

SUCCESS STORY

# Tailoring campaigns to their audience



As part of Norfolk County Council, Norfolk Fostering & Adoption Services is always on the lookout for people with room in their hearts and homes to help make a difference to children and young people in need. During the recent Coronavirus pandemic, the need to provide safe and secure homes has never been more apparent.

The team put the Orlo platform to good use during the pandemic; utilising the smart scheduling and geotagging features, sentiment analysis and analytics the team ensured they were getting the most out of their campaigns and they were striking the right chord with their audience during these unprecedented times. Internally, these insights have proven invaluable when planning their comms, particularly around Fostering Fortnight. Insights which - until they started using Orlo - they simply did not have at their disposal.

The Orlo Content Calendar and personalised dashboards have also given the team a view on any gaps in their own content while keeping them abreast of what other local authorities are doing on social, and have also allowed them to share key Government messages to their own audience, ensuring consistency and maintaining that one source of truth.



**44%**  
inbound  
messages with  
semi-positive  
sentiment



**6815**  
average  
Facebook  
impressions  
per day



**255**  
average  
reach on  
Facebook  
per day



*Orlo has given us valuable insight into when we are most likely to gain the best interactions by showing us the most optimum day and time to post. Orlo has made a massive difference to how we approach our social media and we hope to see our channel traffic increase further through the use of the system.*

Scott McKay - Fostering & Adoption Marketing Manager



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