



Evaluation of FCE's
Communications 2018-19

Daniela Patterson
[COMPANY NAME]

Evaluation of FCE's Communications 2018-19

Introduction:

The purpose of this report is to evaluate all of our current methods of communication, analysing whom we are reaching, the locations of our users, what gaps are missing in our coverage and how we can improve on communicating with people.

This report is separated into three main sections, which cover our three biggest forms of communication:

- **Website – This includes online calendars, use of resources and applications.**
- **Social Media – Whom we are reaching, what organisations we engage with etc.**
- **Email Marketing – The effectiveness of emails and traditional media (e.g. press and radio).**

Each section is broken into segments, providing an overall view of the stats for the year and the demographics for that method of communication. It then looks at what was most effective during that period in terms of engagement, reach and activity- before highlighting what needs improvement. Recommendations are then made.

Outcomes:

“FCE will provide training, guidance and support to private, public and third sector organisations to help improve their employment and service delivery practices.”

This results in organisations and groups being more aware of the support available to them from FCE to help mainstream equality within their organisations.

Outputs:

- 52 Equalities Weekly
- 12 Equalities Monthly
- 500 people signed up to our communications.

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
(T) 01592 645 310 (E) info@centreforequalities.org.uk
(W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
No.536028 and a registered Scottish Charity No.SC046683

Contribution to FCE's Strategic Outcomes:

Outcome 2: Individuals and groups feel better connected and are able to contribute to public policy and the planning and delivery of local services.

Outcome 4: Third, public and private sector organisations demonstrate best practice in equality, diversity and inclusion.

Outcome 5: FCE is recognised as a centre of excellence for championing equality, diversity and social justice.

FCE Website:

Overview:

Over the past year, FCE's website has been performing well, with 11896 views (an increase of 2286 compared to 2017). The number of visitors has almost doubled, with 6250 visitors to the site in 2018 in comparison to 2017's 3161.

In 2018 there was 310 posts published on the website, compared to 2017's 206. In terms of external referrals, Facebook traffic makes up just over 10% of all website visitors, this combined with updates and improvements to our search engine optimisation (SEO) means that we are number one on Google search results. Search engines produced just under 25% of all views throughout 2018 (3117).

Some of our most popular content included:

- **About FCE**
- **Equality News Updates (More specifically, the story on child poverty in Fife)**
- **Work with Us – Student Placements, Volunteering etc.**
- **Equality in Fife – Main Report Page**
- **Diversity Week Fife**

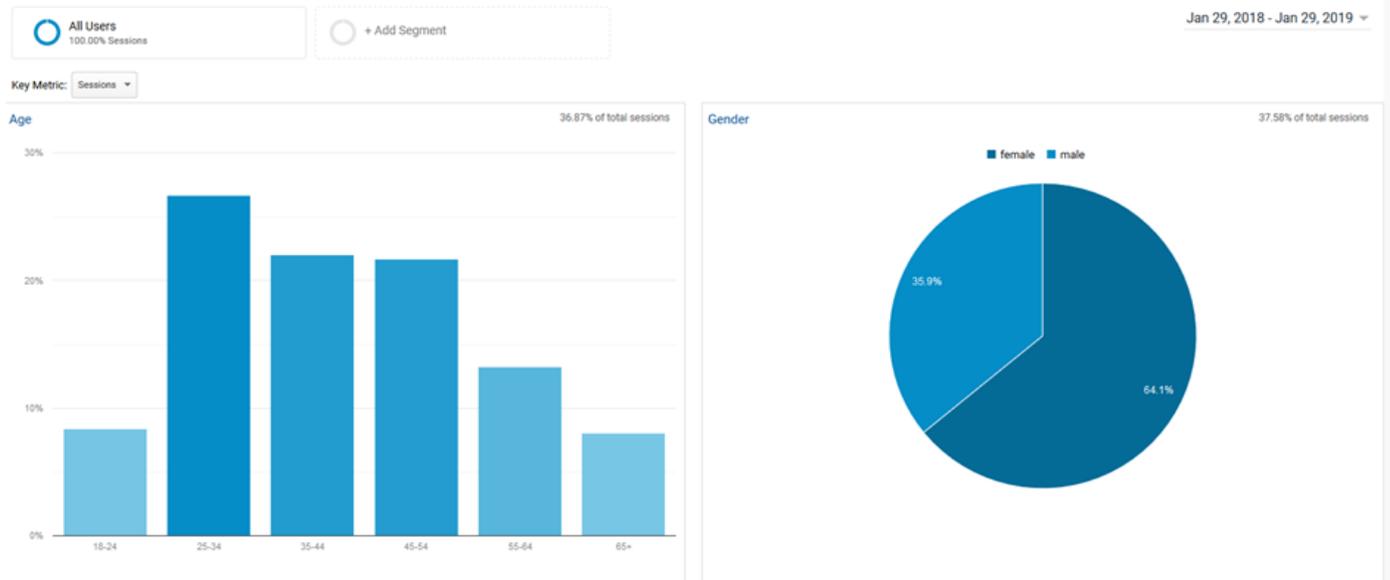
Demographics:

Below is an example of the website's demographics, Google analytics was added to our site in November 2017. It only records data from those who accept Cookies on our site; however, it still gives an insight into our biggest demographics and user base. As shown in

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
(T) 01592 645 310 (E) info@centreforequalities.org.uk
(W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
No.536028 and a registered Scottish Charity No.SC046683

the past year the largest age group to access the site has been the 25-34 group, with 64.1% female and 35.9% male.



City ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,456 % of Total: 100.00% (7,456)	81.24% Avg for View: 81.20% (0.05%)	6,057 % of Total: 100.05% (6,054)	78.42% Avg for View: 78.42% (0.00%)	1.47 Avg for View: 1.47 (0.00%)	00:01:01 Avg for View: 00:01:01 (0.00%)
1. (not set)	743 (9.97%)	93.00%	691 (11.41%)	90.58%	1.25	00:00:24
2. Glenrothes	733 (9.83%)	63.30%	464 (7.66%)	63.85%	1.85	00:01:50
3. London	659 (8.84%)	76.93%	507 (8.37%)	77.39%	1.53	00:01:13
4. Edinburgh	610 (8.18%)	72.95%	445 (7.35%)	69.02%	1.73	00:01:29
5. Kirkcaldy	610 (8.18%)	72.62%	443 (7.31%)	72.30%	1.63	00:01:06
6. Ashburn	554 (7.43%)	100.00%	554 (9.15%)	100.00%	1.00	00:00:00
7. Dunfermline	496 (6.65%)	78.83%	391 (6.46%)	72.78%	1.65	00:01:32
8. Paris	341 (4.57%)	100.00%	341 (5.63%)	74.19%	1.26	00:00:51
9. Dundee	310 (4.16%)	57.74%	179 (2.96%)	76.13%	1.59	00:01:11
10. Glasgow	256 (3.43%)	74.61%	191 (3.15%)	69.14%	1.68	00:01:48

As shown in the above screenshots, we are reaching a good mix of localities and further afield. Google analytics tracks user's locations via IP Address, which explains why there are a number of cities from outside Scotland – these servers located in the US, Europe etc. could be from the plugins we use or the users' own VPNs (virtual private networks).

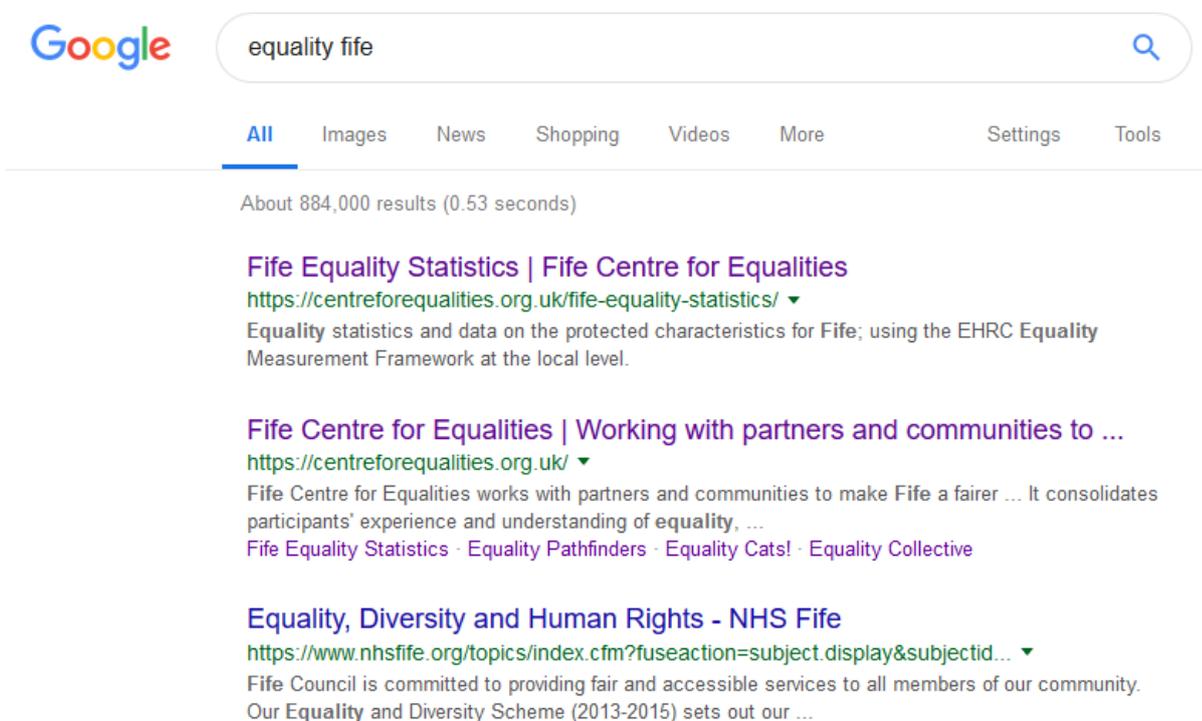
New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
 (T) 01592 645 310 (E) info@centreforequalities.org.uk
 (W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
 No.536028 and a registered Scottish Charity No.SC046683

