

# Getting the Most Out of Social Media

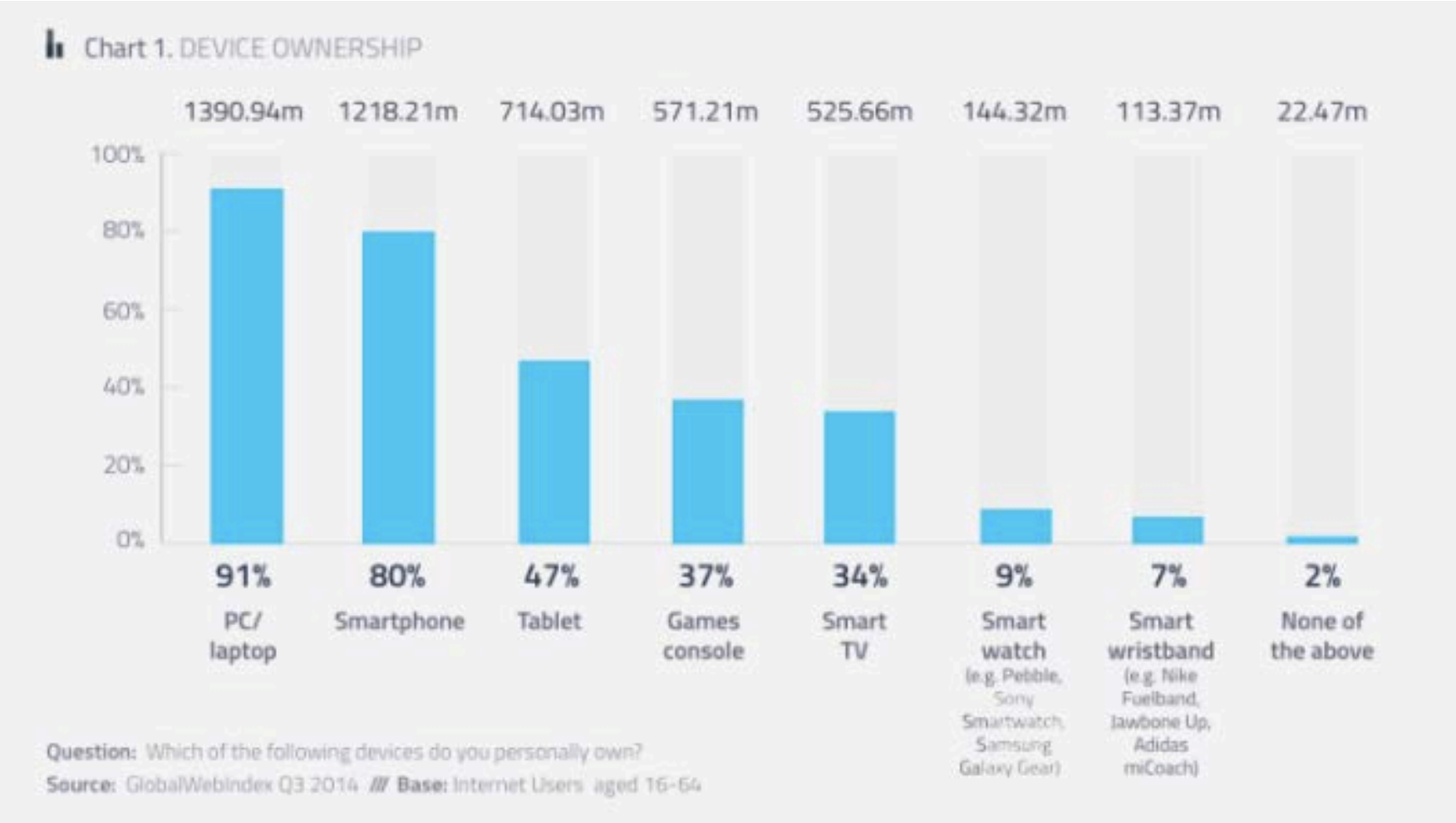


## In 1994 ... We Asked “What is the Internet?”

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# In 2015... 80% of Americans Own a Smartphone

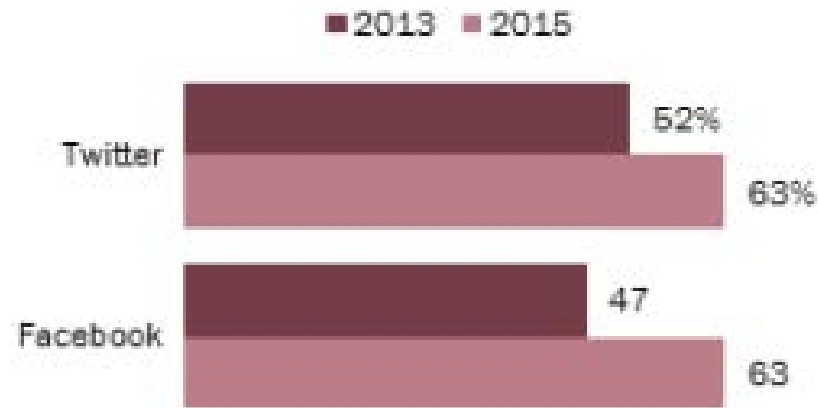


# Why Should Cities Embrace Social Media Platforms?

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## On Facebook and Twitter, More Users Are Getting News

