

Engaging Citizens Through Social Media

Dawn Connet

Coming soon..... @IowaOCIO

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State of Iowa
Office of the Chief Information Officer

Agenda

Developing a Strategy.

Legal Implications for Social Media.

Handling Negativity.

Resources.

Strategy

- Set goals and objectives.
- Social Media Landscape
- Develop creative tactics.
- Engage and connect.
- Test.
- Monitor and evaluate your success.

Why do 3% of Harvard MBAs make 10x as much as the other 97%?

The 3% had clear, written goals and plans to accomplish them.

(Source: from the book [What They Don't Teach You in the Harvard Business School](#), by Mark McCormack)

Building Your Strategy

- Who are you trying to reach?
- Where is your audience?
- Differences between platforms.

1 <Scope>: Social Media Strategic Plan

3 MISSION

WHY ARE WE
DOING THIS?

<MISSION>

2 <SCOPE> Goals:

- A <dept goal>
- B <dept goal>
- C <dept goal>
- D <dept goal>

4 GOALS

WHAT DO WE WANT
TO ACCOMPLISH?



6 TACTICS

HOW WILL WE ACHIEVE
OUR GOALS?



Strategy – Content Calendar

Day of the Week	Theme	Examples of Content to Share
Sunday	Sunday Funday	<ul style="list-style-type: none"> - When appropriate, share fun photos, videos, news articles, blog posts, etc. from around the County that can relate back to your department.
Monday	Important Dept. News Day	<ul style="list-style-type: none"> - Share important news or updates from your department on this day – anything that your audience will want or need to know.
Tuesday	Featured Program / Service / Employee Day	<ul style="list-style-type: none"> - Highlight one of your department's key programs services or employees that people may not know about, with a photo and/or link to more detailed info. - Fill in the blank posts to see how well people know your department and what it does.
Wednesday	Sharing Wednesday	<ul style="list-style-type: none"> - Curate relevant content, perhaps from another County department or partner agency, citing the original source.
Thursday	Throwback Thursday	<ul style="list-style-type: none"> - Share a historical photo from your department (if appropriate).
Friday	Photo/Video Friday	<ul style="list-style-type: none"> - Share a user-generated or staff-generated photo or video
Saturday	Caption This	<ul style="list-style-type: none"> - Upload a photo and invite users to write a caption for it.

Strategy – Post Frequency

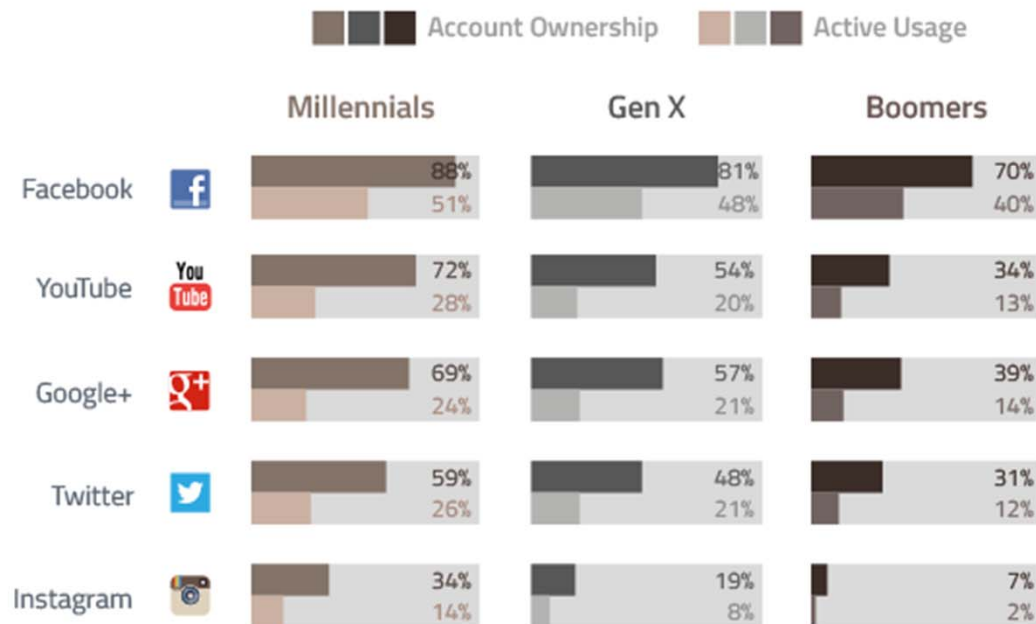
Tools	Pros/Cons	Posting Frequency/Timing
Facebook	Interactive, good for collaboration, education, and community building/Sometimes more negative or off topic comments.	1x per day M-F. Pre-schedule weekend or holiday messages. Refer to Facebook Insights timing
Twitter	Interactive, good for education, community building, and monitoring reputation. Messaging is short, fast, conversational/Often not much depth. 140 character limit.	3x per day Sun-Sat. Pre-schedule weekend or holiday messages.
LinkedIn	This is the world's most popular Share employee-related information to get employees more engaged on the LinkedIn Company Page.	2-3 updates per week, M-F. Be sure to coordinate with HR monthly for content.
YouTube	Interactive, good for education and community building. Can be integrated into a variety of other Social Media platforms.	Minimum of 1 new video per month. While there is no specific time requirement, share videos across all other social channels when uploaded, and they shouldn't be longer than 2 minutes, if possible.



