Highlights from 2016 monitoring and evaluation of the Dundee Children and Families Information Service

"I think you have shared some great information for us as professionals to pass on to our patients. Thanks!"

"Thanks so much for all this information, that's exactly what I needed"

"Thank you so much for your kind reply and your time"

"I'm a childminder and I love hearing about new and exciting activities/fun days etc for children, we always try to attend as much as possible, keep up the great work"

(Comments from parents and professionals who have contacted the service or used the FIS social media over 2016.)

Website Monitoring and Hits 2016

(extract from full analysis)

- Average monthly hits to the entire Scottish Families Website is over **2.2 million**

- **Dundee** had the **top hits to our Home Page** across all Local Authorities in May, July, August, September, October and second highest during the rest of the year

- **Hits to Dundee Home Page have increased** over the last 3 years - 2016 **Monthly Average 2222** (*an **increase** of an average of **303** per month on 2015 and 2015 saw an increase of 376 per month*)

- **Following social media and email promotion** in June advising of holiday activities, hits to the Holiday/Leisure category in June was **1182**, the highest number of hits to that Category. This was **an increase of 805 hits** on previous month. **Average monthly hits** to this Category is now **432**. This is an **increase of 95 hits average per month** compared to last year

- **Increases to the Parenting and Additional Support Needs Categories** were seen in May following promotion on social media

- Average hits to the **Parenting** Category this year is **290 per month**. The highest was in May with 462 hits (average in 2015 was 278)

- Average hits to the **Additional Support Needs** Category **per month is 179 which is an increase on 2015**. The highest was in May with 261 hits (average hits per month in 2015 was 93)

- **27.24%** of all site use is via a mobile device – an increase of approximately 4% on previous year

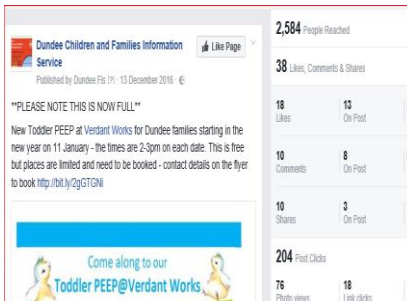
Social Media Highlights 2016

Twitter:
We are now followed by **605**. Two of our top tweets in 2016 were seen by **2261** and **2257** twitter users respectively. The highest was seen by **3547**.

FISDundee @FISDundee
Visit **@Bookbug_SBT** new webpages for tips on sharing books with children with additional needs & links to other help
http://bit.ly/2duDn1A
pic.twitter.com/C1WNG9B9yW

FISDundee @FISDundee
Design your own Time Capsule - free drop in family workshops with **@VADundee** during the school holidays 15-23 October
http://www.vandadundee.org/events/47/Design-Your-Own-Time-Capsule.html …
pic.twitter.com/fBkRIFHCcS

Facebook:
The page now has **1662** people joined. Some of our highest facebook posts in 2016 reached **2584, 2276** and **1872** people respectively. Our highest reach in 2016 was between 16 July and 11 August where **18775** people were reached.



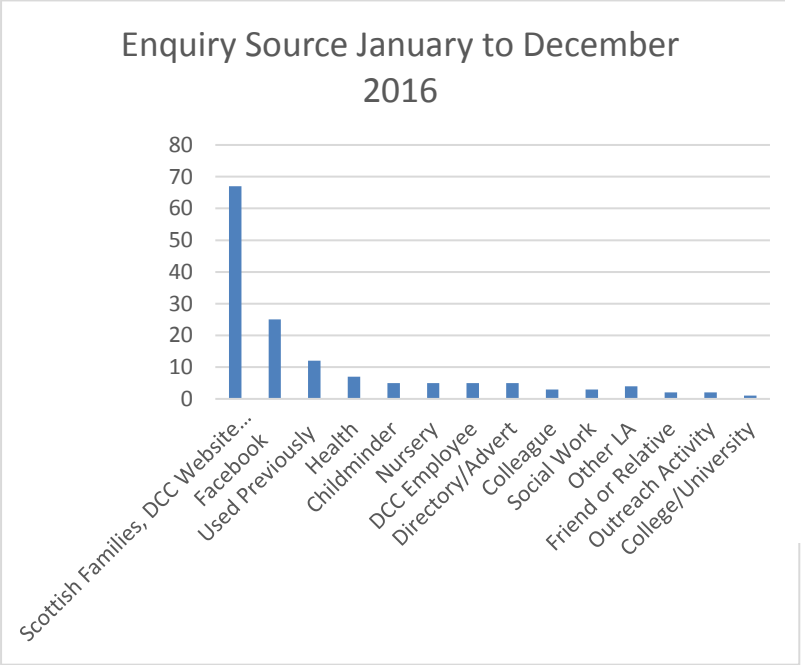
Instagram: To try to engage further with young parents FIS is on Instagram at www.instagram.com/FISDundee. We currently have **179** followers.

Information Requests over 2016

(extract from full analysis)

The main findings from the 2016 analysis of information requests are as follows:

- **Largest source of reaching the Information Service in order to make a request for information – website (46%), followed by Facebook (17%)**



Majority of enquirers are from Dundee City, followed by DD4 and DD2 area specifically

Enquiries responded to via email (72%), facebook (10%) and Telephone (18%)

Majority of service users are Parents (68% of enquiries), followed by Voluntary Group (7%) and Childminders (6%)

Feedback from Service Users 2016

Feedback from service users who have contacted us directly is requested ongoing and the main points from 2016 are:

- **83.33%** came to the service via the Dundee City Council website. **16.67%** had used the service previously and the same percentage Google search.
- When asked how they felt about the service received responses were **50% Excellent**, **33.33% Very Good** and **16.67% Good**.
- **100%** would use the service again and **88.33%** would recommend the service to others

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If you have a group, service or activity that you would like to be included on the online Directory for parents and families please email the details to cis@dundeecity.gov.uk. This can include short or long term groups.

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Information Service Helpline: 01382 433900

www.scottishfamilies.gov.uk

www.facebook.com/FISDundee
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Dundee City Council www.dundeecity.gov.uk CHANGING FOR THE FUTURE