*% of users of each platform who get news there*



Social Media and News Survey, March 13-15 & 20-22, 2015. Q2, Q4. Facebook News Survey, Aug. 21-Sept. 2, 2013. Q9.

Note: News is defined as "information about events & issues beyond just your friends and family."

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# What is Your Objective in Using Social Media?

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Provide Public Information

Promote City Events

Engage Community on Issues

Rapid Response

Share City Pride

# What Does Your City Share on Social Media?

- Upcoming City Events
- Public Safety Information
- Photos and Videos of Events and Activities
- Road Closures
- Positive News
- Council Agendas and Minutes
- Class Registration
- Awards and Recognitions
- Job Applications



The screenshot shows a Facebook post from the 'City of Santa Monica Government' page. The post is dated April 27 at 6:40pm. The text of the post reads: 'We couldn't be more excited to launch Coast—the City of Santa Monica's first open streets event! RSVP here to get regular updates on what to expect on Sunday, June 5th. Please invite your friends and family to explore Santa Monica in a whole new way.' Below the text is a colorful graphic for the event. The graphic has a blue sky background with the word 'COAST' in large white letters, where the 'O' is a yellow sun. Above 'COAST' it says 'Metro presents' and below it 'City of Santa Monica's Open Streets Event'. The graphic also features icons for palm trees, a Ferris wheel, a person on a bicycle, a person on a bench, a person pushing a stroller, a person playing with a dog, a person walking a child, and a person on a skateboard. At the bottom of the post, there is a date selector for 'JUN 5' and event details: 'Coast - Santa Monica's Open Streets ... Sun 9 AM · 1855 Main St., Santa Monica, CA 90...'. It also shows '4,142 people interested · 1,817 people going' and an 'Interested' button.

City of Santa Monica Government shared their event.  
April 27 at 6:40pm · 🌐

We couldn't be more excited to launch Coast—the City of Santa Monica's first open streets event! RSVP here to get regular updates on what to expect on Sunday, June 5th. Please invite your friends and family to explore Santa Monica in a whole new way.

Metro presents  
**COAST**  
City of Santa Monica's Open Streets Event

JUN 5  
Coast - Santa Monica's Open Streets ...  
Sun 9 AM · 1855 Main St., Santa Monica, CA 90...  
4,142 people interested · 1,817 people going

★ Interested

# How to Get the Most Out of Social Media

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- **Use Photos & Videos:** Content with relevant images gets 94% more views than content without relevant images.
- **Find the Right Person:** Social media use is an acquired skill that can be improved upon with practice – identify who will own social media communication.
- **Define Your Goal:** Designate people and organizations to be focused on the various subjects.
- **Don't be Afraid:** There is no “wrong” way to use the social media. Key is to share information. Is there a pothole followers complained about that is getting fixed? Take a picture and share it.
- **Be Engaging:** Engage your followers by responding to comments, asking questions, and showcasing when their feedback made a difference.



# Different Platforms for Different Audiences

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Facebook is a way to broadcast everything your city is doing. It is a way to communicate to the broad base of constituents.



Twitter is a way to communicate to thought leaders, influencers, elected officials, and media.



Instagram is a way to share city pride and engage constituents.



YouTube and Periscope are platforms that can be used to enhance engagement with your constituents with video and live streaming. These platforms can be integrated into Facebook and Twitter.





# Tips to Maximize Your Facebook Page

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Use Facebook as your platform to amplify everything your city is engaged in

Share photos and videos

Tag all relevant groups and individuals on posts to expand your reach

Respond to feedback

Engage community members

Share real-time information

Share chambers of commerce, police departments and others posts

Ask questions

# Tips to Maximize Twitter

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Use Hashtags in Your Tweets – Keep it Simple

Include Photos or Hyperlinks in Your Tweets

Flatter Others and Share Their Tweets

Feature Members of Your Community in Your Tweets

Keep Your Tweets Succinct and Shareable

Vary But Repeat Key Tweets Several Times

Engage with Surveys & Contests

# Why Use Instagram

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150 million monthly active users.

Instagram can connect with citizens, whether to push out important information, share the whereabouts of political leaders or just to post an interesting photo.

