) →

[Dog and Cat Registration](#) →

[Home](#) → [Local Services](#) → [Development, Planning & Building](#)

Development, Planning & Building

SA'S NEW PLANNING SYSTEM IS NOW LIVE

South Australia's new planning system became operational on 19 March 2021. All Development Applications lodged after this date must now be submitted, and can be tracked online via South Australia's state wide ePlanning platform.

Useful Links:

DIGITAL MARKETING ASSETS

9.1 Current digital portfolio

As of March 2021, the Council owns 26 official digital marketing assets across 10 digital marketing platforms. This includes business unit specific accounts (i.e. Gawler Public Library) and overarching Council accounts (i.e. Town of Gawler).



9.2 How will Council use each digital marketing platform?

The way in which people seek, consume and engage with information online varies depending on the platform being used.¹ The following guidelines have been developed to ensure Council provides relevant and useful information on all digital platforms.

While there may be some overlap between the types of content published, the content strategy (see section 10) ensures that individual content pieces are tailored to each platform and follow best practice standards.

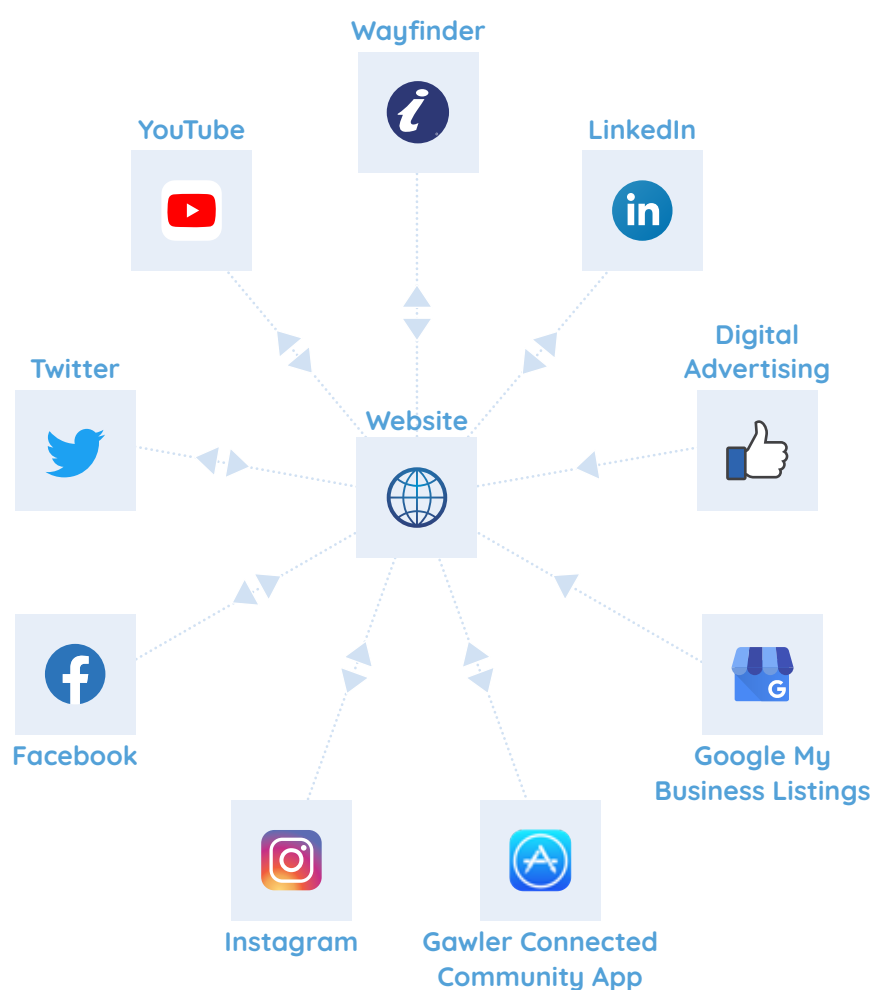
Platform	What type of content will Council share?
 Website	All written content lives here. This is the information hub – the heart of the Council’s online presence.
 App	A condensed version of the website, serving bite-size pieces of information to stakeholders. A place for local business information with transaction capability. A place for online bookings and engagement with Council.
 Google My Business	Service-related information (e.g. contact details, opening hours, services, reviews).
 Facebook	Videos and curated content primarily targeting residents and secondly businesses within Gawler. Links (URLs) back to the Town of Gawler website to drive website visitation.
 Instagram	Aesthetically appealing, high resolution photos and videos. More organic (spur of the moment) content is suitable for Stories and Reels.
 LinkedIn	Business to business (B2B) information. Professional and topical content. Images and video valuable.
 Twitter	Topical news, trending issues, unique insights and thought leadership content.
 YouTube	All video content lives here. Live and pre-recorded.
 Digital Advertising	Amplifies existing content across the relevant digital platforms. Refer to section 11 for digital advertising strategy.
 Wayfinder	Community consultations, latest news and events, images, emergency information.

¹ Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga & Fred Bronner (2018) Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type, Journal of Advertising, 47:1, 38-54, DOI: 10.1080/00913367.2017.1405754

9.3 How will Council create an integrated digital marketing program?

Integrated digital marketing is an approach to creating a unified and seamless experience for all stakeholders to interact with the Council. It combines all aspects of digital marketing communications so that they work together as a unified force.² This unity is key to increasing the Council's visibility online, achieving consistency of messaging, providing relevant and useful information to stakeholders and consolidating online communication.

As indicated below, the Town of Gawler website is at the hub of all online marketing activity, as most of the Council's online content resides here in some form. All other digital marketing platforms (e.g. social media) will drive stakeholders back to the website for further engagement and vice versa. An exception to this is digital advertising, which exists to amplify the reach of content, and Google My Business listings, which provide limited opportunity for further engagement.



² Belch, G. E., & Belch, M. A. (2004). Advertising and promotion: An integrated marketing communications perspective (6th ed.). New York: McGraw-Hill/Irwin.

