



## SUCCESS STORY

# Freeing up resource to improve audience engagement



Stonewater is a social housing provider managing around 32,500 homes in England. With over 70,000 customers, they have been using social media to communicate with customers both proactively and reactively for years - managing customer contact on social throughout core business hours.

In April 2019, as part of their digital-first approach, Stonewater implemented a dedicated social media resource within their Customer Experience team. Having managed 6 different channels for 2 brands natively, the Orlo platform gave the team the opportunity to bring all their social activities into one, manageable place. Streamlining their approach has allowed them to collaborate on and control their inbound and outbound content, whilst actively communicating with customers on the digital channels of their choice.

Introducing Orlo has made it easier for Stonewater to offer their audience interesting and informative content, with the Orlo Content Calendar allowing the whole team an overview of upcoming organic content and the ability to be reactive should the situation change. Since introducing Orlo, they have seen increased engagement on their Facebook accounts, while the number of inbound messages has decreased, indicating that Orlo has helped Stonewater implement smarter, more effective working - freeing up the social media team to create more of the fun, creative and engaging content their audience loves.



**34%**

average growth in overall followers over 12 months



**19%**

increase in engaged Twitter users over 6 months



**5,400**

link clicks tracked through Orlo to their website



*Orlo has been critical in our approach to streamlining our social media channels. Conversations are easier to find and sentiment a breeze to track. All that backed up with a powerful but easy to use content calendar has made our community and content management a real pleasure.*

Matt Smart - Social Media Editor



orlo.tech



@HelloOrlo



+44 121 368 1420



/HelloOrlo



@HelloOrlo



hello@orlo.tech