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The background of the slide is a stylized illustration of a village. In the foreground, there are rolling green hills. On the hills, there are several houses of different colors: a pink house on the left, an orange house in the middle, and a red house on the right. The houses have black roofs and white window frames. There are also several trees with circular canopies in shades of orange, yellow, and green. In the top left corner, there is a large white cloud against a light blue sky.

# Local Authority Network

## Theme: Digital Engagement

# Who we are



**Akshita Lakhiwal**



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# Agenda:

- 1) Social Media
- 2) Comms Teams/ Politics
- 3) Platforms





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Are we using the right channels  
to engage?

# The Traditional Housing Trinity





**Young people  
are rejected that  
trinity**



# Bryn, 15



**Snapchat key channel for chatting with friends**

**'WhatsApp is so last year, only use it to chat with you' (parents)**

**TikTok: Main media consumption, news & entertainment**

**Instagram Stories: Sharing photos, emotions, sharing news I like/dislike. Get news from accounts I like most (Insta posts are for old people!)**

**Discord - gaming communities**

**Reddit - follow things of interest. Good at showing me suggested content**

**BeReal was 50+ school group - but faded now. Rarely used.**

**Facebook - no interest...that's for old people**

**X/Twitter - has an account, occasional use for sport news,**



# Erin, 18

**Snapchat:** Use this the most. Chatting / socialising with friends and posting stories

**TikTok:** For entertainment and general ideas & inspiration. Use also for fitness and healthy eating tips & ideas.

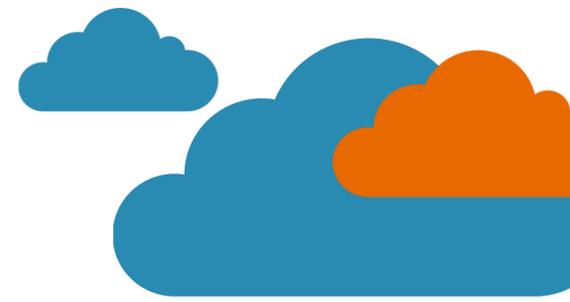
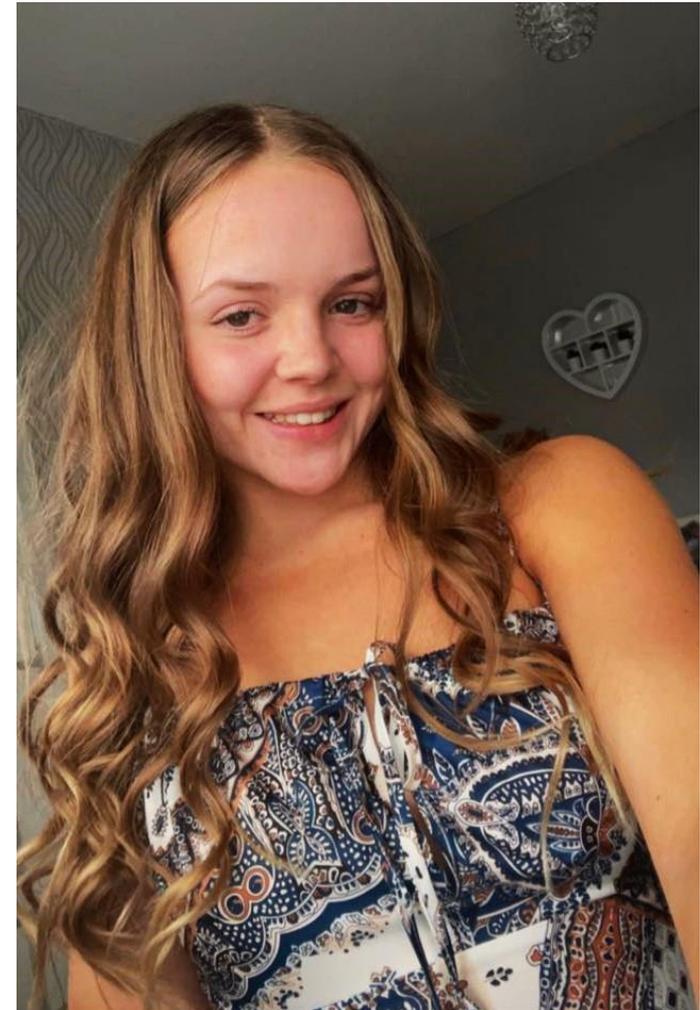
**Instagram:** Posts and stories of activities, holiday snaps etc. Also, for following others – friends and celebs