9.4 Integration with other marketing channels

It is important that the Council's online marketing activity aligns with its offline marketing activity. All offline marketing (i.e. posters, flyers, brochures etc) will feature links, information and call to actions (CTAs) that drive stakeholders to the Council's online assets (i.e. website, social media, app etc).

All pro-active public relations (PR) activity will be shared on the relevant Council-owned digital platforms (i.e. social media) to amplify the reach of this content, create awareness and encourage discussion online.

9.5 Integration with community consultations

At this point in time, the Council's social media platforms do not and will not facilitate community consultation. The following limitations have been identified for using social media as a consultation method, including the inability to:

- Validate data collected - it is not possible to stop submissions from spam/bots.
- Collect complete and comprehensive data - it is not possible to have mandatory form fields (per the website).
- Effectively resource this internally during peak periods – the focus should be on adequately resourcing existing platforms (the website).

Community consultation will continue to be run entirely through the Your Voice Gawler community engagement platform and this will be promoted via the Council's digital marketing platforms, driving stakeholders back to the Town of Gawler website to complete the process.

9.6 Ongoing improvement of digital marketing assets

It is critical that Council continues to review and improve its digital marketing assets from a technical and content perspective.

On a regular basis, Council will undertake an audit of its digital marketing platforms including:

- Performance – how are assets performing against internal benchmarks?
- Processes – can current processes be improved?
- Relevance – is all information relevant to stakeholders?
- Accuracy – is all information accurate and up to date?
- Best practice – are best practice standards being followed (technical and content)?
- Consistent – is all information consistent with the content strategy (see section 10)?
- Errors and issues – are there any errors or issues that need to be addressed?

In particular, regular reviews of the website are critical since this is the information hub where all content will originate and live.

CONTENT STRATEGY

The Council's digital marketing success is determined by the quality of content it publishes across its online platforms. Good quality content communicates key messages, informs and educates stakeholders, builds credibility, impacts visibility online and drives stakeholders to take action. Poor quality content is a wasted investment and can affect reputation and credibility.

The following guidelines relate to content across all digital marketing platforms (including business unit specific accounts), unless otherwise specified.

10.1 Creating engaging content

To encourage the Council's stakeholders to interact with its digital marketing platforms, its content must be engaging and encourage interaction and sharing.

Council will follow best practice when creating digital marketing content, which involves:

- Using a visual with every piece of content (e.g. a photo or video) featuring minimal text
- Publishing timely information as it happens, not waiting until the next day
- Sharing good news stories that will encourage discussion
- Where possible, include URLs in all content pieces that are external to the website (e.g. a link in a social media post that points to Town of Gawler's website)
- Varying the type of content published (i.e. long form blogs, short format social media posts, live video, pre-recorded video, static images etc)

10.2 Creating consistent content

It is important that Council publishes content that is consistent across all of its platforms. The way Council looks, sounds and acts directly impacts how its stakeholders perceive it online. Consistency builds credibility, reputation and trust.

How will Council create consistent content?

- **Layout** – It will use a standard layout for content pieces, where relevant i.e. a bold heading or title to signpost what's to come
- **Imagery** – It will use imagery that is consistent in terms of branding, style, fonts, colours etc. It will feature minimal text.
- **Language & tone** – It will use a consistent tone of voice on each digital platform (refer to section 10.6)
- **Schedule** – It will keep a regular schedule of content. This creates a better stakeholder experience, as they come to know what to expect.

10.3 Content checklist

There is no single formula when it comes to creating great content, as there are a number of factors to be considered. All Council staff will use the following checklist when publishing content:

- Which stakeholder is this relevant to?
- What is the best digital platform for this content?
- Is the content easy to understand? i.e. written in plain English
- Does it feature attractive/striking visuals?
- Have I used correct spelling, grammar and punctuation?
- Does it convey information quickly and effectively?
- Is it consistent with Council's content strategy? (refer to section 10.12)










10.4 Frequency of content

There is no standard for the frequency at which Council should upload content to its digital marketing assets as it will differ depending on the platform. The frequency at which Council publishes content will be based on the analytics, which will be reviewed regularly to determine when stakeholders are online. This will be done via inbuilt platform insights (i.e. Facebook Insights, Google Analytics) or 3rd party management tools (i.e. Hootsuite).

It is anticipated the content will be published most frequently on the Council's website and social media platforms. As a general guide, the Council should aim to publish at least 3 – 4 social media posts per week, per platform.

10.5 Length of content

There is also no golden rule when it comes to the length of digital marketing content, but research shows that shorter content tends to get better interaction. For social media, generally 100 characters or less increases the chance of engagement.

Platform	Ideal Post Length (Characters)
 Website update/blog	3520 - 4800
 Facebook post	40 - 80
 Instagram caption	100 - 150
 LinkedIn update	50 - 100
 Twitter post	71 - 100
 YouTube video	8 minutes
 Google My Business	N/A
 App	N/A
 Wayfinder	N/A

10.6 Tone of voice

Content published on the Council's digital platforms will be professional and have a consistent tone of voice, including the following characteristics:

- Use inclusive language (i.e. we and us)
- Be natural and personable, not robotic
- Avoid jargon; talk in conversational language where possible
- Be expressive, when appropriate
- Avoid using language that is intended to be humorous, but could be received as sarcastic or judgmental

10.7 Branding guidelines (imagery & video)

As a general guide, Council will publish images and videos that are:

- Clear and bright
- Not pixelated
- Correct dimensions for the platform (see here)
- Feature minimal text (less than 20% is ideal)
- Feature real life people over stock images, where possible
- Images will always include image descriptions for accessibility (see here)
- Videos will always include subtitles for accessibility (see here)

The look and feel of visuals used to accompany Council's digital content will reflect the Town of Gawler corporate style guide.

