

Social Media Strategy

The children and young people (13 years and over) and parents we have consulted identified that they mainly use Facebook and Instagram. We needed to consider what types of social media would be manageable and sustainable in terms of service capacity, and which would have the most impact and benefit within the context of Northumberland. Our initial focus is to get a Facebook group for the service up and running. We will monitor its impact over a six-month period (December 2020 – May 2021) before exploring with service users and stakeholders other types of social media that could be used by the service.

Facebook strategy

Audience:

1. Parent carers
2. Children (13 years and over) and young people
3. Professionals – SEND services and organisations

Key Messages:

1. Northumberland IASS offers individual casework support on a range of issues relating to SEND (special educational needs and/or disabilities).
2. Northumberland IASS is a statutory service offering confidential and impartial information, advice and support to children and young people with SEND and their parents/carers.
3. Northumberland IASS provides advocacy to ensure effective support for children and young people with SEND and their families,

Tone: friendly and approachable, informative and responsive, social

Objectives	Tactic
<ol style="list-style-type: none"> 1. Reach 5% of total followers 2. Provide practical information and resources to parent carers, children and young people, and professionals 	<p>Time: 10.00 am and 3.00 pm</p> <p>Frequency: Twice a day, as appropriate, during office hours.</p> <p>Content: resources, news stories, events</p> <p>Approach: sharing posts/content with other members and networks (if relevant to IASS)</p> <p>Celebrating success and sharing best practice through positive news and case studies from service and sector.</p>

Next steps:

- Our Facebook group will be 'live' by the beginning of December 2020.
- We will promote our Facebook group through our service website and electronic bulletin and through the support groups we work with (on-going).
- We will monitor the number of followers we have on our Facebook group (monthly).
- We will report on social media activities undertaken, with accompanying data, to show the impact of the use of social media on service reach and engagement (by end February 2021).