Communicating with constituents in a social and new media age

Maurice Chaney, Public Information Officer, City of Roseville Environmental Utilities
Mark Mazzaferro, Communications and Media Officer, City of Vacaville
Moderator: Jeremy Craig, City Manager, City of Vacaville

Who we are - Roseville

• One of the largest communities in Sacramento region
• 130,000 population
• Full service city
• Wide bench of communicators with a culture of keeping customers informed
Who we are - Vacaville

- Home to Nut Tree, Genentech, ICON Aircraft
- 100,000 population
- Full service city
- Many departments involved in social media, community outreach efforts

Why is social media important today?

PEARLS BEFORE SWINE  Stephan Pastis

RAT’S BOOK SIGNING
HELLO, SIR... WOULD YOU LIKE TO BUY A BOOK OF MY FRIEND’S COMIC STRIP?

COMIC STRIP? WHAT’S A COMIC STRIP?

IT WAS A ONCE THRIVING MEDIUM KILLED BY DECADES OF MEDEOCRITY, FUELED BY THE INSIDIOUS TRADITION OF OLDER STRIPS NEVER GOING AWAY, RESULTING IN AN APATHETIC GENERATION OF YOUNGER READERS WHO NO LONGER HAVE REASON TO EVEN OPEN THEIR NEWSPAPER.

NEWSPAPER?
Top 10 reasons social media matters in government communications

1. Social is part of an integrated approach to communication
2. Our customers congregate there

Social Media Statistics
January 2018

- Facebook: 2.167 billion active users
- YouTube: 1.5 billion active users
- Instagram: 800 million active users
- Snapchat: 330 million active users
- Twitter: 260 million active users

Substantial ‘reciprocity’ across major social media platforms

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62 percent get news from social media sources

About 6-in-10 Americans get news from social media
% of U.S. adults who get news on a social networking site...

Source: Survey conducted Jan. 12-Feb. 9, 2016
“News Use Across Social Media Platforms”
PEW RESEARCH CENTER

TECH CHART OF THE DAY
MAIN SOURCE OF NEWS BY AGE GROUP IN Q1 2017
Based on a survey of 784+ news consumers from 36 countries
3. It’s an extension of your customer service network

Citizens now not only assume that government will be on social platforms, but also expect quick response times. The average person now looks to social media as a satisfactory outlet for complaining or requesting customer service.

- Government Social Media
FUN FACTS!

4. Helps tell your side of the story to increase brand and awareness
4. ... especially when news rooms are shrinking

In 2017, **39,210 people worked** as reporters, editors, photographers in the newspaper industry.

That is **down 15% from 2014** and **45% from 2004**.

5. Personifies who you are as an agency - creates authenticity
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6. A critical way of sharing information in times of crisis
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“Immediately after the bombing the FBI specifically appealed to the public to send in photos, videos and any other information that might be relevant. As a result, 120 FBI agents sorted through more than 13,000 videos and 120,000 photos.”

7. Drives engagement, interaction and conversations with customers
8. You can share real-time, timely information

No longer reserved for news media.

Gives people the behind the scene, intimate experience.

This post reached 3,100 people.

9. It creates a positive impression
10. Track your effectiveness and adjust quickly

FIVE TAKEAWAYS

1. Use it or lose it
2. Be careful about responding to posts
3. Good times, bad times to post
4. Rule of thirds
5. Social videos - the shorter the better
QUESTIONS?

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