10.8 Emojis

Emojis are small icons and images created using Unicode standard. They can be used in text messages, on websites and as part of other digital communication. They are known to boost engagement and add brand personality by humanising content.

At this point in time, Council will:

- Limit the use of emojis to social media posts only
- Only use emojis where relevant
- Use emojis in moderation (maximum 4 emojis per social media post)
- Ensure that the meaning of all emojis used is clear and cannot be misinterpreted



10.9 Hashtags and location pins

Based on best practice standards, Council will use hashtags in all social media posts across Facebook, Instagram, LinkedIn and Twitter.

Hashtags will always be:

- Used in every social media post published by Council, across all assets
- Placed in the actual social media post (not as a comment or caption)
- Positioned in the same location in each post (i.e. at the end, on a new line)

The number of hashtags used will depend on the social media platform a post is being published to:

- **Facebook:** 2 to 3 hashtags is recommended
- **LinkedIn:** 2 to 3 hashtags is recommended
- **Instagram:** 4 to 8 hashtags is recommended
- **Twitter:** 2 to 3 hashtags is recommended

The following formula will be used when publishing hashtags on Council's accounts:
branded hashtag + descriptive hashtag + location hashtag

Type of Hashtag	Description	Examples
Branded	Hashtags that are unique to Council, its function and purpose. This also includes event/campaign related hashtags.	#TownofGawler #Gawler
Descriptive (content specific)	Hashtags that describe the specific topic Council is promoting in a particular post.	#GawlerYouth #GawlerHeritage #NungaFringe #AnzacDay
Location based	Hashtags that describe the location Council is promoting in a particular post.	#EvanstonPark #Bibaringa #Reid #Willaston #MurrayStreet
Disclosure	Hashtags that disclose social media partnerships and sponsored content.	#sponsored #partnership

10.10 Competitions and incentives

To increase engagement online, Council will run competitions on its social media platforms where relevant (i.e. Facebook and Instagram).

Competitions will always include:

- A full set of terms and conditions (housed on the Town of Gawler website)
- An abridged set of terms and conditions (published as a comment on the social media post)
- An engaging and attention grabbing visual (featuring minimal text)
- A simple entry mechanism (low barrier to entry)
- An entry mechanism that abides by the platform's terms and conditions. For example:
 - Comment to enter
 - Post a video/photo to enter
 - Like this post to enter
 - Vote to win
 - Like and comment to enter
- Entry mechanisms that are not permitted on Facebook and Instagram include:
 - Share this post
 - Tag a friend
 - Ask a friend to share this post

Prizes may include:

- Tickets to local events and activities
- A voucher to spend in the Town of Gawler
- An experience in the Town of Gawler

10.11 Engaging digital influencers (influencer marketing)

Council may engage social media influencers to help amplify the reach of particular campaigns/events and to provide third party credibility or endorsement for certain decisions or activities. Any influencer partnerships will be evaluated based on Council's objectives for the potential partnership and the influencer's relevance, as well as their reach and engagement metrics, including:

- How **relevant** they are to Council's key stakeholders
- How many people Council could potentially **reach** through the influencer's follower base
- The potential **level of engagement** the influencer can achieve through its content.

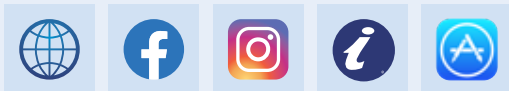
All content written in collaboration with influencers will include a note about disclosure and, if relevant, a hashtag (see section 10).

Before commencing work with an influencer, Council will ensure there is an official contract in place to guide activity and expectations (e.g. report on reach and engagement of content).










10.12 Content pillars

Content pillars are the overarching themes that will guide content creation on Council's digital marketing platforms – they are the intersection between what stakeholders want to hear about and what Council wants to promote. Under each content pillar falls a range of topics that Council will cover across its various platforms.

While individual business units have clearer focus areas, the Town of Gawler social media accounts are broader in nature and require a more defined content strategy. The following content themes and topics have been developed as a starting point to guide content creation on the Town of Gawler's accounts only. This is not a complete list, as it will be built on over time.

Types of Content	Relevant Digital Platforms
Gawler and the Community	
<ul style="list-style-type: none">➤ What we love about Gawler (i.e. suburbs, businesses, historic sites etc)➤ Meet the community (e.g. Humans of Gawler)➤ Q&A with council employees (e.g. Familiar Faces/Spotlights)➤ Showcasing the pets of Gawler (#petsofgawler)➤ Gawler fun facts (i.e. Did you know...?)➤ Highlighting the history of Gawler with photos from the archives (then and now)➤ Promoting local attractions and special sites➤ Publishing beautiful photos and videos that showcase Gawler	
What's On / The Gawler Guide	
<ul style="list-style-type: none">➤ Promote events and activities happening in the Town of Gawler➤ Marking special days of celebration and significance (e.g. Christmas, Remembrance Day)➤ Guided tours of the Town of Gawler (i.e. a day in the life of the Mayor, a day in the life of a local business owner, a day in the life of a young family enjoying Gawler)	

Types of Content	Relevant Digital Platforms
Support Local / Go Local	
<ul style="list-style-type: none"> ➤ Local Gawler business profiles (showcasing services and products) ➤ Q&A with business owners (e.g. Familiar Faces or Humans of Gawler) ➤ Tips and tricks from local businesses e.g. how to roll sushi with Sushi Room, how to make the perfect coffee with Bizzee Bean Café etc ➤ Gawler Goodies – showcasing locally made goods and products 	   
Council Business and Initiatives	
<ul style="list-style-type: none"> ➤ Updates from the Mayor (weekly videos) ➤ Notice of council meetings & video links ➤ Requests for tender ➤ Public consultations ➤ New council initiatives ➤ Grants and funding 	    
Facilities and Services	
<ul style="list-style-type: none"> ➤ Any information relating to the council's services and facilities e.g. waste and recycling, library facilities, animal management, public health information etc 	     
News and Announcements	
<ul style="list-style-type: none"> ➤ Local community or council awards ➤ Pro-active PR coverage and stories 	     
Careers and Business News	
<ul style="list-style-type: none"> ➤ Recruitment and job adverts ➤ Council employee career milestones ➤ Council employee profiles 	  

Website	Facebook	App	Instagram	Twitter	YouTube	LinkedIn	Google My Business	Wayfinder
								

10.13 Milestones and key dates

Upcoming milestones and key dates of events, activities and activations will be added to the Town of Gawler content calendar. These will be promoted heavily on the Council's digital marketing platforms.

