

# Why we use social media

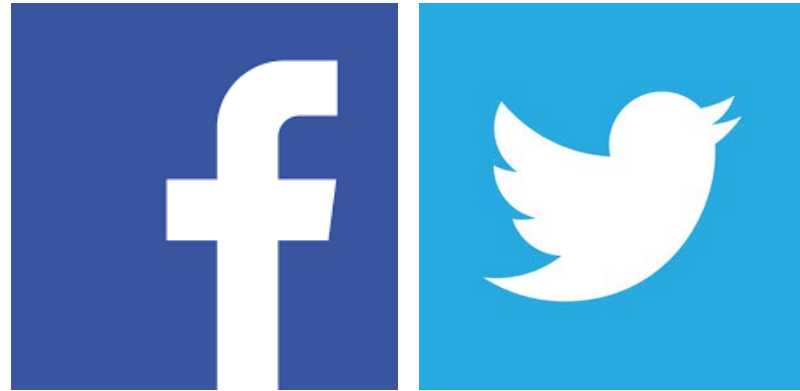
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# Our partner organisations



# Our social media journey

- GHA's Facebook page launched in 2011
- Eight years later, Wheatley Group has 13 busy social media channels
- Nearly 27,000 followers.



# The value of social media

We use social media:

- to **engage with customers** on channels they use every day
- to **build relationships with younger tenants**
- to **grow customer service channels**
- to **increase positivity** around our subsidiaries
- as one of our **communications tools** to help us achieve business goals.

# Case study: Modern Apprentice recruitment

## Facebook:

Stories told by current Modern Apprentices using short videos, quotes and photos.

- Reach (organic): **150,000+**
- Shares: **946** times
- Cost: **£0**
- Number of applications: **259.**



# Case study: Keeping tenants safe at home

‘Stay safe’ – fire safety campaign for 2018:

- Twitter: **122** posts
- Facebook: **170** posts
- Facebook reach: **53,000+**
- Page views on ‘Stay Safe’ website pages: **3,256.**



# Case study: 'Stay Safe' outcomes

'**Stay Safe**' helped change tenants' behaviour. Results showed a:

- **94%** point increase in the number of home fire safety visits
- **14%** point decrease in the number of fires
- **6%** point decrease in the number of cooking fires.





# More than Facebook and Twitter



Tenants are not your only customers.

LinkedIn allows you to raise your profile in the professional community.

You can reach:

- **sector professionals**
- **partners**
- **stakeholders.**