What Works:

Equality News, International Days and “What’s New at FCE” posts - Consistent updates means good search engine results and through-traffic. Ensuring that the news stays relevant at both a local and national level means that we are retaining a local readership whilst gaining interest from outside of Fife on Fife-based issues.

Search Engine Optimisation – by using keywords, ensuring image sizes are within limit, making the site mobile-friendly and adding meta-tags, titles and descriptions has made the site easier to access and prominently displayed when searching.

A screenshot of a Google search results page for the query "equality fife". The search bar at the top contains the text "equality fife" and a magnifying glass icon. Below the search bar are navigation tabs for "All", "Images", "News", "Shopping", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 884,000 results (0.53 seconds)". Three search results are visible:

- Fife Equality Statistics | Fife Centre for Equalities**
<https://centreforequalities.org.uk/fife-equality-statistics/>
Equality statistics and data on the protected characteristics for Fife; using the EHRC Equality Measurement Framework at the local level.
- Fife Centre for Equalities | Working with partners and communities to ...**
<https://centreforequalities.org.uk/>
Fife Centre for Equalities works with partners and communities to make Fife a fairer ... It consolidates participants' experience and understanding of equality, ...
Fife Equality Statistics · Equality Pathfinders · Equality Cats! · Equality Collective
- Equality, Diversity and Human Rights - NHS Fife**
<https://www.nhsfife.org/topics/index.cfm?fuseaction=subject.display&subjectid...>
Fife Council is committed to providing fair and accessible services to all members of our community. Our Equality and Diversity Scheme (2013-2015) sets out our ...

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
(T) 01592 645 310 (E) info@centreforequalities.org.uk
(W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
No.536028 and a registered Scottish Charity No.SC046683

Content and Resources – the wide range of content and resources on offer brings in a huge number of people, using the website more as a platform instead of a basic information site. The Equality Fact Sheets and Online Calendar are a prime example of this and used regularly. The Fact Sheets are the most-downloaded items on the website.

fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-age.png	31
fifecentreforqualitiesblog.files.wordpress.com/2018/01/equality-in-fife-january-2018.pdf	19
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-disability.pdf	11
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-race-religion-and-belief.pdf	10
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-race-religion-and-belief.png	7
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-gender.pdf	6
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-age.pdf	6
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-sexual-orientation-gender-reassignment.pdf	6
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-marriage-civil-partnership-pregnancy-maternity.png	5
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-gender.png	5
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-disability.png	5
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-sexual-orientation-gender-reassignment.png	5
fifecentreforqualitiesblog.files.wordpress.com/2016/11/equality-networker-volunteer-application-form-template.docx	4
fifecentreforqualitiesblog.files.wordpress.com/2017/12/fife-equality-fact-sheet-2017-marriage-civil-partnership-pregnancy-maternity.pdf	4
fifecentreforqualitiesblog.files.wordpress.com/2016/11/2017-signed-accounts.pdf	1
fifecentreforqualitiesblog.files.wordpress.com/2016/11/fce-board-member-application-general.docx	1

Plugins – Over the past year, we have introduced a number of plugins to make the website more practical, attractive and accessible.

What needs work:

Organisation of “behind the scenes” software – The biggest issue in terms of the website’s organisation is the media user interface and maintaining of plugins. Making sure everything is up-to-date and in the right place.

Better use of features by users – On the website there are a number of features that can be used by users, whether this be the Group Directory, Pop-up sign up form, community concerns reporting page etc. Unfortunately, although the website receives a large number of visitors – these features are rarely used.

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
 (T) 01592 645 310 (E) info@centreforequalities.org.uk
 (W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
 No.536028 and a registered Scottish Charity No.SC046683

Bounce rate – The FCE website’s visitors viewed 1.90 pages on average, this resulted in a bounce-rate of 78% - this is the rate of people visiting one page and then closing the window. This could be for a number of reasons, reading a blog post, finding a specific stat and leaving, gaining contact information etc.



Visitor Retention – According to Google Analytics, just over 16% of our viewers are regulars, with the other 83.97% being new visitors. These figures combined with an average bounce rate of 78% shows that we need to work on visitor retention. The below screenshots highlight the percentage of returning visitors and our retention.