10.14 Sharing content between digital marketing platforms

The Council encourages the sharing of content between its digital marketing platforms. As new content is added to the Town of Gawler website it will be shared across the Council's other digital marketing platforms, where relevant.

Where possible, content will be tailored for each platform. For instance an article published in full on the website will be summarised on social media (in less than 100 words) with a link to the full article. In addition, the Council will tailor social media posts for each platform, so what is published on Facebook may be different to what is published on Instagram. This is best practice to suit how people view information differently on different social media platforms. Refer to section 9.1 for how the Council will use each digital marketing platform.

10.15 Sharing content between social media accounts

At times, Council may share content between its social media accounts. For instance, the Town of Gawler Facebook page may share a post from the Gawler Civic Centre Facebook page. The post may be shared directly or adjusted to suit. Sharing between accounts should be an occasional activity (once a week maximum), since the same stakeholders are likely to follow both accounts.

10.16 What topics will Council avoid?

- Personal posts about staff or staff opinions - Unless relevant and approved by the person (i.e. a staff spotlight)
- Memes and jokes – Humour will be used but where appropriate and in moderation. Memes will be avoided for copyright reasons.
- Repetitive content – The same topic multiple times on the same platform in a short period of time.
- Too much content – Don't bombard stakeholders with content. Focus on quality over quantity.
- The right content, wrong platform – Consideration will be given to which platform is best for each piece of content. i.e. A Facebook post may be better as an advert or web story.
- Images Council doesn't own – Council will only publish images that it has captured itself, has permission to use (i.e. user generated content), has purchased (i.e. a stock photo) or downloaded for free with a creative commons license.
- Competitions that do not follow platform rules – Social media platforms have strict guidelines for running competitions or promotions. Not following these rules risks having Council's account deleted by the platform. (Refer to section 10 for approved entry mechanisms).
- Contentious issues - Generally, digital marketing platforms are not the place to publish this type of content. It may be better placed on the Council's website.

DIGITAL ADVERTISING

Digital advertising goes hand in hand with a successful digital presence. It ensures that the Council's content gets seen at the right time, by the right stakeholders. It is a cost-effective and targeted way to increase the amount of people (reach) who sees Council's content online.

As of March 2021, Council has an active Facebook/Instagram advertising account which is deemed as sufficient for its current advertising needs. In the future, Council may investigate other types of digital advertising to improve the reach of content on other platforms (i.e. Google Ads, LinkedIn advertising etc).

Please note: The exact budget allocations for all digital advertising activity and source of this is yet to be determined.

11.1 Social media advertising strategy

Council will run two ad types on its Facebook and Instagram accounts:

- On-page 'boosting' of specific posts to increase reach and engagement (run for a short duration)
- Off-page 'News Feed' advertising campaigns to promote specific events, activities and offers (run for a longer duration)

11.1.1 On-page advertising activity

'Boosting' of posts should occur for:

- Important posts published on Council's social media accounts
- Posts that are performing well organically (unpaid)
- Posts promoting minor activities and offers (i.e. small scale 1 day events)
- Posts that link back to the Council website (to drive website traffic)

As a guide, Council will spend at least \$20 - \$100 on individual boosted posts.

11.1.2 Off-page advertising activity

‘News Feed’ advertising should occur for:

- Large scale events, activities and promotions (e.g. Gawler Fringe activities)
- Where detailed audience targeting is required (i.e. lookalike audience, custom audience etc)
- Where there is a clear objective/call to action (e.g. sign up to our new newsletter)
- Competitions and incentives
- Important project milestones

In the case of News Feed advertising, Council will develop a social media advertising plan before any activity commences. This plan will address:

- Objectives and KPIs
- Content and imagery requirements
- Total budget and budget split
- Timelines and approvals

As a guide, Council will spend at least \$15 per day on News Feed campaigns.

11.2 Advertising processes and policies

The Coordinator, Marketing and Communications and new marketing resource (see 12.1.1) will oversee the advertising strategy and allocation of advertising budgets on all social media accounts (including business unit specific accounts).

Authorised users (business unit specific) will be required to identify advertising opportunities (noting them in the content calendar) for the new marketing resource to implement as they see fit.

MANAGEMENT AND OPERATIONAL GUIDELINES

The following management and operational guidelines have been developed to ensure there is a unified approach and streamlined internal processes and practices.

Position What is the role of this person?	Responsibility What is this person responsible for?
Manager Business Enterprises and Communications	<ul style="list-style-type: none"> ➤ Overseeing the success of Council's digital marketing program ➤ Providing strategic direction regarding digital marketing activity ➤ Evaluating digital marketing performance against organisational KPIs ➤ Providing guidance and approval on responses to sensitive topics or significant issues
Coordinator Marketing and Communications	<ul style="list-style-type: none"> ➤ Overseeing implementation of the digital marketing strategy ➤ Managing the digital admins and overseeing resourcing of accounts ➤ Providing strategic direction regarding digital marketing content ➤ Planning Town of Gawler content in advance (using the content calendar) ➤ Publishing to Town of Gawler digital platforms only (either directly or via a management tool) ➤ Monitoring Town of Gawler digital platforms only (daily) ➤ Responding to stakeholder comments and questions on Town of Gawler accounts only (daily) ➤ Producing monthly analytics reports for all 23 digital marketing assets ➤ Using social media insights to drive activity ➤ Engaging with stakeholders on the Town of Gawler's digital marketing platforms only ➤ Flagging high level issues with the Manager Business Enterprises and Communications ➤ Facilitating content planning meetings and leading discussion ➤ Managing the new marketing resource

