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| Higher Education and Skills Group  **Participation Branch Memo**  **Department of Education and Training** |

***NUMBER:*** *2016 / June / 2*

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| Learn Local organisations  *– ALL* | ACFE Board | ACFE Regional Councils |
| Adult Education Institutions | Learn Local stakeholders | Participation Branch staff |

**FROM:** Ryan Collins, Acting Director, Participation Branch

**DATE:** 2/06/2016

**SUBJECT:** *Learn Local Digital Strategy – Year 2 Results*

**ACTIONS / CRITICAL DATES:**

* *Check your organisation is listed (and details are correct) on the Learn Local network’s Find a Learn Local search function:* [*www.learnlocal.org.au/find-a-learn-local*](http://www.learnlocal.org.au/find-a-learn-local)
* *Send any content ideas for the website or learner videos to the project managers at* [*info@learnlocal.org.au*](mailto:info@learnlocal.org.au)
* *Sign up to the Learn Local Provider Network Facebook Group and the Learn Local Digital Strategy Newsletter – see instructions in relevant sections below.*

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**Learn Local Digital Strategy – Update on Year 2 Results**

The Learn Local Digital Strategy (LLDS) is designed to increase the Learn Local network’s online presence across Victoria. For further information on the background of the LLDS please see previous memos: [Memo No. 2013/06/11](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2013/abmemo20130611.doc) and [Memo No. 2014/02/18](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2014/abmemo20140218.doc) and [Memo No. 2014/03/14](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2014/abmemo20140314b.doc) and [Memo No.2015/10/12](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2015/pbmemo20151012.docx). The LLDS is managed on behalf of the ACFE Board by Adult Learning Australia (ALA) and Neighbourhood Houses Victoria (NHV). It has just completed its second year of operation so we thought this would be a good time to share with you some of its achievements and new initiatives.

Learn Local Network website

The Learn Local Network website was launched on 11 March 2014. It can be accessed at: [www.learnlocal.org.au](http://www.learnlocal.org.au). Once again the website had some great results in its second year of operation with 21,274 unique visitors, 44,741 unique page views and 19,267 click throughs to organisation details on the Find a Learn Local search function. This does not include contacts made that cannot be recorded digitally; for example, phone and email contacts. This is an indication that the website is performing well in terms of its core purpose, which is to drive traffic to Learn Local organisations.

Now would be a good time to double check that your organisation is listed (and the contact details are correct) on the Find a Learn Local search function: [www.learnlocal.org.au/find-a-learn-local](http://www.learnlocal.org.au/find-a-learn-local). In addition, if your organisation is delivering pre-accredited training at more than one location in Victoria, all of these locations can be promoted on the search function. If you require any changes to the information listed or any additional delivery locations included please email the project managers at [info@learnlocal.org.au](mailto:info@learnlocal.org.au).

All registered Learn Local organisations are welcome to submit additional content to the project managers (via [info@learnlocal.org.au](mailto:info@learnlocal.org.au)) such as:

* Events and programs for the *Spotlight on News & Events* page (rotated regularly).
* New learner stories for the *Stories from learners* section.
* Inclusions on the Learn Local social media channels (including videos on the YouTube channel).

NEW – Learn Local Blog

During 2015, the project managers noticed that the social media posts that were receiving significant engagement on the Learn Local Facebook page were the ‘how to’ articles that inform social media readers. These are the posts that are most likely to be shared by Facebook users; however they drive traffic to the websites of other organisations and businesses, not the Learn Local network website. Therefore, in February 2016, the project managers introduced a Blog to the Learn Local website (<http://learnlocal.org.au/blog/>) to drive traffic to the website and improve its Search Engine Optimisation (SEO). Through the Blog, fresh and original content can be shared across the various social media channels by posting inbound links.

Two to three articles (blog articles) will be uploaded each month. The articles will be 300 – 500 words in length, based on research and accessible and relevant to the different segments of the Learn Local target market including but not limited to:

* People wanting to re-train/work in a new industry
* Parents wanting to get back into work/re-train after having a family
* People wanting to gain training in and/or improve and/or complete:
* Literacy and numeracy
* Year 12/VCAL
* Other languages
* Computer and internet skills.

‘Teasers’ to these articles are posted across social media (Facebook and Twitter) in order to drive traffic to the Learn Local network website. Blog articles published so far (as at 10 March 2016) include:

* Top 5 tips for writing your resume
* 7 ways to get back into learning
* The top 10 foods you should eat to enable your brain to perform at its peak
* Top 10 learning benefits for adult learners.

It would be great if all Learn Local organisations could promote the Blog to your trainers and learners.

Learn Local Wikipedia article

The Learn Local Wikipedia article was published in January 2015. It can be accessed at: <https://en.wikipedia.org/wiki/Learn_Local>. This article received 795 visitors in the LLDS’s second year of operation and has been updated a number of times with new content (eg. 2015 Victorian Learn Local Award winners). Having an article on Wikipedia is not just about increased exposure. It also helps with online reputation management as this page will almost always appear on page one when someone enters Learn Local into a search engine. It also earns ‘increased trust’ both from potential clients (i.e. learners, stakeholders etc.) and from search engines as Wikipedia is a well-known and trusted source of information.