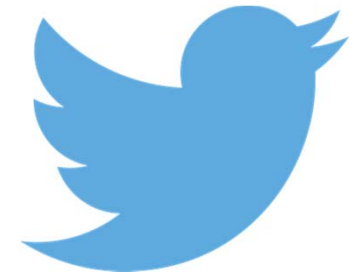


70% of online Baby Boomers have a Facebook account

GlobalWebIndex – Know Your Audience™



The Big Four in U.S.



Source: Statista.com



Facebook

- 1.19 billion monthly active users (13% increase over last year).
- 890 million people log onto Facebook daily.
- Age 25-34 is the most common age demographic at 29.7%.
- Facebook users are 53% female, 47% male.
- Highest traffic occurs mid-week, 1-3 p.m.
- On Thursdays and Fridays, engagement is 18% higher.

Sources: Zephoria.com and digitalsherpa.com



- More than 1 billion active monthly users.
- 300 hours of video are uploaded to YouTube every minute.
- Half of YouTube views are on mobile devices.
- The number of hours people are watching on YouTube each month is up 50% year over year.
- YouTube reaches more US adults aged 18-34 than any cable network.

Sources: [YouTube.com](https://www.youtube.com) and [FastCompany.com](https://www.fastcompany.com)



Google Plus

- 375 million active monthly members.
- 22% of online adults visit Google+ at least once a month.
- Age 15-34 is the most common age demographic at 28%.
- Google+ users are 74% male, 26% female.
- Number of users grows 33% each year.

Sources: Statisticbrain.com



Twitter

- 232 million active monthly users.
- 135,000 new users sign up every day.
- 40% of tweeps don't tweet, but watch what other people tweet.
- Age 18-29 is the most common age demographic at 35%.
- Particularly popular among college-educated individuals under the age of 50.

Sources: Statisticbrain.com, PewInternet.org, jetscram.com, digitalsherpa.com

Twitter Goals

- Breaking news, press releases
- Broad audience focus
 - ◆ Economic Development
 - ◆ Tourism
- Local events



The White House's Approach to Social Media

*“Go out early and often. When it comes to social media, we do have goals in mind. But we don't sit around for weeks cobbling together an iron-clad plan before we act. We go out there, listen, get feedback, iterate on that and try to improve. **It's as important to listen as it is to speak.**”* - Macon Phillips, White House Director of New Media.

source: Entrepreneur.com Feb 2012



whitehouse

Follow

4 weeks ago · The White House

To round out the #WHInstaMeet, these Instagrammers took a group photo with @PeteSouza because no #WWIM11 meetup would be complete without a selfie stick. Thanks for following along!