Position What is the role of this person?	Responsibility What is this person responsible for?
New marketing resource (refer to section 12.1.1 below)	<ul style="list-style-type: none"> ➤ Supporting the Coordinator Marketing and Communications with their responsibilities ➤ Driving implementation of the digital marketing strategy ➤ Setting the strategy for digital advertising and setting budgets ➤ Implementing digital advertising and reporting on results ➤ Reporting to the Coordinator Marketing and Communications
Digital admins (various role titles): Staff who manage assets related to their specific business unit	<ul style="list-style-type: none"> ➤ Planning all social media content in advance (using the content calendar) ➤ Publishing social to media content (either directly or via a management tool) ➤ Monitoring social media accounts (daily) ➤ Responding to stakeholder comments and questions (daily) ➤ Engaging with stakeholders on social media ➤ Flagging issues with the Coordinator Marketing and Communications / new marketing resource ➤ Attending fortnightly content planning meetings

12.1 Digital marketing responsibilities

The authorised users on pages 42/43, have been identified as having a key role in operating the Council's digital marketing platforms.

12.1.1 New marketing resource

Discussion is currently underway at Council regarding the recruitment of a new marketing resource to join the marketing and communications department in 2021/2022. The intention would be for this new resource to drive and deliver this digital marketing strategy. Ideally, this person will have a strong background in digital marketing, including experience implementing digital advertising.

12.2 Resourcing

There is no industry standard for how many hours Council must dedicate to digital marketing management per week. For smaller and newer platforms, it is expected that Council's time commitment will be low, however it must prepare for this to grow as more stakeholders turn to these platforms to source information. In addition, Council must prepare for certain times of year that may generate additional engagement and commentary (e.g. Christmas and Australia Day).

It is anticipated that each digital admin will spend at least 1 hour per day reviewing their digital platform/s and at least 2 - 3 hours per week developing and publishing content to these platform/s.

12.3 Approval processes

As outlined in section 12.1, the digital admins and Coordinator Marketing and Communications will be responsible for developing digital marketing content and publishing this directly to Council-owned accounts (except for business unit specific accounts). Approval is only required where content is of a sensitive nature or when developing a response to a significant issue.

12.4 Social media planning

12.4.1 Content calendar

A content calendar is a place to plan all content that will be published on Council-owned digital platforms. It creates efficiencies and helps identify opportunities in advance. Where possible, all digital admins will work 1 month in advance when preparing content (this is most important for social media accounts). This calendar will also be populated with important days of the year (i.e. Christmas, Easter, Anzac Day) and key marketing milestones and events for 12 months in advance.

Each business unit will have its own content calendar (for all platforms relevant), with access granted to the Coordinator Marketing and Communications.

12.4.2 Management tools

Social media management tools are designed to streamline processes, improve organisation and save time.

The Council does not currently use any social media management tools. Consideration to use Hootsuite is highly recommended as the preferred social media management tool, which would be used for:

- Content planning (calendar)
- Monitoring accounts and responding to comments/messages
- Scheduling and publishing content
- Reporting and measurement

All authorised users should be given the required access to the social media management tool once one is considered/implemented.

12.5 Creation of digital marketing accounts

It is not anticipated that additional accounts will be required in the short term, however should a platform be identified as valuable to supporting Council's digital marketing goals and objectives then a business case should be made to the Coordinator Marketing and Communications outlining why the account is needed.

12.6 Social media training

It is critical that all authorised users involved in managing the Council's digital presence (including digital admins) have an understanding of best practice principles and current trends. It is intended that authorised users will be provided with this training in the future, which would be facilitated by the new marketing resource (see 12.1.1.). The timing of this training is still to be determined, but it is anticipated that the scope would cover:

- Best practice principles and industry standards
- How to grow the Council's social media accounts
- How to grow the Council's social media engagement
- Tips and tricks for effective social media management
- Photography and content advice
- Advertising basics – how and when to use it
- How to analyse insights and use them to plan activity



INTERNAL ENGAGEMENT PROTOCOLS

The following protocols have been developed to ensure that Council maintains a consistent and cohesive approach to engaging with its stakeholders online.

13.1 Monitoring and response times

Council recognises that its stakeholders use digital marketing platforms both in and outside of Council business hours, and that issues can arise any time. It also acknowledges its legal obligation³ to ensure all platforms, specifically social media, are checked on weekends and to remove any offensive content (e.g. swearing, abuse, harassment).

Council is committed to reviewing its digital marketing platforms for user activity twice daily (9am and 4pm), Monday to Friday during business hours. Additional monitoring may occur between these intervals when time permits. This includes reviewing:

- Inboxes for direct messages (DMs)
- Posts for comments or questions
- Accounts for user posts or reviews
- Hashtags for user-generated content
- Completed enquiry forms (i.e. via the website)

All genuine private messages, comments and reviews will be responded to by Council as soon as possible during business hours, including:

- Within **6 hours** where no approval is needed before a response can be published
- Within **12 hours** where approval is needed before a response can be published

For activity outside of business hours (i.e. Saturday, Sunday or public holidays) Council will:

- Monitor its digital marketing platforms once a day
- Respond to non-critical messages, comments or reviews on the next business day
- Respond to critical messages, comments and reviews on the same day (where possible and within reason)

Please note: These response times are based on best practice standards, including external research into customer expectations.⁴

³ Australian Competition & Consumer Commission (ACCC), Social Media – Monitoring social media pages, 2021, <https://www.accc.gov.au/business/advertising-promoting-your-business/social-media>, (accessed 28 March 2021).

