

# Making the most of Digital Communications for CDRPs: Five top tips

**Whether you're aiming to tackle violence and anti-social behaviour, increase community confidence or improve the flexibility of local services, digital communications can be a powerful tool to help CDRPs engage a wide cross-section of local communities.**

But faced with a range of complex challenges and pressures, how can you best use these tools and techniques to support safer, more secure communities and deliver a measurable return on investment? That's the question we're exploring with a variety of CDRPs who are successfully using digital solutions to engage local people and break down the barriers to sustainable behaviour change.

## 1. Think objective first NOT channel

It's all too easy to fall into a trap of thinking "we need to do some social media" or "we need an app" but take a step back and consider what you're trying to achieve. Yes, these might be the right channels, but is that decision insight-driven? If not, your efforts to create the right environment to reshape attitudes around, say, vandalism or anti-social behaviour, will always fall short. Get it right and you'll see measurable results (take our recent integrated campaign with one CDRP, which supported a 7% fall in violent crime and a 45% reduction in public order offenses over a one month period).

## 2. Set KPIs at the outset

It seems obvious, but setting clear KPIs and using robust monitoring to evaluate activity is just as important for digital communications as any other sphere of your work. So whether it's web applications, mobile phone apps or social media tools, there are a range of bespoke evaluation tools you can use to help you demonstrate reach and value for money.

## 3. Get 'people-centred'

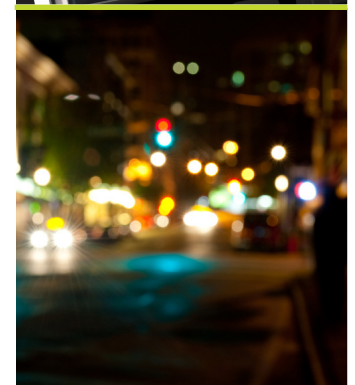
It's a fact, mass communications don't work. To drive innovation and connect with audiences on the deepest level, we've found it's essential to segment target groups and personalise your communications. That way, you develop integrated, end-to-end solutions which positively influence and motivate people to change their behaviours.

## 4. 'Co-create' solutions with your audience

Of course, working together will be an integral part of your multi-agency approach. However, it's worth considering how you can actively involve target groups in developing and refining solutions which enable you to interact with them in different, more productive ways. For instance, we regularly use usability testing groups to ensure web development work is truly user-friendly and meets users' needs and expectations.

## 5. Harness the power of video

Video can often be overlooked or regarded as too expensive. In fact, it's a relatively inexpensive way of creating content which will be downloaded, shared and bookmarked time and time again. Latest statistics also show the phenomenon will only continue to grow: YouTube now accounts for one in every four visits to a social network in the UK and one in every 30 visits online. So why not test out the potential of video for making an impact with your audiences?



**If you'd like to hear more about some of the practical ways emerging technologies can help you add real value to your strategic communications and drive sustainable behaviour change, contact: Ian Dixon, 07970 037012 / [ian.dixon@icecreates.com](mailto:ian.dixon@icecreates.com)**