Social Media for Local Government Agencies

Indiana LTAP IT Workshop, Fall 2014
What is Social Media?

Platforms for Two-Way Engagement and Communication with Community Members.

The key is to encourage and sustain conversations!
Why Should Your Agency Use Social Media?

Communicate where the community members are!

Source: “Social Media Update 2013,” PEW Research Center
Why Should Your Agency Use Social Media?

• Some 73% of online adults now use a social networking site of some kind.

• Despite recent growth by services such as Pinterest and Instagram, Facebook remains the dominant social networking platform.

• Facebook and Instagram exhibit high levels of user engagement: A majority of users check in on a daily basis.

Source: “Social Media Update 2013,” PEW Research Center
Why Do Indiana Agencies Use Social Media?

It gives us a convenient and easy way for those who are paying attention to shoot a question and get an answer back in a personal way. This accessibility helps them have a better appreciation for us and recognize that we’re not some nameless, faceless mass taking care of the roads, but their neighbors and friends.

--Kevin Russel
Harrison County Engineer
What Social Media Platforms are used by local government agencies?
Social Media Platforms: Facebook

- Create a page that will be “liked” by other Facebook users.
- Like, Share, and Comment.
- Daily posts are ideal (though not required).
- Post links to articles, webpages, videos.
- Facebook loves pictures!
Social Media Platforms: Twitter

- Microblogging site. Posts ("tweets") are limited to 140 characters.
- Accounts receive followers.
- Retweet and Favorite.
- *Fast* moving site. Several posts daily are ideal.
- Post links to articles, webpages, videos.
Social Media Platforms: YouTube

- Video uploading site. Post videos to channels.
- Create playlists of recommended videos.
- Viewers subscribe to channels to receive updates on new videos.
- Videos can easily be embedded to websites, electronic publications, presentations.
Social Media Platforms: Instagram

- Photo-based site. Upload photos, add filters and captions.
- Add Friends. Like and Comment upon photos.
- Designed primarily for smartphone use.
- Grambler (http://gramblr.com/uploader)
Social Media Platforms: Pinterest

- “Pin” photos and videos to Boards.
- Photos and videos can be your own uploads, or content loaded from a website.
- “Re-pin” items from another’s board.
- Follow Boards, Like and Comment on Pins.
Before You Get Started: The Hashtag

• A.K.A “The Pound Sign”
• Signifies a *searchable* key word
• Know what hashtags exist, and use them.
• #throwbackthursday

Source: The Digital Elevator, “10 Reasons Why You Should Use Hashtags and Where”
Before You Get Started: Social Media Policy

Your social media policy should be listed on each social media site and clearly state inappropriate material.

Examples:

• Unrelated comments
• Support for campaigns or ballots
• Profane language or content
• Discriminatory and sexual content
• Advertisements
• Support for illegal actions
• Public threats to safety
Before You Get Started: Social Media Policy

The Trolls vs. First Amendment Rights

Freedom of speech still applies, even on social media sites!

Be careful about removing content. Do not remove a post/comment simply because it is negative.

Document all removed content.
Before You Get Started: Social Media Policy

From the State of Utah’s social media policy:

If user content is positive or negative and in context to the conversation, then the content should be allowed to remain, regardless of whether it is favorable or unfavorable to the State. If the content is ugly, offensive, denigrating and completely out of context, then the content should be rejected and removed.

Notice the key words! Notice the conditions!

How to Use Social Media?

YouTube Channel: GovGirlBlog
Ideas for Social Media Content

Crime Prevention and Police Assistance

Vancouver Police @VancouverPD

Police ramping up search for arson suspects ow.ly/t5bJD with newly released video and photographs. Recognize them?

Retweeted by City of Vancouver

Expand
Ideas for Social Media Content

Emergency Alerts and Severe Weather Updates

Winter Weather Advisory issued January 29 at 2:43PM EST until January 30 at 12:00PM EST by NWS fb.me/2NVocKWlD

Reply Retweet Favorite More
Ideas for Social Media Content

Activities and Class Registration

New York City Department of Parks & Recreation
January 14

Cycle the city!

Registration is now open for the TD Five Boro Bike Tour. Join 32,000 cyclists riding 40 miles around the city through traffic-free streets and parks on Sunday May 4. Visit http://on.nyc.gov/L0FkV1 for more info.

City of Manhattan, Kansas - Municipal Government shared a link.
January 6

Be the first in line to sign up for winter and spring activities offered by Manhattan Parks and Recreation. Visit cityofmhk.com/ecommerce for the latest list of classes, sports and other activities.