⁴ Hubspot, What Are Your Customers' Expectations for Social Media Response Time? 2021, <https://blog.hubspot.com/service/social-media-response-time>, (accessed 31 March 2021).

13.2 Interacting with stakeholders online

Not every comment or post received on the Council's digital marketing platforms requires a response, but action will be taken by Council where there is opportunity to engage with stakeholders in two-way conversations.

Authorised users will refer to the approved response workflow (see appendix 1) to ensure there is a consistent approach to interacting with stakeholders online.

13.3 Deleting, hiding and banning users

On occasion Council may receive negative feedback or inappropriate comments on its digital marketing platforms. Authorised users will refer to the approved response workflow (see appendix 13.2) to ensure there is a consistent approach to resolving these situations.

The following best practice principles will also be followed:

- Comments will be **hidden** by authorised users if they are irrelevant, repetitive or use offensive language.
- Comments will be **deleted** by authorised users if they do not abide by the platform's Terms and Conditions or the Council's Digital House Rules (see appendix 2).
- Stakeholders will be given three chances before being **banned** for breaking these guidelines. All efforts will be made to resolve the situation first.
- Communication with such stakeholders will be taken offline immediately where a simple resolution cannot be achieved online.

Genuine criticisms or opinions (even if negative) will not be deleted or hidden from the Council's digital marketing platforms. Criticisms are often an opportunity for engagement. This is because they give Council insight into why the stakeholder is feeling the way they are and can help formulate a response to address the problem directly.

13.4 Issues management

If a significant issue arises on Council's digital marketing platforms then this will be escalated immediately to the Coordinator Marketing and Communications before a response is actioned by an authorised user. A significant issue refers to more than three negative comments on a single social media post or receiving commentary about a topic of a sensitive nature (i.e. harassment, bullying, abuse, illegal activity etc).



RISKS, LEGAL CONSIDERATIONS AND TECHNICAL REQUIREMENTS

14.1 Record keeping

Council will use Pagefreezer to capture and archive website and social media data from its platforms. This will record all data, even if content is taken down or deleted. Should an issue arise and need to be reviewed, then Pagefreezer will be used to search for the relevant content across all archived data.

14.2 Copyright

Digital marketing platforms, in particular social media, have strict intellectual property policies that can result in the permanent removal of content and accounts that do not abide by these guidelines. For this reason, Council will only publish content (images, text and video) that it has captured itself, has permission to use (i.e. user generated content), has purchased (i.e. a stock photo) or download for free with a creative commons license.

Council will follow best practice and provide a credit for content that it does not own, even when permission is granted to share it (e.g. Credit: @ExampleUsername).

14.3 Seeking permission

When sharing user-generated content, Council will take the following steps to seek permission from the original source/owner:

1. Contact the user on the platform where the content was published and request permission (via a comment on the post or direct message)
2. Once permission has been granted, credit the user on the post (as a caption or comment).

14.4 Security protocols

14.4.1 Two-factor authentication

All authorised should have two-factor authentication switched on for their personal social media accounts. This will improve the security of their accounts and in turn Council's accounts by adding an extra layer of protection.

14.4.2 Facebook Business Manager

All Council's Facebook and Instagram accounts (including business-unit specific accounts) will be owned by the Town of Gawler Business Manager, not individual accounts, and linked accordingly.

14.4.3 Admin roles

Council will limit the number of people who have admin access to its digital marketing assets. This will be reviewed on a quarterly basis and updated as required.

14.4.4 Passwords

The password for Council's Instagram account will be changed once a quarter or as required. This will be created using a random password generator and will not contain any identifiable information.

It is important that Council reports on its digital marketing activity and achievements on a regular basis. This will provide a base to measure the effectiveness of its digital marketing program over time and determine how well it is meeting the goals and objectives set out in this strategy.

MEASUREMENT AND EVALUATION

15.1 Monthly digital marketing report

On a monthly basis, Council will prepare a summary of results for the previous month. This data will be extracted directly from each platform's inbuilt insights, Google Analytics or automatically generated via Hootsuite. See appendix 3 for a complete list of the metrics that will be reported on.

The monthly report will include an overarching summary of results (all assets combined) and a breakdown of data for each of the 21 Council-owned digital marketing assets.

The report will be compiled by the Coordinator Marketing and Communications and shared with the Manager Business Enterprises and Communications, as well as all relevant authorised users.

15.2 Internal benchmarking

For benchmarking purposes, Council will compare its digital marketing activity (increase and decreases to key metrics) month on month. In addition, 6 and 12 month targets should be set for each of the metrics above. As a general guide, Council should aim to increase its current (results) activity by 5 – 10% each year.

15.3 Industry benchmarks

Industry benchmarks are often hard to source, especially data that is specific to local government. For credible third party digital marketing benchmarks, Council will refer to:



FUTURE CONSIDERATIONS

16.1 Additional stakeholder research

To better understand the needs of its stakeholders, the Council may consider conducting additional stakeholder research (for primary and secondary stakeholders) via user requirements sessions or online surveys. This would be beneficial in understanding the following in more detail:

- The digital platforms these stakeholders currently use
- The digital platforms they want Council to use/communicate on
- The type of information that interests them
- The way in which they want to receive this information (link to the website, video, short social media post etc)

16.2 Internal social media policy

It is important that Council reviews its internal policies and procedures to guide staff activity on social media. The Media Policy provides guidelines and direction for appropriate communication by Council Members, Council staff, contractors, volunteers and any other groups who officially represent the Town of Gawler to the community. The policy applies to all forms of media communication using both traditional media and digital media. It helps mitigate risk and provide clear direction to all staff, for both personal and professional use of social media.

16.3 Other digital platforms

As new technology and digital platforms emerge, Council should investigate whether adopting them would provide value and improve current digital marketing activity.

