



Defra - Case study

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Head of Strategy

Introduction

Defra is the UK Government Department responsible for policy and regulations on environmental, food and rural issues.

Gorkana partnered with Defra to develop a social media early warning system to identify emerging issues before they became mainstream topics.

The core solution was to draw on multiple areas of discussion, which would inform future communications strategies and assist with shaping policy decision making.

AMEC Awards 2014



The Grand Prix Award
Best Use of Social Media
Measurement



Department
for Environment
Food & Rural Affairs

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Social Media, Monitoring & Analysis

Objectives:

- To improve ways in which Defra measures the impact of engagement in the real world and to use this information to develop future programmes.
- Horizon Scanning - expand on the current early warning and tactical engagement systems to create a strategic insight tool, where the Government's proactive stance was penetrating.
- Successfully roll out new initiatives to Government Departments and its Arms Length Bodies (ALBs) for consistency so they are cohesive and consistent in their intelligence approach.

Results:

Gorkana combined Social Media Pro and the human insights team to gain intelligence from a broad scale of social media content.

The core solution was being able to pinpoint relevant conversations, facilitate targeted engagement, identify key stakeholders and interest groups, and isolate specific conversations relevant to each policy area. This then informed communications, strategy and policy making.

The expansion of Defra's social analytics programme was adopted across its ALBs and other Government bodies, improving consistency in how it approaches media intelligence. There is widespread recognition that this is a pioneering approach to monitoring, alerting and engaging and has gained national, industry and regional media interest.

"This approach has informed Defra's engagement with stakeholders, enabled better planning and, crucially, has increased the capability of their incident response team to ensure that the right information (floods, horsemeat, disease outbreaks) is delivered to targeted audiences quickly and effectively."

Elayne Phillips, Head of Strategy, Defra



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