# [User research, analysis and recommendations](https://docs.google.com/document/d/1BkMF9UT_fc2iOH0YwbbCEwxflyl7Y0UQcZmcpnFSPEk/edit#heading=h.2s8eyo1)

[<this template is to assist people intending to start a new social media channel or improve an existing one>](https://docs.google.com/document/d/1BkMF9UT_fc2iOH0YwbbCEwxflyl7Y0UQcZmcpnFSPEk/edit#heading=h.2s8eyo1)

# Family Violence And Service Delivery Reform digital and social media strategy

## <Instructions>

<Remove any content which is within <brackets> and replace with researched examples. Your departmental digital team can assist with survey tools and analytics if you’re not sure where to start. Don’t just skip a section if you don’t have the answers! Each section in this template is here to give your social media account the best chance of success and to mitigate risk.

This template is to assist with broader strategic planning. If you just want to carry out a specific campaign on an existing platform, use the Victorian Government engagement template.>

## Executive summary

<In one paragraph only outline the key actions you intend to take and why you think these will result in the best outcomes for your target audience and objectives. A director should be able to read only this summary and agree or disagree with your approach. It will be easier to write this section at the end as it’s a summary of the document.>

## Key objectives

The key objectives for <insert name of area and/or website/digital channel > are:

* <objective 1>
* <objective 2>.

<This should be your broader business objectives.>

This social media strategy will assist us in reaching the above objectives by <insert rationale.>

## Audience

<Outline who your target audience is, as well as any secondary audiences. Be as specific  as you can e.g. ‘single, employed, inner city women under 30’ is good, ‘Victorian Public Servants’ is too broad. If you know anything about where they are online or any common interests/characteristics, outline that too. Your department’s strategic communications team can assist with this.>

# Analysis of our channels

## Our channels

<Department/division/group name> currently has the following channels:

<insert any web presence, newsletters, social media etc that has some relevance to your audience>

<Include current usage numbers, followers etc. If you genuinely don’t have any existing channels then state that but your department will have a website and possibly social media also. Looking at these with give you awareness of current content and realistic content benchmarks/KPIs.>

## Popular content

The most popular content for <group name> last year was:

<insert top five for each existing channel>

<This is to help you get an idea of what your current audience is interested in. Add analysis of any trends e.g. case studies are popular, emotional language or quotes work.>

These channels can be leveraged by <insert how you’ll feed content through to these channels e.g. sharing through the social media working group, sharing a communications plan.>

# External scan

## Hashtags

<List hashtags that are currently being used within your topic and when they can be used to assist with discoverability e.g. #smallbizau to reach small businesses in Australia, #agchatoz to have a conversation with agricultural businesses. Use [Hashtagify.me](http://hashtagify.me/) for research. >

## Influencers from Victoria

<Scan relevant social media and list people who are influential in your topic area or target audience. Try to get a mix of people with large followings as well as highly passionate people in your audience/topic who may not have as many followers . What is your plan to connect with them/make them notice you?>

|  |  |  |  |
| --- | --- | --- | --- |
| **Influencer and channel** | **Number of followers** | **Interests** | **Plan to connect** |
| e.g. Dave O’Neill (comedian), Twitter | 17.7K | Promoting new book (The Summer of ’82), mental health | Make an 80s reference/joke |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Competitors

<Scan for similar accounts or people targeting similar audiences to what you have or intend to set up. They could be accounts in other state’s departments, corporate or non-profit organisations e.g. Youth Central could also compare itself to @UNYouthEnvoy and @triplej.

Outline what sort of content is most popular so you can replicate their success.>

## User research

<Outline any research you have on your users and what they are looking for on social media and more broadly. At the very least create a simple survey to get some insights into what social media they use and the sort of content they’re interested in. Your departmental web team will be able to assist with this if you need help.>

## What should our success metrics be?

Given our objective is to <insert key objectives from earlier in the document> then our key success metrics on social media should be:

<make sure your success metrics are measurable and help you measure progress towards your objectives e.g. if you want to increase equality for the LGBTI community then you should be looking for an increase in positive sentiment in Victoria. Use your competitor’s or existing metrics as a benchmark of what’s possible.>

## What’s our personality?

<Social media doesn’t get traction if it’s boring. If your social media was a person, what sort of personality would it have? Outline key characteristics of your profile as well as what it wouldn’t do.

**Example: Apple**

Apple are renowned for their clean, simple and inspiring content. Their list might compose of;

* Calm, but not passive.
* Confident, but not arrogant.
* Innovative, but not flash.