♥ _marta_tatti_zaghi_, umarhammad81, kaelagirl13 and 12.1k others like this.



I.kryukov

@dalemygo я же её уже Алине пообещал! 😂



kcanally

@bcolleran14 U soon w UR selfie stick



fine_it_was_me

@photos_by_bitchyouguessedit



mehdimirzaei1994

Chiiiiiiiiiz



mehdimirzaei1994

;)



mehdimirzaei1994

I wish keep always smiling



headbandfortoday

@mamaliciousmaria the #selfie stick lives!



mamaliciousmaria



Leave a comment...





The White House @WhiteHouse · 6h

Happy National Park Week!

Celebrate by heading out to a park near you →
[FindYourPark.com](https://www.findyourpark.com) #FindYourPark

NO MATTER WHO YOU
ARE OR WHERE YOU LIVE,
**EVERY KID SHOULD
BE ABLE TO ENJOY
AMERICA'S PARKS,
MONUMENTS, LANDS,
AND WATERS.**



361



282



[View more photos and videos](#)

Setting Goals and Building Tactics

- Think about your organization's mission
- Establish goals for each platform
- Outline tactics to reach goals

Facebook Goals

- Local focused
- Promote events
- Share stories from community
- Press releases



Develop Creative Tactics

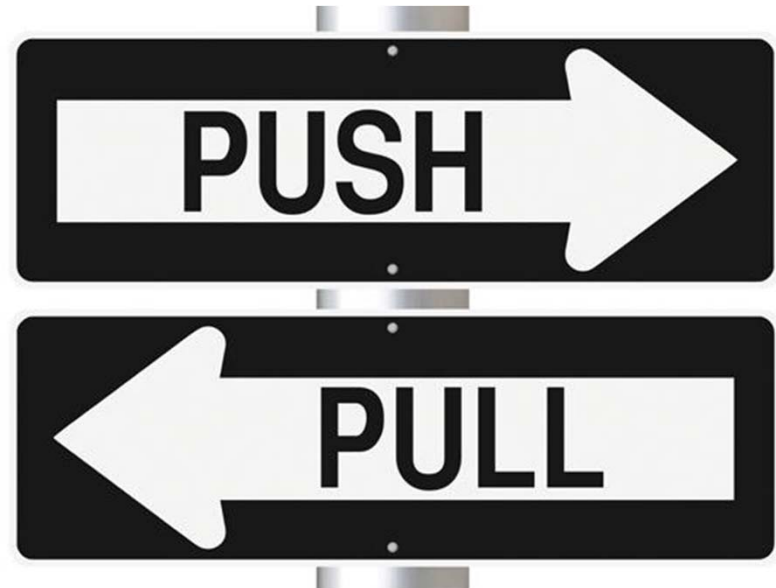
- 70/20/10 Approach
- Tracking - reporting/analytics
- Tools



70/20/10 Approach

It's all about engagement

- 70% Engaging
- 20% Useful
- 10% Promotional



Source: dmn3.com

70% Engaging

- Think about who you're targeting.
- Share content that will produce likes, clicks, shares, comments.
 - ◆ Short videos.
 - ◆ Pictures of people.
 - ◆ Pictures of animals.
 - ◆ Pictures of children (if appropriate).
 - ◆ Emotional response.



20% Useful

- Things people will want to return to or remember.
- Tips and tricks.
- “How to...”



County of SLO
@SLO_CountyGov

 Follow

Don't water turf or ornamental landscapes in
#SLOCounty in the next 48 hrs.

bit.ly/SLOCountyH2OCo... #rain #cadrought

10:17 AM - 7 Apr 2015



7

2

10% Promotional

- All about you.
- Pushing the audience to desired action.
- Advertisements.
- Keep it conversational.
- Write in headlines (short, snappy).
- Calls to action.



