

# High Speed Rail Consultation

1. **Recommendation 1: Use the existing DfT handle to tweet HSR consultation outputs using the objectives outlined below.**

## Twitter - objectives

2. Objective 1: Extend reach of HSR consultation messages online, raise awareness and encourage consultation participation and live event attendance with frequent tweets.
3. Objective 2: Create HSR consultation specific hash tag and monitor twitter for reaction and mentions of our HSR consultation coverage via @mentions, # tags, trending topics, re-tweets.
4. Objective 3: Identify and build relationships with relevant niche audiences, stakeholders, and key influencers such as bloggers and journalists by monitoring for @mentions, re-tweets and engaging accordingly.
5. Objective 4: Provide leadership and credibility by increasing our visibility and reach as experts in our remit within online space.
6. Objective 5: Provide a method for audience engagement inviting feedback. Provide a means for our audience to subscribe to our outputs by RSS, email and SMS.
7. Objective 6: Provide live coverage of events e.g. HSR consultation road shows, via tweets, for those who are unable to attend in person.

## Twitter - Audience

8. Primary audience would derive of commuters, residents and campaign groups.
9. Secondary audience is envisaged as being niche or specialists e.g. journalists, train operators etc.

## Twitter - Key performance Indicators (KPI) and metrics

10. Objectives will be measured against KPI, and in some cases metrics to measure the success of the objective.
11. The success indicators are defined as:
  - Output indicators - audience is exposed to HSR tweets
  - Out-take indicators - audience takes something from their twitter experience
  - Outcome indicators - audience may interact/engage or participate in consultation and/or at live events and/or re-tweet HSR tweets maximising message reach across the twitter community.
12. **Output indicators:**

- Exposure - reach and volume.
  - Maximise reach: Increase number of followers
  - Maximise reach: Increase number of HSR specific audience e.g. HSR champions
  - Maximise reach: Increase message reach via re-tweets/use of hash tag
  - Volume: Tweet frequent and varied HSR updates to maintain a significant number of followers and maintain follower interest

13. **Out takes:**

- Followers are satisfied with the information they are receiving:
  - Increased understanding of the HSR consultation
  - Change follower's attitude towards the HSR consultation
  - Build relationships with influencers

14. **Outcomes:**

- Followers may engage with the department around HSR issues via twitter:
  - Increase HSR consultation hash tag mentions
  - Increase HSR consultation direct messages
- Followers more likely to discuss HSR issues amongst themselves via twitter:
  - Increase in twitter community talking about the HSR consultation
  - Changes in sentiment/behaviour change following tweets
- Tweets drive traffic to the HSR consultation website
- Tweets drive traffic to other HSR digital communications e.g. YouTube, web chat

## **Twitter - tools and techniques for measuring KPIs and metrics**

15. Twitter is an owned media and provides basic statistical information:

- Followers (those who receive DfT tweets);
- Tweets (including re-tweets of others);
- Following (those who DfT follows);
- Listed (grouped by followers).

Twitter is also fortunate enough to have many free browser tools that can assist with evaluation methods. Preferred options are listed below.

16. Google Analytics and Bit.ly (URL shortener) will provide the number of web traffic referrals from Twitter to our HSR corporate content and to the new consultation website.
17. Netvibes dashboard will provide a monitoring tool for wider twitter buzz (solicited and non-solicited) following announcements.
18. Klout score - Klout is a free 3<sup>rd</sup> party browser based tool that measures twitter influence using 35 variables to measure reach, amplification probability and network score. Klout measurement definitions can be found at <http://klout.com/score>. Klout will provide twitter influence for the handle

but not specifically for the HSR consultation hash tag but should still be used for evaluation purposes.

19. Mention map - a free 3<sup>rd</sup> party browser based tool that displays which people interact with @transportgovuk the most. It also provides a mechanism for indentifying relevant people to follow.  
<http://apps.asterisq.com/mentionmap/>
20. Social mention - a free 3<sup>rd</sup> party browser based tool that measures sentiment based on keyword search terms. Social mention allows users to filter by types including micro blogging. <http://www.socialmention.com>
21. Hash tag monitoring - <http://searchhash.com/> and <http://hashtags.org> will assist with monitoring use and buzz of the new HSR hash tag.