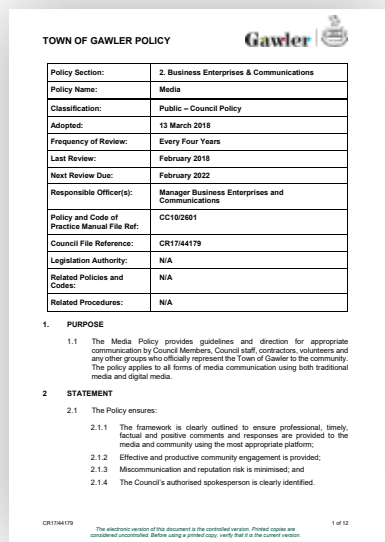
Key considerations include:

- What value will this provide Council? What is the benefit?
- What value will this provide Council's primary stakeholders?
- Who and how will this technology/platform be resourced?
- Is training required to upskill staff in using this technology/platform?
- What investment, if any, is required to facilitate this?
- What are the risks/limitations of this technology/platform?
- How does this technology/platform fit into Council's digital marketing strategy?



REFERENCE MATERIAL

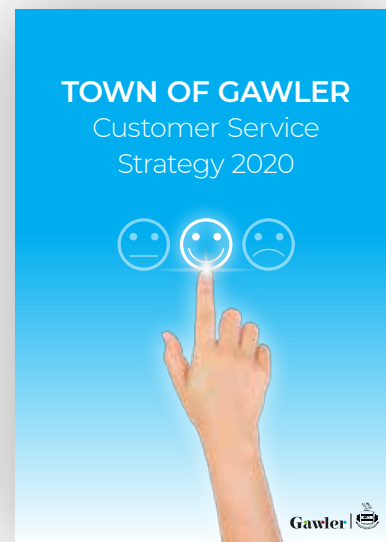
The following documents have been reviewed and referenced as part of this digital marketing strategy:



Town of Gawler
Media Policy



Town of Gawler
Corporate Plan
2020 – 2024



Town of Gawler
Customer Service Strategy
2020



Town of Gawler
Community Plan
2030+



APPENDICES

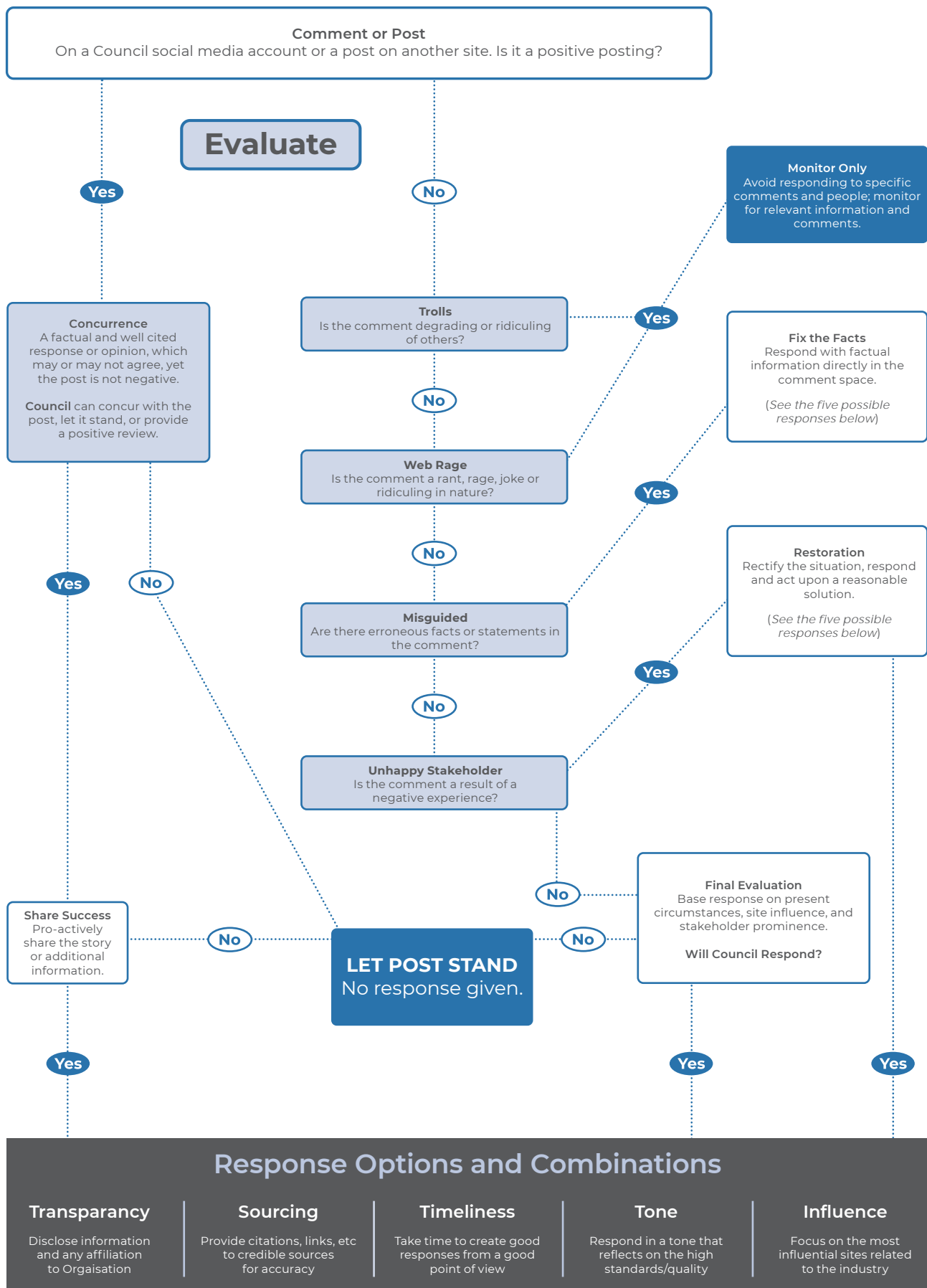
Appendix 1 – Response workflow

Appendix 2 – Digital house rules

Appendix 3 – Monthly Reporting Metrics

Appendix 1 - Response workflow

An organized workflow that communicates rules for engagement for the entire team.