Engage – Listen, Respond, Deliver

- Establish objectives for responding to comments.
- Engage with a Twitter Chat.
- Integrate social media with traditional service delivery.

More Ideas on Engagement –

<http://participation.usa.gov/>

Engage – NASA Social

NASA Socials are events where NASA's social media followers can learn about NASA's missions, people, and programs. Through these behind-the-scenes experiences, participants are empowered to advocate for the agency and attend future events.

Social media users are invited to apply for credentials to cover the launch of the Jason-3 spacecraft.

Engage – Regulation Room

NASA Socials are events where NASA's social media followers can learn about NASA's missions, people, and programs. Through these behind-the-scenes experiences, participants are empowered to advocate for the agency and attend future events.

Social media users are invited to apply for credentials to cover the launch of the Jason-3 spacecraft.

Tracking Success – Reporting & Analytics

- Preschedule: Hootsuite, Sprout Social
- Fans/followers/reach + engagement/clicks/comments/shares = success.
- Engagements/reach = engagement rate.
- Tracking from each platform: Facebook Insights, Twitter Analytics, YouTube Analytics
- Track your own website (Google Analytics)

Monitor/Engage/Connect

- Be engaged on social
- Respond to others
- Connect with people
- Join the conversation

Be Human – It's OK to Use Humor



Twitter Government @gov · Jun 5

#BestPractice: Use timely humor as part of your strategy. See how @NYPD24Pct celebrated #NationalDonutDay today.



NYPD 24th Precinct @NYPD24Pct

The 24 recognizes National Donut day and has gathered some suspects. Number 2 could you turn to the left?

Be Human – It's OK to Use Humor



CIA @CIA · 6 Jun 2014

We can neither confirm nor deny that this is our first tweet.



300K



190K



Facebook Images

Support Your Brand?

Does it Connect With Your Audience?

Is Image Optimized for Facebook? 1200 x 900 max.

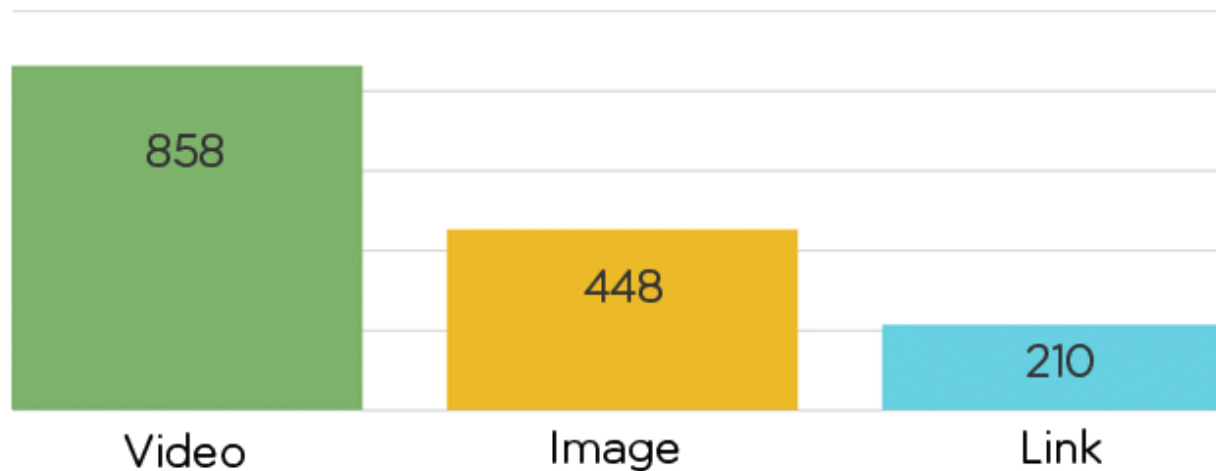
Meets Facebook Guidelines?

