

CASE STUDY



Foreign &
Commonwealth
Office

CLIENT
FCO

PROJECT
Social media training
courses

INDUSTRY
Government

DIGITAL BY DEFAULT: SOCIAL MEDIA TRAINING TO UPSKILL THE FOREIGN & COMMONWEALTH OFFICE

THE CHALLENGE

To deliver this strategy the FCO needed to provide its diplomats with the practical skills, confidence and understanding of digital tools.

The requirement was to equip diplomats with the practical skills and best practice techniques, enabling the rapid exploitation of social networks and digital skills to achieve communications and policy objectives.

THE APPROACH

Whiteoaks worked with the FCO to devise digital media training courses, which were then delivered. These were practical in nature and focused on demystifying social media channels, including LinkedIn, Twitter, Facebook and YouTube.

The bespoke sessions showed delegates how the channels could be used to achieve their individual policy and communications objectives.

All diplomats were taught how to use Hootsuite as a social media management dashboard. The courses were devised as highly interactive and fun learning experiences. They were designed to meet the needs of course attendees, from those who were unfamiliar with social media to true digital natives.

To accelerate the learning and adoption process, Whiteoaks enabled all delegates to build a social media management dashboard focused on their particular subject or specialisation.

Tailored role plays and topical scenarios were created for each session, to truly embed learning.

THE RESULTS

Diplomats increased their use of digital to monitor events, harvest information and identify key influencers. The training helped the FCO to influence beyond traditional audiences.

Detailed evaluation forms after each course allowed delegates to give scores against key required learnings. Scores averaged over 90% in positive responses.

The FCO training contract was extended for a further year.