### **Twitter - evaluation plan**

22. I propose using the above tools, methods and metrics to measure the success of each of the six objectives to include descriptions of how each objective has performed against its indicator/KPI. I propose a twitter evaluation/optimisation short summary report to be conducted at monthly intervals following consultation launch.

### **YouTube/video**

23. A video sharing website on which users can upload, share and view videos. Users can subscribe to other users channels to receive updates on video uploads, user comments etc thus creating user communities.
24. YouTube provides the perfect platform for self- broadcasting. Before its launch in 2005 there were few easy methods for self-broadcasting.
25. YouTube can be viewed via a browser on mobile or PC technology. Individual videos can be embedded onto HTML web pages of other sites.

YouTube has:

- 2 Billion views per day;
  - 24 hours of video uploaded every minute;
  - Extensive reach via the YouTube community. Videos can go viral in minutes.
  - Average person spends 15 minutes a day on YouTube.
26. YouTube falls into the category of owned and earned media. Owned media is an industry definition for digital media via a channel owned or controlled by an individual/organisation/brand. E.g. website, blog, YouTube. Earned media is achieved through the embedding of our videos on others sites and our video recommendations made by the YouTube community.
  27. The DfT branded YouTube <http://www.youtube.com/transportgovuk> channel figures as at 7 Jan 2011 are:
    - Channel views: 87,856
    - Total upload views: 36,114

28. **Recommendation 2: Use the internal Digital Engagement filming team to create DfT/HSR branded promotional video pieces that can be:**
- Uploaded to DfT branded YouTube channel
  - Embedded on the DfT corporate site
  - Embedded on the HS2 website <http://www.hs2.org.uk>
  - Embedded on the new HSR consultation website
  - Played at live events - road shows/seminars
  - Used as part of the internal communications plan
29. **Recommendation 3: Use the internal Digital Engagement filming team to attend live DfT/HSR events, including ministerial events/visits and capture footage to create DfT/HSR branded promotional video pieces that can be:**
- Uploaded to DfT branded YouTube channel and invite comments
  - Embedded on the DfT corporate site
  - Embedded on the HS2 website <http://www.hs2.org.uk>
  - Embedded on the new HSR consultation website
  - Played at future live events - road shows/seminars
  - Used as part of the internal communications plan

### **YouTube/video objectives**

30. Objective 1: Summarise the consultation process, raise awareness and encourage participation in a short engaging video.
31. Objective 2: Extend reach of HSR consultation messages.
32. Objective 3: Provide leadership and credibility by increasing our visibility and reach as experts in our remit within online space.
33. Objective 5: Provide a method for audience engagement inviting feedback via comments.
34. Objective 6: Provide footage, post event, of road shows, for those who are unable to attend in person.

### **YouTube/video - Audience**

35. Primary audience would derive of commuters, residents and campaign groups.
36. Secondary audience is envisaged as being niche or specialists e.g. journalists, train operators etc.

### **YouTube/video - Key performance Indicators (KPI) and metrics**

37. Objectives will be measured against KPI, and in some cases metrics to measure the success of the objective.
38. The success indicators are defined as:

- Output indicators - audience is exposed to key HSR consultation messages
- Out-take indicators - audience is better informed of key consultation messages
- Outcome indicators - audience may interact/engage or participate in consultation and/or attend future live events

39. **Output indicators:**

- Exposure - reach and volume.
  - Volume: Number of videos created
  - Maximise reach: Number of YouTube video views
  - Maximise reach: Number of web pages views (video embedded)
  - Maximise reach: Participation at live events

40. **Out takes:**

- Audience is satisfied with the information they are receiving
  - Increased understanding of the HSR consultation
  - Better informed audience of HSR key messages
  - Change of opinion towards the HSR consultation

41. **Outcomes:**

- Audience may be more likely to engage with the department around HSR issues following the video viewing
  - YouTube viewers leave comments on video
  - Viewers rate comments made by other users
  - Referral traffic from YouTube to the HSR consultation website
  - Viewers complete questionnaire at live events
- Content drives traffic to other HSR digital communications e.g. twitter, web chat etc
- Content drives participation to non-digital communications e.g. live road shows

## **YouTube - tools and techniques for measuring KPIs and metrics**

- 42. YouTube provides viewing figures for individual videos.
- 43. Number of comments made for individual videos.
- 44. YouTube provides the 'like' dislike' feature for rating videos and the audience can also vote on comments made by others.
- 45. YouTube has its own inbuilt insight features, including video views, video hotspots e.g. does the audience view the whole video or does the video lose the attention of the audience. Hotspot will help identify if all key messages are being viewed or just some?
- 46. Google Analytics will provide the number of web traffic referrals from YouTube to our HSR corporate content and to the new consultation website.