Does it Add Value?

<http://www.semrush.com/blog/5-questions-to-ask-yourself-when-selecting-images-for-facebook-posts/>

Facebook Video

Average Facebook Shares Per Post Type



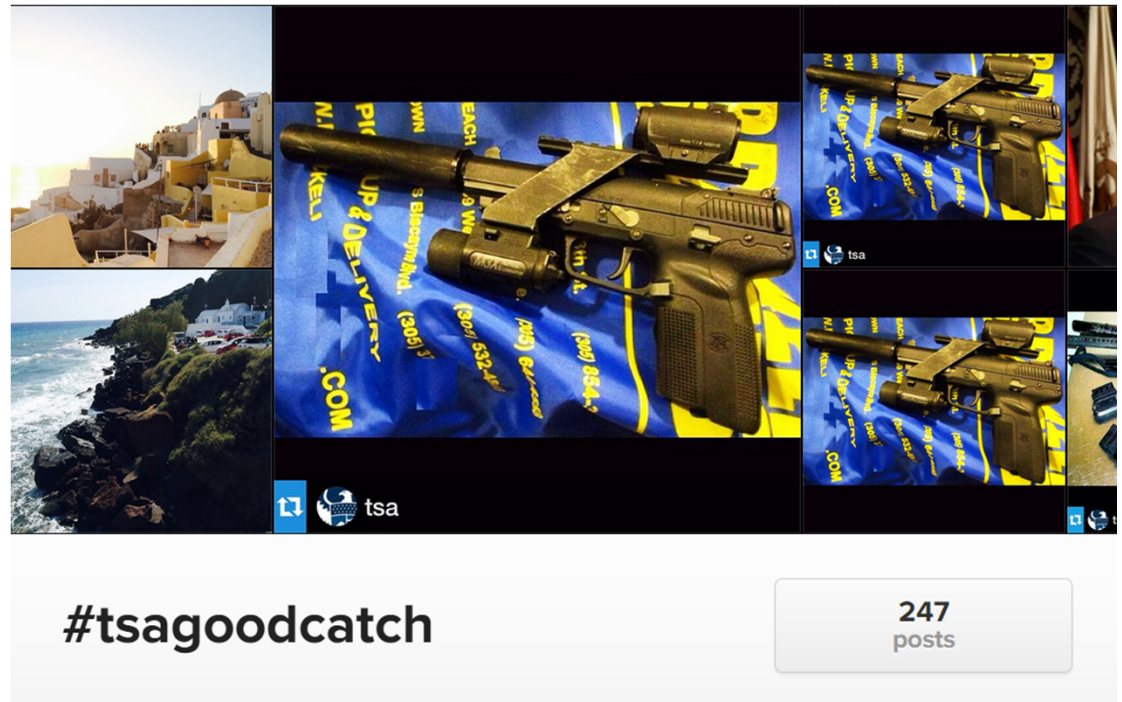
Data for April 21 - May 21 2015.
Source: spike.newswhip.com

Try new ideas and Test Them



Try, test, try again.

- Be creative! Think outside the box.
- Different types of posts, content, platforms, times of day



Take a Step Back - Evaluate

- What's working?
- What's not?
- Adjust or modify tactics.



Keeping It Legal

Keeping it Legal – Copyright Issues

Does the government have permission to use content posted on its social media sites (i.e., photos and videos)?

There is no blanket government exception to copyright laws.

TAKE HOME TIP: Create your own content (i.e., take and use your own photos)

Keeping it Legal – Your State's Social Networking Security Standard

Policy: Agencies shall establish a policy covering the acceptable use of social networking sites. The policy shall include:

- a. Creation and maintenance of agency sponsored sites;
- b. Agency postings to non-agency sponsored sites.