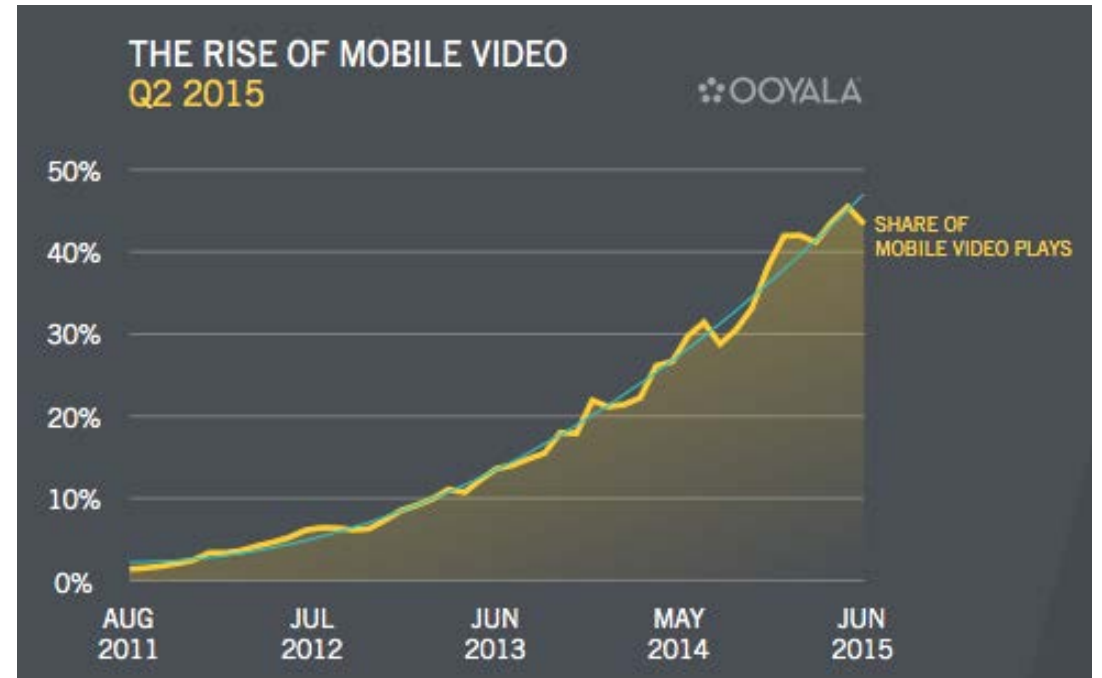
When viewed together with your other social media platforms, Instagram feeds provide a snapshot of life in your city.



The image shows a screenshot of an Instagram profile for 'wehocity'. The profile picture is a circular image of a red building with 'WEST HOLLYWOOD CITY HALL' written on it. To the right of the profile picture, the name 'wehocity' is displayed in a bold, lowercase font. Next to the name is a blue 'Follow' button and three dots indicating more options. Below the name, the bio reads: 'City Of West Hollywood The official Instagram of The City of West Hollywood. This site complies with the City's Social Media Policy. [www.weho.org](http://www.weho.org)'. At the bottom of the profile information, it shows '397 posts', '2,180 followers', and '145 following'.

# Why Use Periscope and YouTube

- Midway through 2015, mobile video plays exceeded 44% -- up 74% from 2014 and up a 844% since 2012.
- Between April 2015 and November 2015, the amount of average daily video views on Facebook doubled from 4 billion video views per day to 8 billion.
- In July 2015, Periscope users were watching 40 years' worth of videos every day.



# Why Use Periscope and YouTube

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- Integrate YouTube and Periscope links to your City events
- Video adds to your social media posts
- Live streaming is becoming more common
- Periscope can be integrated into Twitter

## 101 City Center Groundbreaking Will Be Broadcast Live on Periscope



The City of Arlington's Periscope account will be live streaming the 101 City Center groundbreaking around 9:45 a.m. on Tuesday, November 3, 2015.

# How to Grow Your Audience

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- Ask your team and councilmembers to share the City's social media channels
- Post photos and videos
- Tag organizations and individuals
- Share community organizations' posts
- Ask questions
- Engage with feedback

# How to Manage Social Media Platforms

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- Designate one or two people
- Prioritize social media as a part of communications
- Establish a social media policy for city employees
- Encourage team members to send photos to designated people
- Contract out communications/social media services

# Do's & Don'ts

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## Do

- Establish social media policy and guidelines
- Post photos and videos
- Engage with feedback
- Share posts
- Respectful and courteous
- Keep it simple and clear
- Keep with who your city is
- Authentic
- Timely
- Intentional

## Don't

- Be funny at people's or organization's expense
- Ignore feedback
- Rash
- Go outside of the policy guidelines
- Engage in an argument
- Belittle
- Share personal positions
- Take sides



# THANK YOU

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## *Questions*

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**DOLPHIN**  
GROUP