User Type	Acquisition			Behavior	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session
	549 % of Total: 100.00% (549)	83.97% Avg for View: 83.97% (0.00%)	461 % of Total: 100.00% (461)	78.14% Avg for View: 78.14% (0.00%)	1.49 Avg for View: 1.49 (0.00%)
1. New Visitor	461 (83.97%)	100.00%	461 (100.00%)	80.91%	1.44
2. Returning Visitor	88 (16.03%)	0.00%	0 (0.00%)	63.64%	1.76

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
 (T) 01592 645 310 (E) info@centreforequalities.org.uk
 (W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland No.536028 and a registered Scottish Charity No.SC046683

User retention

	Week 0	Week 1	Week 2	Week 3	Week 4
All Users	100%	2.8%	1.5%	0.4%	1.2%
Dec 30 - Jan 5	Dark Blue	Light Blue	Light Blue	Grey	Grey
Jan 6 - Jan 12	Dark Blue	Blue	Light Blue	Grey	Light Blue
Jan 13 - Jan 19	Dark Blue	Blue	Blue	Light Blue	
Jan 20 - Jan 26	Dark Blue	Light Blue	Grey		
Jan 27 - Feb 2	Dark Blue	Blue			
Feb 3 - Feb 9	Dark Blue				

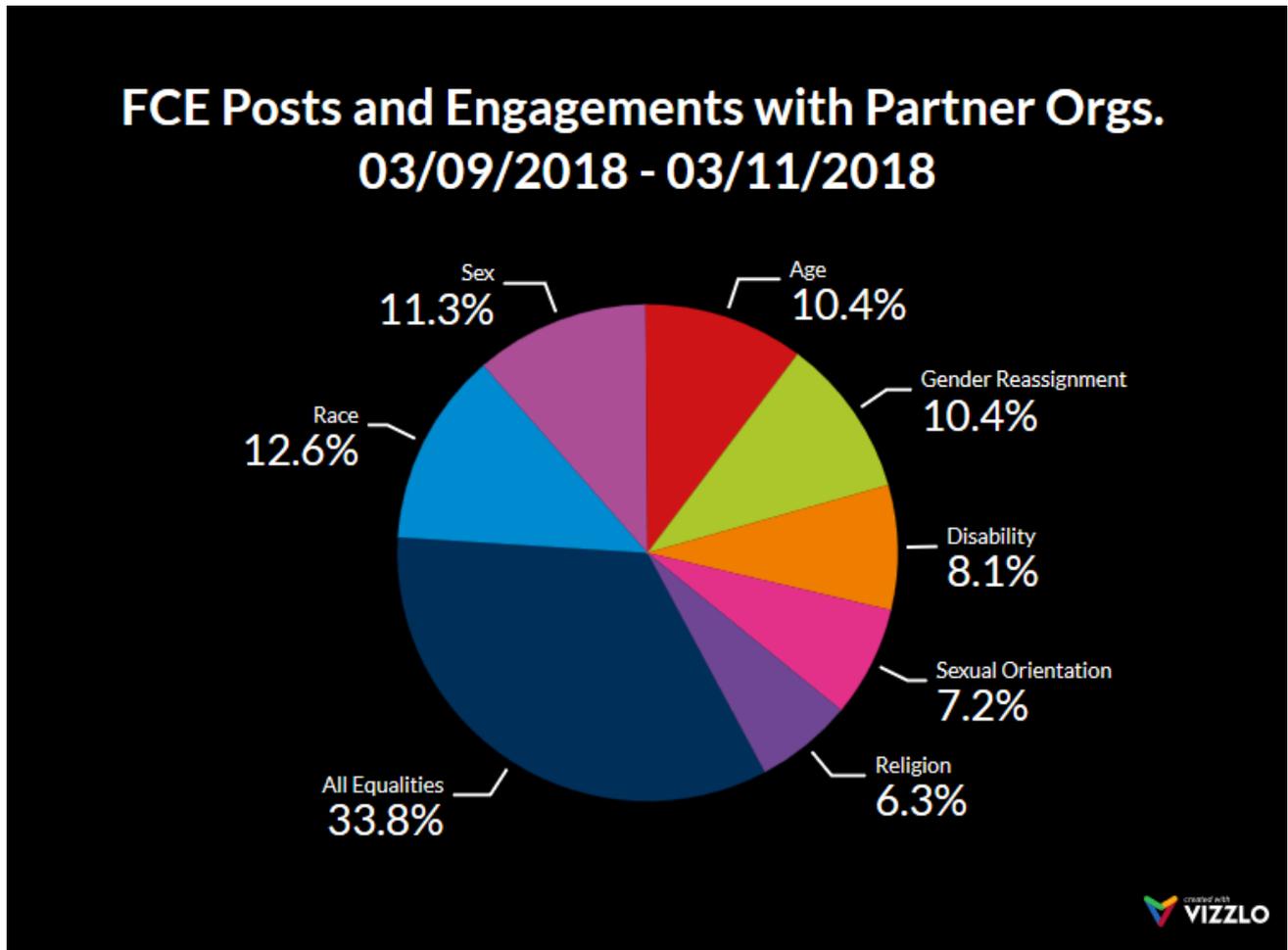
Recommendations:

Examine the User Journey- Because of the high bounce-rate, we need to look at the user’s journey, to see where we are losing them, what pages they visit initially and what features they are interacting with.