Example taken from Gather Content https://gathercontent.com/blog/tone-of-voice-guide#>

## Emotional connection

<Emotionally connected Victorians will pay more attention to what we have to say and help spread our messages. Social media can have a big impact on emotional connection. One condiments brand found that 60% of its social-network-affiliated customers (especially followers on Facebook, Twitter, and Pinterest)—versus 21% of all customers—were emotionally connected.>

There are 10 main emotional motivators:

|  |  |
| --- | --- |
| I am inspired by a desire to: | We can leverage this motivator by helping customers: |
| Stand out from the crowd | Project a unique social identity; be seen as special |
| Have confidence In the future | Perceive the future as better than the past; have a positive mental picture of what’s to come |
| Enjoy a sense of well-being | Feel that life measures up to expectations and that balance has been achieved; seek a stress-free state without conflicts or threats |
| Feel a sense of freedom | Act independently, without obligations or restrictions |
| Feel a sense of thrill | Experience visceral, overwhelming pleasure and excitement; participate in exciting, fun events |
| Feel a sense of belonging | Have an affiliation with people they relate to or aspire to be like; feel part of a group |
| Protect the environment | Sustain the belief that the environment is sacred; take action to improve their surroundings |
| Be the person I want to be | Fulfill a desire for ongoing self-improvement; live up to their ideal self-image |
| Feel secure | Believe that what they have today will be there tomorrow; pursue goals and dreams without worry |
| Succeed in life | Feel that they lead meaningful lives; find worth that goes beyond financial or socioeconomic measures |

Credit Harvard Business Review https://hbr.org/2015/11/the-new-science-of-customer-emotions

<Choose two emotions that your social media account will aim to inspire (try to test whether these emotions drive your audience if you can by asking them some questions about their values). Outline ways you will try to achieve this emotion in your audience e.g. We will help people to Feel a sense of belonging by creating special events where our audience can meet in person and connect with each other.>

## Recommendations

<Based on your research and analysis, what are the top five things that you want to do?>

## Moderation plan

<An important step in any social media plan is moderation. Outline who will be available to moderate 24/7 (at least two people will need to be available for backup, if you can’t commit to that you should be pausing your plans while you look for budget), as well as the moderation guidelines. You can use the following as a guide but make sure you have your moderation guidelines checked by your department’s legal team before proceeding.>

# Moderation guidelines

## Facebook or Twitter page

Moderation Policy

With our Facebook page, the Victorian Government will:

* remove any inappropriate or offensive comments
* leave what you share that relates to the subjects covered on this page
* endeavour to respond to comments that ask questions in a timely manner.

Aside from our posts, comments posted to this page do not represent the opinions of the Victorian Government.

Responses may only be provided during Victorian business hours.

## Group or general forum

<The primary purpose of this page/group is to <insert purpose>.

This Page/Group is not a promotional vehicle.  Any blatant advertising (as deemed by the administrators) will be removed from the group and the member will be warned.  If blatant advertising from the member continues to occur, the member will be notified and removed from the group.

We encourage sharing useful information, but we ask that all members respect copyright and fair use principles. Always give people proper credit for their work and content.

Unacceptable behaviour is your responsibility.

Please be responsible for what you write.

We have the right to remove anyone who:

* Blatantly advertises within the group
* Spams the wall or members
* Is obtrusive and/or disruptive
* Uses inappropriate language such as swearing
* Is discriminatory or makes socially unacceptable, inflammatory comments

Attempts to engage in overt political or religious debates and arguments

If a comment breaches the above guidelines it will be removed and the commenter will be sent a private message with a warning he/she’s comment is against the guidelines. If a breach occurs a second time (or is severe in nature) the commenter will be blocked/removed.>

## Escalation process

<Sometimes a decision is made on social media that upsets a member of the public. Outline your escalation process if a complaint is made. E.g. referred to Online Manager who can then refer to Director of Strategic Communications.>

## Next steps

<Outline what steps you will need to carry out to achieve your recommendations.>

|  |  |  |
| --- | --- | --- |
| **Action** | **Who** | **By when** |
| e.g. Create editorial calendar | Emma | Feb 17 |
|  |  |  |
|  |  |  |
|  |  |  |

# 1. Overview

Communicating findings from your research is a vital step towards achieving citizen-centric outcomes for government. Recording what you’ve learnt in a findable and re-usable way helps government to understand citizens’ needs, preserves knowledge and maximises the potential for re-use, and drives up capability and influence amongst the community of practice.

Following this procedure will assist you to plan ahead for sharing artefacts created during your research and work within your organisation’s information management policies.