**Facebook:** Mainly for keeping up to date with family posts and to use Messenger group chats with family & friends

**X/Twitter:** For entertainment and memes 🤪

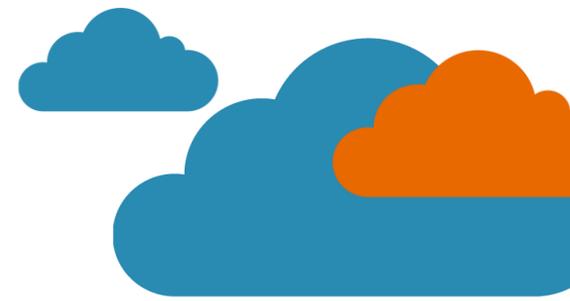
**BeReal:** Once a day unfiltered real-life snap

**WhatsApp:** Work group chat only



# Akshita, 24

- **TikTok:** I love how easy it is to use, allows me to seamlessly switch between different, entertaining videos.
- **Instagram:** Personal photo album which is somewhat public. Like using to stay in touch and post pictures and reels.
- **Facebook:** Only use to keep up with older family members and community groups.
- **X/Twitter:** My pick for getting a pulse on trending topics and staying engaged in current events.
- **Pinterest:** For all the creative inspiration.
- **WhatsApp:** The medium I use for most of the conversations. Keeps everything quick and easy.