Learn Local Facebook page

The Learn Local Facebook page ([www.facebook.com/learnlocal](http://www.facebook.com/learnlocal)) once again exceeded expectations in its second year with a total of 3,391 fans. This is a great tool for engaging with potential and current learners. To help build a community and encourage engagement, the project managers’ post on a daily basis including:

* posts from the Facebook pages of Learn Local providers about events and course updates
* images and facts on lifelong learning
* research related to education and learning
* links to learner stories on the Learn Local website
* inspirational quotes and stories about education and learning
* information about the annual Learn Local awards including award nominees and winners
* other DET initiatives such as the Victorian Skills Gateway website
* various ‘calls to action’ around accessing Learn Local courses including the ‘Find a Learn Local Directory,’ etc
* sharing Learn Local ‘Spotlight’, Blog and video content.

Learn Local Provider Network (Facebook Group)

Did you know that there is also a Facebook Group for all Learn Local providers?  It is a great place for Learn Local staff and volunteers to share information or ask questions of the LLDS project managers.  There are already over 100 members and it's very easy to join!  
   1/ Login to your personal Facebook profile (not your organisation's page).  
   2/ Type 'Learn Local Provider Network' into the search box (on the top) of Facebook.  
   3/ Click on the 'Join' button on the top right hand side of the Facebook Group.  
   4/ Wait – the project managers will accept you once they are notified that you are interested.

Learn Local Twitter channel

The number of followers on the Learn Local Twitter channel ([www.twitter.com/learnlocal](http://www.twitter.com/learnlocal)) also increased in the second year and there are now 1,056 followers. The Twitter channel has mainly been used to engage with government, industry and business stakeholders. The project managers regularly ‘tweet’ information that drive users to the Learn Local website as well as sharing the ‘tweets’ of individual Learn Local organisations and other relevant stakeholders. It was also used at the 2015 Victorian Learn Local Awards to live ‘tweet’ as the winners were announced.

Learn Local YouTube channel and new learner video snapshots

New videos are regularly uploaded to the Learn Local YouTube channel ([www.youtube.com/learnlocal](http://www.youtube.com/learnlocal)) and there are now 40 videos on the channel which had received a total of 25,410 views at the end of the Year 2 period. Recent uploads include the three videos of previous Award finalists that were shown at the 2015 Victorian Learn Local Awards. The current plan is to produce and publish 12 new learner videos in Year 3. In these short and engaging videos, learners will explain where learning at Learn Local organisations has taken them. The videos will lead people to the Learn Local network website. Here is the first example from Pines Learning and Activity Centre: <https://www.youtube.com/watch?v=R1gPJUi3BB0>.

Learn Local organisations are invited to submit ideas / potential learners for these videos to the project managers at [info@learnlocal.org.au](mailto:info@learnlocal.org.au).

Online advertising

In addition to conducting regular SEO in order to encourage organic traffic to the Learn Local Network website, the project managers conduct a range of online advertising to boost traffic to the website.

*Facebook advertising*

The following types of Facebook advertising were conducted throughout Year 2:

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| **Type** | **Frequency** | **Objective** | **Result** |
| **Facebook ads for Page Likes** | Daily | To grow the number of Facebook fans on the Learn Local Facebook page. | 1,347 Facebook fans gained |
| **Facebook ads for Website Clicks** | Three weeks prior to the commencement of each term. An additional campaign was conducted in November 2015 targeted at learners and potential learners that were considering their training options for 2016. | To increase the traffic to the Learn Local Network website.  A specific Facebook ad campaign was conducted for each of the following learning areas – reading, writing and maths; English; computers and online; finish Year 12; jobs and study skills; and community services. | 4,833 clicks to the Learn Local website achieved |
| **Facebook ads for Post Promotion** | Two to three posts a month (since February 2016). | To increase the number of Learn Local Facebook fans that see a post on the Learn Local Facebook page. Where possible, the Facebook posts promoted have been the ones that have included links to the Learn Local Network website. | 671 additional engagements on promoted posts (likes, comments, etc) |

*Google Adwords*

The Google Adwords campaign is delivered in the three weeks prior to the commencement of each new term. From mid 2015, the campaign directs website visitors to the specific ‘what you can study’ webpages on the Learn Local network website, rather than the homepage. The project managers also added conversion tracking to the Google Adwords account so that they could track the actions website visitors take once they visit the website.

These campaigns focus on eight categories of keywords: English classes, Maths and numeracy, Computer classes, Business management, Community services, Retail and hospitality, Reading and writing, Year 12 and Job ready skills. Each of these categories includes a wide range of variations (eg. spelling) on the keyword. For example some of the variations for English classes includes: Learn English, [Learn English} and "learn English course".

In Year 2, the total number of clicks to the Learn Local network website as a result of these campaigns was 1,751.

Learn Local Digital Strategy Newsletter

Since the launch of the LLDS, the project managers have been helping Learn Local organisations to upskill in digital tools and strategies. One way they do this is via the Learn Local Digital Newsletter. To date, there have been nine editions of the Newsletter covering Facebook, YouTube, Survey Monkey, Google Analytics, Facebook Advertising and other digital tools and strategies. If you missed any of them you can view them on the Learn Local Wiki at: <http://learnlocal.acfe.vic.edu.au/9.2+Learn+Local+Newsletter>. To subscribe to the newsletter email the project managers at [info@learnlocal.org.au](mailto:info@learnlocal.org.au).

Further information

If you have any questions about the Learn Local Digital Strategy or the Digital Skills Survey please contact Georgie Marinucci, ACFE Governance and Planning Unit, on 03 9637 2473 or email [marinucci.georgie.l@edumail.vic.gov.au](mailto:marinucci.georgie.l@edumail.vic.gov.au).