Keeping it Legal – Comment Policy

The policy should identify the type of content that is not allowed and will be subject to removal.

TAKE HOME TIP: Make sure your comment policy/TOS (or a link to that policy) is posted on your social media sites.

BONUS TAKE HOME TIP: Be specific.

THIS: Discriminatory or racist comments will be removed.

NOT THIS: Criticism of the City will not be tolerated.

Keeping it Legal – Profile Disclaimer

Depending on the circumstances and to ensure an employee's personal postings are not wrongfully attributed to the State, an employee may wish to post a disclaimer such as:

The postings on this site are my own opinion and do not reflect or represent the opinions of the State of Iowa or the department/agency for which I work.

Keeping it Legal – Photo Release

Typical Photo Release

Photos and videos are periodically taken of people participating in government programs and activities. All persons registering for government programs/activities, or using government property thereby agree that any photograph or videotape taken by the government may be used by the government for promotional purposes including its promotional videotapes, brochures, flyers, and other publications without additional prior notice or permission and without compensation to the participant.

So, what is missing?

Keeping It Legal – Records

- Social Media content is a public record.
- Subject to FOIA request.
- Know your state policy for records retention.



Keeping it Legal – Archive Your Posts

At a minimum – screen shot your posts and any comments that are removed. Note why a comment was removed.

Consider archiving tool – Archive Social

Keeping It Legal – Social Media Policy

Employees Shall Not:

- Discuss or display information, including photographs, online that is confidential or proprietary to the State, or to a third party that has disclosed information to the State.
- Make disparaging statements online concerning customers or clients of the State.
- Engage in any online actions that would violate the State's Violence Free Workplace Policy.

Keeping It Legal – Social Media Policy

Employees Shall Not:

- Engage in any online actions that would violate the State's Equal Opportunity, Affirmative Action, and Anti-Discrimination Policy.
- Use social media or networking sites that are controlled or owned by the State in a manner that violates federal or state law, administrative rules, or applicable policies (including, but not limited to, information technology and information security policies).