Retaining visitors- With such a large percentage of the visitors to our site being new, we need to work on retaining them – by regularly updating our content, posting blogs, events etc. to encourage them to stay up to date.

Utilise the website as a platform- Drive traffic from our other communications through the website, for example publishing a short blog post just after an event, use it to display the images, opinions, key points etc., and then posting on social media.

The chart below relates to the posts made by Fife Centre for Equalities and provides a sample of some of the groups and organisations that we engage with. There is a healthy balance of protected characteristics with the exception of marriage and civil partnership and pregnancy and maternity.



- Fife Home Educators
- Youth 1st
- Our Kirkcaldy
- Community Jobs Scotland
- Fife Jammer Locations
- Creative Dundee
- University of Dundee
- Action Against Prejudice
- Engender
- Dunfermline Foodbank
- Equality and Human Rights Commission
- Dunfermline Advice Hub
- Dunfermline Central Mosque
- Leslie Laird MP
- LGBT Fife
- Disabled People's Association of Singapore
- Fife Libraries
- Fife Migrant's Forum

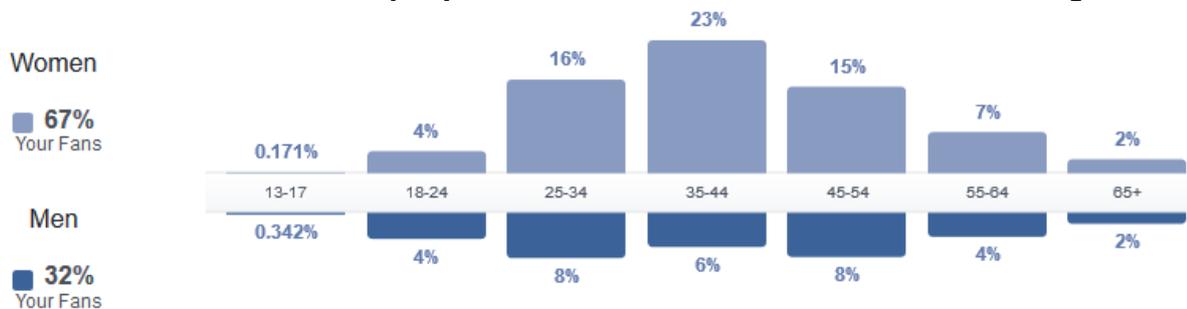
New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
(T) 01592 645 310 (E) info@centreforequalities.org.uk
(W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
No.536028 and a registered Scottish Charity No.SC046683

- Safer Communities Fife
- Greener Kirkcaldy
- Fife Employment Access Service
- Pink Saltire
- Peter Grant MP
- Switchboard LGBT+ Helpline
- Fife Council Deaf Communication Service
- Rosyth Community Hub
- Howe Harlequins Walking Rugby
- Jenny Gilruth MSP
- Judy Hamilton

Demographics:

The below screenshots give us an insight into who we are reaching with our posts, similarly to our website – the vast majority of our users are female and in the 35-44 age bracket.



City	Your Fans
Dunfermline, Scotland	115
Kirkcaldy, Scotland	87
Glenrothes, Scotland	71
Edinburgh, Scotland	43
Leven, Scotland	24
Dundee, Scotland	16
Lochgelly, Scotland	16
Glasgow, Scotland	15
Burmtisland, Scotland	14
Cupar, Scotland	13
Cowdenbeath, Scotland	12
Kelty, Scotland	6
Alloa, Scotland	5
Anstruther, Scotland	5

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
 (T) 01592 645 310 (E) info@centreforequalities.org.uk
 (W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
 No.536028 and a registered Scottish Charity No.SC046683

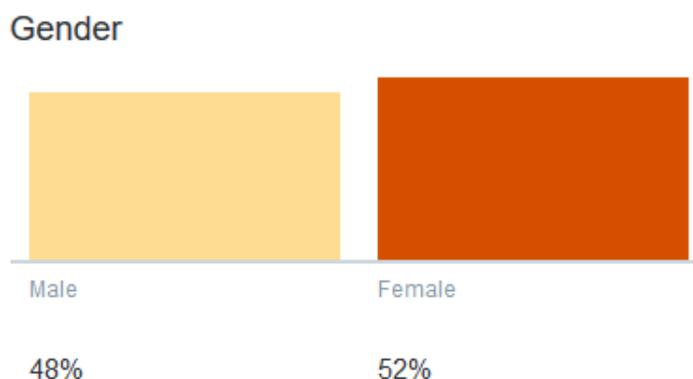
For what locations we are reaching, our Facebook page is very Fife-centred, with the majority of our users coming from central Fife.