# My personal usage



## High usage

TikTok

LinkedIn

Reddit

Mastodon

WhatsApp

## Steady medium usage

Instagram

Snapchat

## Reducing

Facebook

Twitter/X

NextDoor

## Current

Beerbuddy

Community Reshare apps

# TPAS Cymru



## **Highest engagement**

**TikTok**

**LinkedIn**

## **Steady medium usage**

**Twitter/X**

**Instagram**

**YouTube and Shorts**

## **Struggling with**

**Facebook**

## **Not bothering**

**Threads**

## **Testing**

**Reddit**

**Mastodon**

## **Paid advert targeting**

**Instagram**

**Facebook**

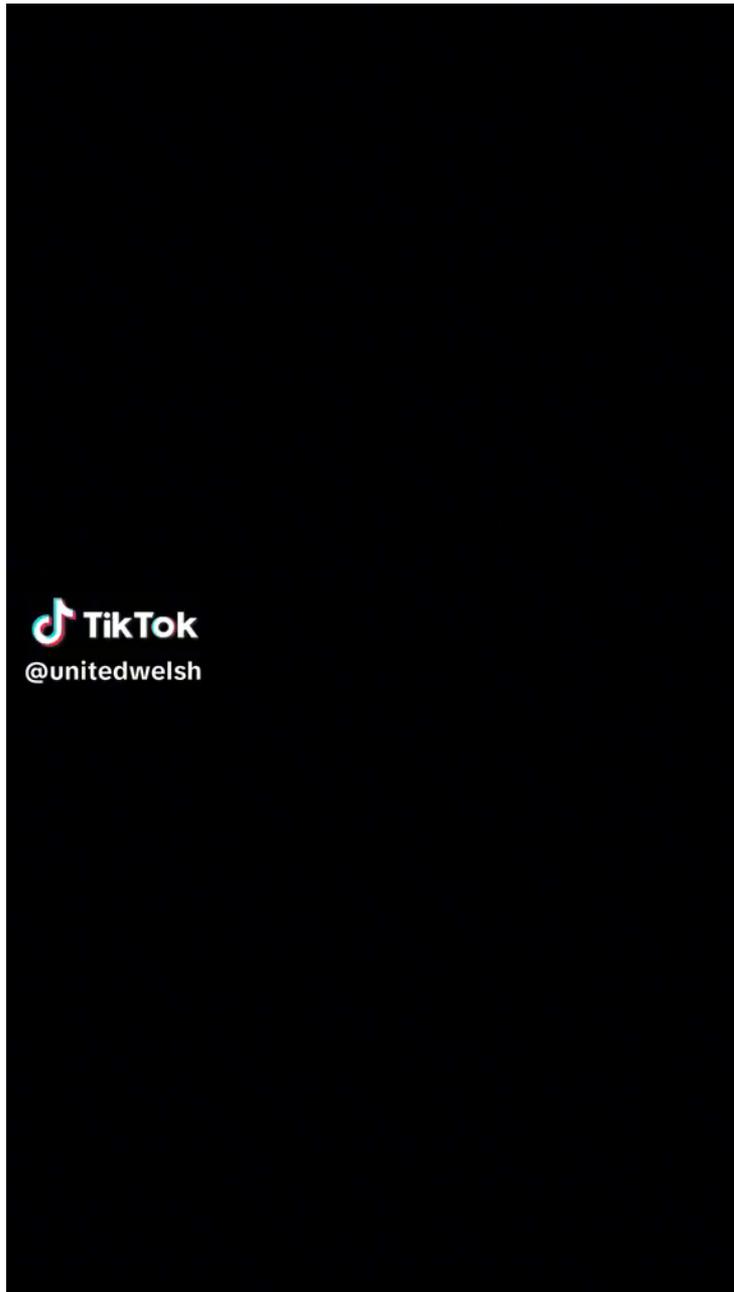
**LinkedIn**

**Next: Reddit**

# TikTok & LA



- Some LA still going strong – Herefordshire, Staffordshire, Somerset. Across all LA services
- Some dropped off – Cumbria, County Clare etc.
- Some **Welsh Housing Associations going for it;** United Welsh probably leading. + Tai Tarian, V2C, Melin. North Wales, Monmouth, ClwydAlyn
- Campaigning groups Shelter (UK&Cymru), Citizens Advice, YMCA using it well



What social media is  
working for you?  
Personal and Work?





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A colorful illustration of a hillside with three houses and several trees. The houses are in shades of orange, red, and pink, with black roofs and white window frames. The trees are in shades of orange, yellow, and green. The background is a light blue sky with a white cloud.

## Part 2: Inter-dept working

Is this your Local authority ?







Let's discuss internal  
barriers, culture and  
success



What social media is  
working for you?  
Personal and Work?





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# Part 3 – Platforms

# TPAS opinion



There are 3 types of digital platforms

- 1) Community chat/discussion, sharing knowledge combined with news, training etc
- 2) Community consultation/co-design platforms
- 3) Customer (tenant) insight platforms that capture experience at contact points



# Housing organisations are already using these platforms...

- Orbits Housing Association in England – use **CyberMedia**
- Preston Community Gateway & Aspire Housing – use **BangtheTable**
- A few Scottish Local Authorities - use **MightyNetworks**
- TPAS England have launched a member platform powered by **TenantsNet**
- Bron Afon and Tai Calon are live with **Rant & Rave**



# NEWSLETTER



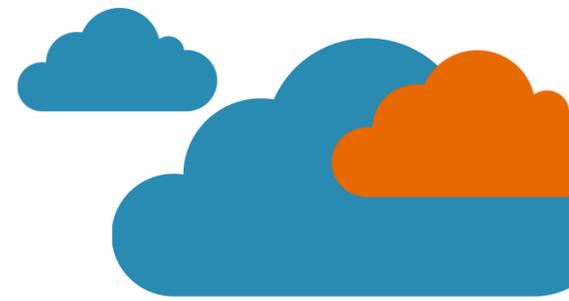
YOUR EMAIL HERE

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# UPCOMING EVENTS -



<b>Find out all about TPAS Cymru's Tenant Engagement verification for landlords</b>	<b>9<sup>th</sup> November</b>
<b>The National Tenant Engagement Conference</b>	<b>15<sup>th</sup> 16<sup>th</sup> November</b>
<b>Boards &amp; Tenants: creating stronger connections. (Governance Webinar)</b>	<b>22<sup>nd</sup> November</b>
<b>Disability Network</b>	<b>23<sup>rd</sup> November</b>
<b>4 Nations – Engaging with young people</b>	<b>5<sup>th</sup> December</b>
<b>The Ultimate Introduction to Net Zero Housing</b>	<b>8th December</b>
<b>Floored Implementation Group</b>	<b>13<sup>th</sup> December</b>
<b>Rents: getting communications &amp; transparency right for tenants - workshop</b>	<b>12<sup>th</sup> November</b>
<b>Tenants Network – Christmas networking</b>	<b>14<sup>th</sup> December</b>