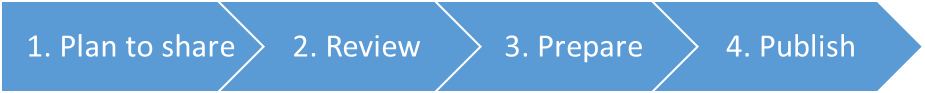


Figure 1:Overview of the UX Research Reporting Procedure.

2. Procedure

## Plan to share

Before your research commences you’ll need to reach an agreement with the business owner or external vendor on who owns the artefacts arising from the research and how artefacts can be shared.

UX research reports have value beyond the end of your project because they contain findings and insights about how people think, and what their expectations are when interacting with government. Although the activity may be specific to your project, the insights arising from your research are often applicable to all manner of services across government.

In addition to your final report, the supporting materials like your test plans and recruitment specifications help government to understand and recreate the activity. Sharing your lessons learnt in a find-able and understandable way with specialists across government assists others to leverage existing knowledge to reduce duplication and waste.

In addition to helping government share the benefit of what you’ve learnt, sharing helps the community of practice compare deliverables and methods so that Victorian government can make informed decisions when evaluating third party vendor proposals and quotes.

**For research third party vendors do**

Using your organisation’s standard purchasing agreement terms should already give you the terms for managing intellectual property needed to share within Victorian government while respecting the vendor’s trademarks, copyright or vendor-proprietary information.

Plan to include a report of research findings in your budget so that the work you do is preserved in a reusable way by using the ‘WoVG Digital Standards Framework UX Research - Report checklist’.

Make sure when you accept a final research report that no materials intended to be shared are inappropriately copyrighted and that any statements that are in breach of the standard purchasing agreement are removed from the report before you sign off and accept the final document.

### For research you do internally

You won’t need a contractual agreement to publish internal research in the same way you may do with a vendor, but you’ll need to reach an agreement before research commences.

Theoretically, your research is owned by the Victorian people who have in effect paid for it, and not by a particular project or individual stakeholder. However it is important to respect and protect commercial interests and the reputation of the Victorian government by reaching agreement on what can and can’t be shared upfront.

It’s important to do this upfront before you start so that you can keep in mind any limitations imposed by commercial sensitivities when writing up your findings and avoid rework and disappointment later.

You’ll need to reach an agreement on what your report should contain and should not contain, what and how you can share with the community of practice, and with whom and when.

If after planning ahead for research sharing, your document still contains information that the business considers too sensitive to share, discuss options for redacting the report so that the remaining findings can be published. This may include removing references to commercially sensitive information and leaving in observed behaviours and recommendations.

## 2.2. Review

Check that your research artefact is ready for sharing and that:

* the measurable results have been [calculated](https://drive.google.com/drive/folders/0B2EpL6E1iR2mWWJXcUpvYXlkdWc)
* the findings are reported in a way that is [understandable and re-usable](https://drive.google.com/drive/folders/0B2EpL6E1iR2mWWJXcUpvYXlkdWc)
* the Product Owner has authorised publishing the artefact
* the artefact is stored appropriately in your information management system (e.g. TRIM)

All artefacts are compliant with your information management policy for managing personal and commercially sensitive information. You should always de-personalise artefacts so that no personal details of participants are included in the report and supporting materials.

## 2.3 Prepare

Keeping your file sizes small will help you manage distribution and reduce problems encountered uploading and downloading the research:

* for Word or PowerPoint file formats prepare the artefact for web publishing by reducing the file size of images using Microsoft Word ‘Compress Pictures’ function
* for other file formats including PDF, prepare for publishing by optimising the file size using Acrobat’s ‘Save as PDF’ function.

## 2.4 Publish

Prepare a communication for the WoVG Yammer channel. If you get stuck or need some ideas, try starting with one of the template examples below.

Include the hash tag [#usingevidence](https://www.yammer.com/vicgov-digital/topics/14546901) in your post so that interested parties can search for and find examples of evidence-based research.

**Example Yammer post**

Our department has recently completed research on the find-ability of content on our public website.

Our key findings were: that broad catchall labels makes narrowing options difficult; and file-type-based navigation only works for well-known publications. See the attached report for more [#usingevidence](https://www.yammer.com/vicgov-digital/topics/14546901)

**Example Yammer post for usability testing**

Our team engaged citizens to design a usable service that would help them with their problems.

Key findings:  low levels of awareness of how Government protects citizens' privacy amongst vulnerable groups, and low levels of awareness of how credit agencies work with personal information. [#usingevidence](https://www.yammer.com/vicgov-digital/topics/14546901)