Our Twitter analytics show that the @FCE_Team account’s Tweets achieved 65,945 impressions from January 2018 – January 2019 (Impressions are people who have seen our Tweets on their timeline, whether that be through us, mentions, retweets etc.) Unfortunately, Twitter does not measure locations in as much detail as Facebook; however, we can see that 83% of our followers come from Scotland. This is a great percentage considering how open Twitter is in comparison to Facebook.

Region

State or region	% of audience
Scotland, GB	83%
England, GB	13%
Greater London, GB	7%
North East England, GB	2%
East England, GB	1%
North West England, GB	1%
South East England, GB	< 1%
California, US	< 1%
Queensland, AU	< 1%
Nordrhein-Westfalen / North Rhine-Westphalia, DE	< 1%

In terms of gender, there is a more balanced ratio of female-to-male than Facebook, with 52% female and 48% male respectively.



What Works:

Engaging with other organisations – Sharing and liking other organisations posts that are relevant to what we do is a great way of raising our profile, sharing relevant information with our followers and gaining external networks to promote our own upcoming events.

Asking questions – By asking questions and using emotive language our readers can relate more to our content, thus feeling more confident in coming to us, sharing experiences etc. Through Facebook, we received 20 requests to circulate information, provide advice and guidance and answer questions.

Different media – Using a range of different mediums to get our content out there, whether it be a website post, photo, video etc.

Consistent branding – By displaying the FCE logo, our contact information, brand colours and utilisation of the #equalfife hashtag in all of our promotions, readers are becoming more aware of the work that we do and how working with us can benefit them.

What needs work:

Users engaging with posts – Our posts reach many people on our social media accounts, however it does not always reflect in the engagement. For example, on Twitter our most popular post in January 2019 reached 887 people, however, it was only engaged with 16 times in total.

Call-to-actions – On our Facebook and Twitter pages there are calls to action, whether that be signing up to our Newsletters, visiting our website or reporting community concerns. There is a lack of use of these features, whether it is a not knowing their purpose, not thinking it is relevant to them etc. In the past year, only 7 people have used the call to action button on our Facebook page.

More visual, concise posts – As shown by the reach, maintaining a variety of media gives us the best results in terms of reach and engagement with posts, videos are one of the most effective ways of showcasing events, often outperforming standard text + photo-based posts.

Recommendations:

Effective paid promotion – When launching campaigns, promoting events and public awareness messages it is definitely worth considering Facebook and Twitter’s in-depth promotion options. A prime example of this working was for our Diversity Week Fife Facebook page in September 2017. With a £50 set budget, we reached 5905 people and increased the pages likes from zero to 121 in a 7-day period.

Continue creating organisation “base” – Currently there are a small number of organisations that we regularly engage with on Facebook, whether it be sharing information relevant to our users, we should continue to expand this “base-layer” of organisations that we can call upon to help promote any upcoming events, or even work with them in the future.

Push for people we engage with to like and follow our pages – We have a huge number of possible followers. This includes the contacts in our email database, the people we engage with on a day-to-day basis and those who attend our events.

FCE Email Communications:

Overview:

FCE’s email marketing through Mailchimp is our most effective form of communication for getting information to a large number of people quickly.

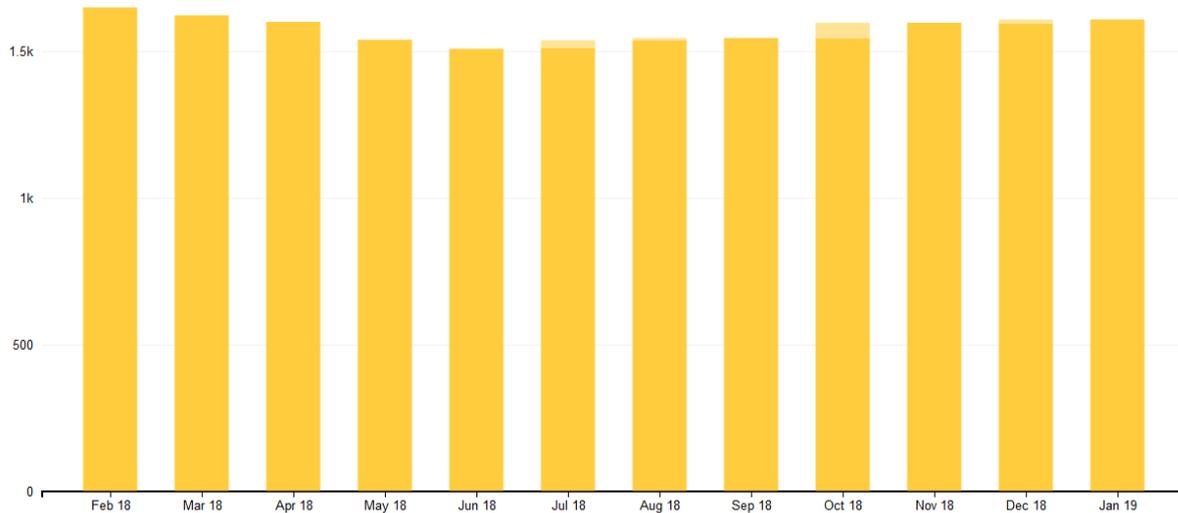
In May of 2018, changes to GDPR were introduced, giving us an opportunity to refresh our subscriber base, ensure everyone who has signed up has consented, and allow them to choose what type of communications they would like to receive from us.

