



VOICES@CARTREFI

**SOCIAL MEDIA
CONSULTATION EVENTS**

FEBRUARY AND MARCH 2016

Following the various social media consultations over February and March 2016 we wanted to inform you of how your feedback has contributed to online content development and posting in the following months.

What was the aim of the consultation?

It is now recognised that Social Media is a tool that is widely used for contacting tenants. We wanted to gather resident's views and opinions so that we can use this platform in the most effective way, to gather information on what tenants would like to see more of and what would be beneficial.



How the consultation was run

We ran several focus groups asking what information and content tenants would like to see, how they access it and how often they tend to view our online channels.

Results of the consultation

Tenants identified times that they generally use social media and what they would like to see on social media: -

- Video's and personal stories
- Information on departments, employee roles and who to contact.
- What is happening on Catrefi Conwy estates.
- 'How to' pages.
- What Cartrefi are achieving and hoping to achieve.
- Opening times of community centres.

What happened next?

We have started planning different content for use online and have begun to share this through Twitter and Facebook such as videos '*Voices @ Cartrefi*' and '*Focus on Photography*'.

We have plans in place for community news bulletins and online newsletters in order to keep our tenant base in the loop on other communities.

We have started evolving the way we share things online by sharing more posts in the evening and mornings.