## YouTube - evaluation plan

47. I propose using the above methods and metrics to measure the success of each of the six objectives to include descriptions of how each objective has performed against its indicator/KPI. I propose a short YouTube/video evaluation/optimisation summary report to be conducted at monthly intervals following upload of new materials.

## Flickr/images

48. An image/video sharing website on which users can upload, share and view photos and videos. Users can subscribe to other users channels to receive updates on uploads, user comments etc thus creating user communities. Flickr can be viewed via a browser on mobile or PC technology. Flickr has:
- 5 Billion uploads
49. Flickr falls into the category of owned and earned media. Owned media is an industry definition for digital media via a channel owned or controlled by an individual/organisation/brand. E.g. website, blog, Flickr. Earned media is achieved through the Flickr community recommending our photo streams.
50. The DfT branded Flickr channel <http://www.flickr.com/transportgovuk> channel figures as at 7 Jan 2011 are:
- Channel/image views: 60,481
51. **Recommendation 4: Use the internal Digital Engagement filming team to create images from live events that can be:**
- Uploaded to DfT branded Flickr channel under a HSR consultation image gallery and encourages comments
  - Uploaded to the DfT corporate site
  - Uploaded to the HS2 website <http://www.hs2.org.uk>
  - Used as part of the internal communications plan
52. **Recommendation 5: Upload any other relevant HSR consultation imagery owned by the department or HSR to Flickr.**
53. Objective 1: Extend reach of HSR consultation messages, raise awareness and encourage participation in consultation.
54. Objective 2: Provide imagery, post event, of road shows, for those who are unable to attend in person
55. Objective 3: Provide leadership and credibility by increasing our visibility and reach as experts in our remit within online space.
56. Objective 4: Provide a method for audience engagement inviting feedback via comments.

## **Flickr - Audience**

- 57. Primary audience would derive of commuters, residents and campaign groups.
- 58. Secondary audience is envisaged as being niche or specialists e.g. journalists, train operators etc.

## **Flickr - Key performance Indicators (KPI) and metrics**

- 59. Objectives will be measured against KPI, and in some cases metrics to measure the success of the objective.
- 60. The success indicators are defined as:
  - Output indicators - audience is exposed to key HSR consultation messages
  - Out-take indicators - audience is better informed of key consultation messages
  - Outcome indicators - audience may interact/engage or participate in consultation and/or attend future live events
- 61. **Output indicators:**
  - Exposure - reach and volume.
    - Volume: Amount of image content created
    - Reach: Number of HSR consultation gallery views
    - Reach: Number of individual image views
    - Reach: Participation at live events
- 62. **Out takes:**
  - Audience is satisfied with the information they are receiving
    - Increased understanding of the HSR consultation
    - Better informed audience of HSR key messages
    - Change of opinion towards the HSR consultation
- 63. **Outcomes:**
  - Audience may be more likely to engage with the department around HSR issues following imagery viewing
    - Viewers leave comments on images
    - Referral traffic from Flickr to the HSR consultation website
  - Content drives traffic to other HSR digital communications e.g. twitter, web chat etc
  - Content drives participation to non-digital communications e.g. live road shows

## **Flickr - tools and techniques for measuring KPIs and metrics**

- 64. Flickr provides viewing figures for galleries and for individual images.
- 65. Number of comments made and analysis of comment sentiment.

66. Google Analytics will provide the number of web traffic referrals from Flickr to our HSR corporate content and to the new consultation website.

**Flickr - evaluation plan**

I propose using the above methods and metrics to measure the success of each of the six objectives to include descriptions of how each objective has performed against its indicator/KPI. I propose a short Flickr evaluation/optimisation top line summary report to be conducted at monthly intervals following consultation launch.