Overall, we have 525 active contacts registered with us. These are split between all of our segments, allowing for more targeted promotion:

- **Electronic Newsletters (Weekly and Monthly) – 365**
- **Consultations – 125**
- **Diversity Week Fife – 198**
- **Equality Collective – 181**
- **Equality Pathfinders – 137**
- **Training and Workshops – 63**
- **Fife Women and Inclusion in Politics – 62**

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
(T) 01592 645 310 (E) info@centreforequalities.org.uk
(W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
No.536028 and a registered Scottish Charity No.SC046683



(Please note that Mailchimp’s analytics still count those on our lists pre-GDPR. These users are still in our contacts database; however, they are not receiving any communications from us.)

In terms of gathering information on our users, Mailchimp is very limited in its analytics – only covering the areas that people view our emails. Similarly, to our website, it tracks users’ based on where the servers are.

- 
1.

Glenrothes, FIF
United Kingdom

>

- 
2.

Cupar, FIF
United Kingdom

>

- 
3.

Inverkeithing, FIF
United Kingdom

>

- 
4.

Twickenham, RIC
United Kingdom

>

- 
5.

Dublin, D
Ireland

>

What works:

Targeted mailshots – Our readers are able to choose which content they would like to receive from us, by targeting the topics they are interested in, they are more likely to sign-up, click-through and contribute.

 <p>FCE Upcoming Training and Workshops Regular · Fife Centre for Equalities Mailing List Segment: Training and Workshops</p> <p>Sent Wed, September 12th, 2018 3:45 pm to 179 recipients by Fife Centre For Equalities</p>	<div style="background-color: #66bb6a; border-radius: 15px; padding: 2px 10px; display: inline-block;">Sent</div>	<p>31.8% Opens</p> <p>5.0% Clicks</p>
---	---	---

Reader-submitted content – Allowing readers to submit any stories, events, consultations and vacancies has been a success for the monthly newsletter – with over 70 requests to circulate information via our bulletin and online calendar. External organisations are recognising the bulletin as a useful source of information; we have recently begun receiving press releases from organisations to promote their work through the bulletin. For example, CHAS (<https://centreforequalities.org.uk/2019/02/01/chas-volunteering-opportunities/>).

Variety of contact methods – As shown in the table below, almost 50% of our subscribers access our communications via mobile devices, although text marketing is not being as widely used, as it should, with only a small portion of users signed up. This is definitely something we should encourage users to sign up to considering just under 50% access our communications via mobile devices.

Desktop	54.1%	Mobile	45.9%
Gmail	14.8%	iPhone	24.8%
Outlook 2013	11.0%	Android webview	17.7%
Outlook 2016	8.2%	Chrome Mobile	3.0%
Outlook 2010	7.3%	Android	0.3%
Apple Mail	3.2%	Windows Phone	0.1%

What needs work:

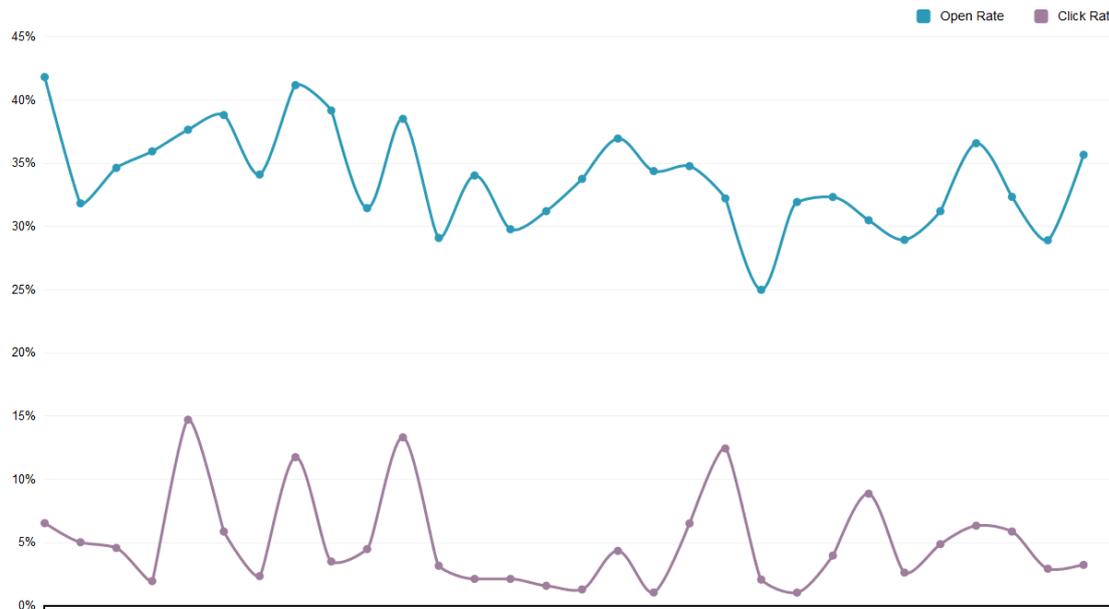
Better use of segments – Although the targeted Mailshots are effective, they are not used widely enough. A prime example of this being the Equality Collective, Equality Pathfinders and our Training and Workshops segments. As the events, updates etc. are more spread out throughout the year – it is harder to maintain regular contact with these groups.