Welcome
rt.manhattan.ks.us

Like · Comment · Share

7 people like this.
Ideas for Social Media Content

Town Hall and Council Meetings

City of Beaumont, CA @CityofBeaumont
Three public meetings are coming up next week: City Council on Tuesday, February 4th, Beaumont Cares Awareness...
fb.me/6qXEetDEt

WHITEHORSE CITY COUNCIL
MONDAYS 730pm

10 Ways Local Government Can Use Social Media, CivicPlus Blog
Ideas for Social Media Content

Public Service Announcements

San Diego Sheriff @SDSheriff
@SDSheriff: increased DUI patrols on Super Bowl Sunday. Be a winner: don't drink and drive!
Retweeted by SanDiegoCounty

View photo

10 Ways Local Government Can Use Social Media, CivicPlus Blog
Ideas for Social Media Content

Construction Updates and Road Closings

City of Tuscaloosa – Government · 10,273 like this
33 minutes ago ·

ROADWAY CLOSURE UPDATE

The following roads are blocked:

- Rainbow Dr. from Paver Dr. to Springhill Dr.
- Toll Bridge (Joe Mallisham Parkway)
- Jug Factory Rd. off Mcfarland Blvd
- Woodland Hills Rd. @ Felham Heights
- Queen City Ave. from Jack Warner Parkway to top of hill
- Woodland Forrest Dr. south of fire station
- 25 Ave. East from Lake Tamaha to 100 block
- Longview Rd. south of Dogwood Ln.
- Kicker Rd. between 25th Ave East & 3rd St. Northeast

Like · Comment · Share

8 people like this.

10 Ways Local Government Can Use Social Media, CivicPlus Blog
Ideas for Social Media Content

Community Building

10 Ways Local Government Can Use Social Media, CivicPlus Blog
Ideas for Social Media Content

Job Openings

City of Kelowna @cityofkelowna
Job alert! Civil Engineer for utility project management #Kelowna
#Career ow.ly/t4KVw

City of Murfreesboro @cityofmborotn
Jobs, Jobs, Jobs ... The City of Murfreesboro currently has three full time and a part time job available. More info murfreesborotn.gov/cityjobs
Ideas for Social Media Content

Economic Development

City of Charleston @CityCharleston
Dec 20
Have questions about how to start a restaurant or retail store in Charleston? Contact the Division of Business Services! 843.973.7249
Getting On Board: Facebook

YouTube Channel: GovGirlBlog
Social Media Success Stories

Facebook

Brimfield, Ohio. Community Population: 10,500. Facebook Likes: 160,000+
Social Media Success Stories

*YouTube*

YouTube Channel: Town of Fishers
Social Media Success Stories

*Instagram*

Muncie Photos

Our photo journalists in Muncie provide a window into daily life in America's perfect small town. Photos are shared through Instagram, the most popular social photo sharing platform. You can follow along or apply to become a photo journalist.

- Share on Twitter
- Share on Facebook
- Email
Social Media Success Stories

YouTube (& Twitter)

Takin' It to the Tweets! YouTube Channel: CityofCollegeStation
Responding to Negative Feedback
Responding to Negative Feedback

Your community has faced exceptionally severe winter weather.
Responding to Negative Feedback

Your community has faced exceptionally severe winter weather. You keep your Facebook page updated with posts regarding the street crew’s plowing progress.
Responding to Negative Feedback

Your community has faced exceptionally severe winter weather. You keep your Facebook page updated with posts regarding the street crew’s plowing progress. Many citizens respond with critical comments, upset with road conditions and school closures.
Responding to Negative Feedback

Your Response:

a) Continue to address concerns with the best information you have available, and/or direct frustrated citizens to the department best able to answer their concerns.
Responding to Negative Feedback

Your Response:

a) Continue to address concerns with the best information you have available, and/or direct frustrated citizens to the department best able to answer their concerns.

b) Fight fire with fire and respond with accusations of your own, demanding who is to blame for closures in neighboring counties and states and hounding citizens to provide business solutions of their own to solve the problems.
Evaluating Your Social Media Efforts

Facebook Insights Reports on:

- **Likes** (Total to Date, Net Likes, Where Likes Came From)
- **Reach** (Post Reach, Likes Comments Shares, Total Reach)
- **Visits** (Page and Tab visits, External Referrers)
- **Posts** (When Fans are Online, Post Types, All Posts Published)
- **People** (Fan Demographics, People Reached, People Engaged)
Questions?