Handling Negativity

Handling Negativity

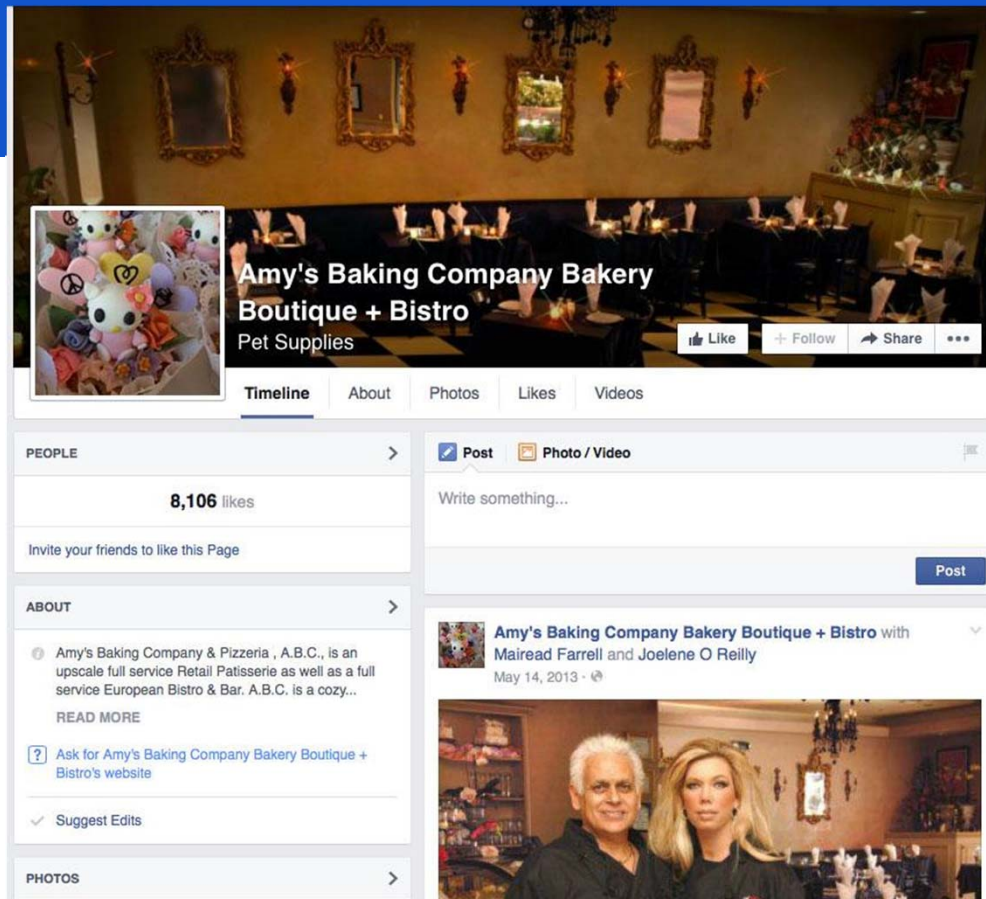


Handling Negativity

- Social media allows everyone to hold a megaphone and say anything about you.
- Do not let negative comments spiral out of control.
- Don't feed the trolls. Responsible posts can help take back control of your message.



Negativity – Don't Feed Trolls



Amy's Baking Company Bakery Boutique + Bistro added a post from May 2, 2013 at 2:00pm to their timeline.
May 2, 2013 at 2:00pm · 🌐 · 🌐

TO REDDIT. I FORBID YOU FROM SPREADING YOUR HATE ON THAT SITE. THIS IS MY FACEBOOK, AND I AM NOT ALLOWING YOU TO USE MY COMPANY ON YOUR HATE FILLED PAGE.

Like · Comment · Share

Amy's Baking Company Bakery Boutique + Bistro added a post from May 12, 2013 to their timeline.
May 12, 2013 · 🌐 · 🌐

I AM WONDER WOMAN. I AM A GREAT CHEF, A GREAT WIFE, AND A GREAT MOM TO MY KIDS. AND WE WILL BE PARENTS TO A HUMAN KID, ONE DAY TO. WE WILL SHOW ALL OF YOU.

Like · Comment · Share

Handling Negativity

Courtesy: Bethany McDaniel, Georgia Portal Interactive

**Humanizing(Sympathy + Action + Appreciation) =
Utilizing Negativity**

Handling Negativity



Joe Schmoe

The Dept of Ag won't give me food stamps! Y'all r making my family starve! We haven't eaten in 2 weeks!!!!!!!!!!!!!!



Write a reply...



Press Enter to send

Reply

Handling Negativity

Hi Joe,

We're so sorry you've encountered such difficulty while trying to get your food stamps—which can be quite a confusing process.

We recommend checking in with the Division of Family and Children Services (DFCS). They can help you set up a Compass account to get you and your family on track to receive food stamps (dfcs.dhs.georgia.gov/food-stamps).

We hope you get everything squared away. Thank you for reaching out to us!

Resources

Other Resources

<http://www.govtech.com/social/>

<http://governmentsocialmedia.com/resources/>

<http://www.digitalgov.gov/>

<http://www.ovrdrv.com/>

<https://twitter.com/dconnet/lists/iowagov>

Credits

Steps of a Superb Social Media Strategy

Whitney Szentesi and Gina Florence

San Luis Obispo

Keeping it Legal

Julie A.Tappendorf

Ancel Glink

Handling Negativity

Bethany McDaniel

Portal Georgia Interactive

Questions?

Questions?

Tweets



La. Sec. of State @Louisiana_sos · Jun 14

Today we honor the red, white and blue
and all that it stands for. Happy #FlagDay!
#StarsAndStripes #OldGlory ow.ly/i/bfhkK