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
(T) 01592 645 310 (E) info@centreforequalities.org.uk
(W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
No.536028 and a registered Scottish Charity No.SC046683

Increasing reader activity – As shown in the chart below, the open rates for our email communications can range from 25-45%, with the click rate sitting at around 5% on average. Whilst both of these figures are above industry averages, it does not reflect in sign-ups to events, through-traffic to our website, community concerns reported etc.

Campaign performance



Effectiveness of Online Sign-Up forms – All of FCE’s social media pages, email signatures and website has a Mailchimp-hosted signup form; however, it is not gaining a lot of traction. The vast majority of our sign-ups come from our roadshows, training, information stalls etc. Through the Hate Crime Information sessions, Roadshows and Fife Women and Inclusion in Politics group we gained over 200 subscribers.

Recommendations:

Give our readers the opportunity to share their views on our Email comms through Mailchimp. Hearing what they would change, what they would like to see and how we can communicate with them more effectively. By tailoring our

Better utilise the Equality Collective and Equality Pathfinders segmentation, for example within the Pathfinders segment; we could introduce new members, update readers on their progress throughout the awards. For the Collective, there has to be a USP – creating something separate instead of signing them up to the newsletters, which anyone can do whether a member or not.

At the start of the new financial year, send out an “introduction” email to each segment, highlighting what major happenings will be coming up throughout the year. For example, sending out our training programme, the dates for our equality collective events, the plan for Diversity Week Fife etc.

Expand into traditional methods of communication – Currently we interact with the traditional side of the media e.g. the press, radio etc. very rarely. By featuring our work in the local press, radio and television, we are reaching entirely new audiences who have not heard about our work before, as opposed to it being shared through those who do.

Gathering of Equal Opportunities information from our subscribers – As of right now we currently have no way of measuring the characteristics and backgrounds of our subscribers. By introducing anonymous Equal Opportunities Monitoring Forms, we will be able to get an idea of where the gaps are in our coverage.

Executive Summary:

Overall, our website has received 11,896 views and 6,250 visitors in the past year.

Our Facebook and Twitter pages have 588 likes and 293 followers respectively.

We currently have 525 subscribers for email communications.

Website Key Points:

- Consistent updates, linking the website with our social media and email communications results in good search engine ranking, increased views and visitors and more content downloads.
- What needs improved is visitor retention, better organisation of behind-the-scenes software and better utilisation of the website’s features by visitors.
- Recommendations include analysing the user journey to find out what visitors look for and when they leave the site to help increase retention. Also evaluating events in a blog-post format, to link to the Equalities Monthly and provide a public record.

Social Media Key Points:

New Volunteer House, 16 East Fergus Place, Kirkcaldy KY1 1XT
(T) 01592 645 310 (E) info@centreforequalities.org.uk
(W) www.centreforequalities.org.uk

Fife Centre for Equalities is a Company Limited by Guarantee registered in Scotland
No.536028 and a registered Scottish Charity No.SC046683

- Engaging with external organisations, creating discussion with followers and consistent branding gives our followers the confidence to approach us for advice, guidance and information.
- To improve on this we need to work on our calls-to-action, creating visual, less text-heavy content and encourage further engagement with posts.
- Some recommendations are to create a base layer of organisations across Fife that can assist in promoting our work, whilst we share their relevant information with our following. We should also make better use of paid promotion to target groups we are not necessarily reaching.

Email Key Points:

- Reader-submitted content, targeting our mailshots to the readers' interests and offering a variety of formats enables our content to be accessed by everyone and creates dialogue with external organisations through promotions.
- We can improve on reader activity through more effective use of segments and continuing to encourage reader submitted content. The online sign-up forms could also be improved, or promoted more often.
- My recommendations are giving the readers an opportunity to say what they would like to hear from us and their ideas for changes. Sending out an introduction email for each segment at the start of the year, to highlight what it is about and to expand into more traditional media such as the press and radio.