Appendix 2 - Digital house rules

House Rules policy is important as it outlines what is and isn't acceptable behaviour on the council's accounts, which allows you to maintain a level of control. It ensures the council's platforms provide a positive experience for all users.

Social media house rules

Our social media channels are where we share information on the latest updates and/or news and happenings in the town. As an open and inclusive town, we welcome any form of interaction (discussion, sharing, reacting) on our social media channels. However, we want to ensure a safe, respectful and considerate environment for our community.

By using or accessing any of the Town of Gawler's pages, you agree to comply with Town of Gawler's social media house rules and relevant social media channel's terms and conditions. Should any interaction violate the guidelines and/or specific social media channel's terms and conditions, Town of Gawler reserves the right to remove the post for the benefit of the community and the page. External postings by Town of Gawler's fans to Town of Gawler's social media channels do not necessarily reflect the opinions of Town of Gawler, nor does Town of Gawler confirm their accuracy.

The following guidelines are designed to facilitate a quality environment for our online community. Please take a minute to read through them and do keep them in mind whenever you participate.

Town of Gawler reserves the right to delete comments, links, photos and videos deemed inappropriate. Types of inappropriate content include information that is:

- Inflammatory, or abusive;
- defamatory, offensive, obscene, vulgar, or that depict violence;
- commercial solicitation or solicitation of donations;
- spam;
- overtly party political;
- encouraging activities illegal in Australia;
- considered bullying and harassment;
- transgressing copyright or intellectual property (IP) laws;
- compromising a person's privacy or personal details e.g. phone number.

Privacy

When you engage or interact with Town of Gawler's social media pages, you are using an external website, desktop or smartphone application, and are therefore bound by the privacy principles and terms of use of that platform. We encourage you to review privacy policies of each social media site for further information and full understanding before interacting with Town of Gawler's social media channels. Any views expressed by third parties are not necessarily the views of Town of Gawler.




Recordkeeping



Town of Gawler may record information posted to any of its social media channels for Council purposes. Visit our [Privacy Policy](#) page for additional information.

Appendix 3 - Monthly reporting metrics

Below is a breakdown of the digital marketing metrics to be included in the Council's monthly report.

Platform/Metric	Definition
Website 	
Total users	The total number of unique visitors to your site
Total sessions	The total number of visits to your site — including both new and repeat visits
Total page views	The total number of times a page has been loaded – including repeat loads
Average bounce rate	The percentage of all sessions on your site in which users viewed only a single page
Average session duration	The total duration of all sessions divided by the total sessions
Traffic sources	The method which people used to navigate to your site (For example: Google search)
Top visited pages	The pages on your website that register the most page views
Google My Business 	
Total views	The total number of views of your business via Google Search and Maps combined
Total searches	The total number of searches where your Google My Business listing appeared. This includes direct searches for your business name or address, searches for a category, product, or service that you offer and searches for your brand or a brand related to your business
Total customer actions	The total website visits, direction requests, and phone calls that have occurred through your Google My Business listing
Total reviews received	The total number of reviews your listing has received in the reporting period

Platform/Metric	Definition
App 	
Total users	Total number of unique people who have used your app in the reporting period
Total new users	The increase in the number of people who have used your app since the last reporting period
Facebook 	
Total fans (likes)	The total number of Facebook users who have liked Council on Facebook
New fans (likes)	The total number of new fans (likes) to have liked the account during the time specified
Total post reach (organic & paid)	The total number of Facebook users who saw a post published by Council
Average post engagement rate	The % of users (fans and non-fans) who saw a post and interacted with it (liked, shared, commented etc)
Top performing post	The post that has received the highest level of engagement in the reporting period
Twitter 	
Total followers	The number of people following Council's Twitter account
Net new followers	The increase or decrease in the number of people who are following Council
Engagement	The total number of interactions (retweets, replies and likes) received during the selected time frame
Total impressions	The total number of times your tweets were seen by users
Top performing tweet	The tweet that has received the highest level of engagement in the reporting period

Platform/Metric	Definition
Instagram 	
Total followers	The total number of Instagram users who have followed Council on Instagram.
New followers	The total number of new followers to have followed the Council account during the time specified.
Total post reach	The total number of Instagram users who saw a post published by Council.
Average post engagement rate	The % of users (fans and non-fans) who saw a post and interacted with it (liked, shared, commented etc)
Top performing post	The post that has received the highest level of engagement in the reporting period.
LinkedIn 	
Followers	The total number of LinkedIn users who have followed Council on LinkedIn.
Net new followers	The total number of new followers to have followed the Council account during the time specified.
Total page reach	The total number of times content associated with the Council LinkedIn account was seen.
Average post engagement rate	The % of users (fans and non-fans) who saw a post and interacted with it (liked, shared, commented etc)
Top performing post	The post that has received the highest level of engagement in the reporting period.

Platform/Metric	Definition
YouTube 	
Total subscribers	The total number of people who have subscribed to the Council channel.
Total new subscribers	The total number of new people to have subscribed to the Council channel during the reporting period.
Channel views	The total number of views videos on the Council channel have received in the reporting period.
Watch time (hours)	The total amount of time that viewers spent watching Council videos.
Average view duration	The total watch time divided by the total number of video plays, including replays.
Digital Advertising 	
Total reach	The total number of people who saw your ads at least once.
Total impressions	The total number of times your ads were displayed – including displaying multiple times to the same person.
Total link clicks	The total number of clicks on links within your ads that led to the specified destination, usually your website.
Total conversions	The total number of times a user has performed a specified action after clicking or viewing an ad – such installing a mobile app or signing up for an email list.
Cost per conversion	The total cost of conversions divided by the total number of conversions.
Monthly spend	The amount that has been spent on advertising for the time period specified.



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