Constituent Engagement with Social Media

with Ryder Todd Smith and Trent Sunahara
We are not attorneys.

The advice we give in this presentation is based on our experience working in public affairs.

We suggest seeking the counsel of a qualified attorney before using social media for campaign and official government use.
Social Media
Social Media Dual Personalities

• Elected Official
  – Campaign Page
  – Government Official Page
  – For constituents and community stakeholders

• Personal
  – Personal Page
  – For close friends and family
  – Limited to 5000 connections
Dear Congress,

Please preserve the health and dignity of our seniors by protecting the Older Americans Act and investing further in Meals on Wheels programs.
Ranging from fixing roads and adding trails to reducing homelessness, from waterfront progress to a major flood protection milestone, from smart technology solutions for better services to a Grand Slam for Kids, this year’s State of the City Address celebrates our remarkable progress and even more remarkable opportunities ahead.

State of the City West Sacramento 2016
West Sacramento Mayor Christopher Cabaldon presented the annual State of the City Address, May 12, 2016 at the Civic Center Galleria.

YOUTUBE.COM
Use Facebook to:

• Announce good news
• Share news from other sources
• Show your support for the community
Today, we took a huge step in improving & expanding our parks by reforming the Quimby fees. Great to see so much support in council today and thank you to Jose Huizar for all of your leadership. #parksforall
City of Los Angeles Department of Recreation and Parks
Councilmember Bob Blumenfield

July 1

Today, we took a big step in revitalizing the Reseda Theater.

Greg Laemmle Laemmle Theatres Thomas Safran & Associates

http://goo.gl/Df8uPC

Shuttered Reseda Theater gets green light to become Laemmle multiplex

Community activists have long lamented Reseda’s faded commercial district along Sherman Way. Now it appears to be on the cusp of a revival with the first project...
Tweet at least two times a day:
• From an event (include a picture)
• About an issue you’re working on
• Success in the community
• Honor someone
Constituents will mention your @username, or an associated #hashtag, to draw your attention to their issue.
Retweet

Retweet mentions of you or an issue you are championing.

Give some context, retweet with additional commentary.
Mayor Mike Rawlings
@Mike_Rawlings

Mike Rawlings was first elected Mayor of Dallas in June 2011 and re-elected in 2015. Account managed by staff.

Dallas, TX
dallascityhall.com/government/cit...
Joined February 2011

Tweets Tweets & replies Media

Mayor Mike Rawlings @Mike_Rawlings 2h
This morning, we launched #GrowingLittleMinds, my new initiative that educates new moms on how... instag...m.com/p/BKGuRhJwh2/

Mayor Mike Rawlings @Mike_Rawlings 3h
By encouraging reading & interaction, you can help foster your baby's development during the crucial first year of life. #GrowingLittleMinds

Mayor Mike Rawlings @Mike_Rawlings 3h
Parkland has begun distributing a book called "Read to Me" for new mothers. #GrowingLittleMinds

DFW Hospital Council and Parkland Hospital
6 a.m.  
7 a.m.  
8 a.m.  
8:30 a.m.  
9 a.m. and 10 a.m.

Mayor Mike Rawlings @Mike_Rawlings · 2h
This morning, we launched #GrowingLittleMinds, my new initiative that educates new moms on how... instagram.com/p/BKGrHrfjwh2/

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DFW Hospital Cour
"Growing Little Minds
periscope.tv
Almost all local media coverage has extended its reach to YouTube.
Inland Empire Media Group is a good example of the City and other local government agencies working proactively with local media.
Millbrae Community Television live streams, records, and published City Council and community meetings.
3 Ways to Increase Constituent Engagement

1. Give people the content they want

   What are the topics they are talking about?

   Which of your posts do they like, share and comment on?
3 Ways to Increase Constituent Engagement

2. Ask questions and respond

What are your constituents happy or mad about?

Ask them what they think about a specific topic.

Respond to them on a personal-level.
3 Ways to Increase Constituent Engagement

3. Pay for it

Buy social ads that link to a relevant story or report put out by your office.

Boosts important posts.

Paid ads and boosts work. Up to 10x reach and engagement rate.
Leveraging SM to Affect State Policy

Having an audience is a strength when advocating for policies that affect local government. Your reach on social media and the size of your voice is an element of advocacy. Use your power wisely.
Great content rules the day!
Questions?
Next Webinar

Legal Restrictions and Policy Requirements for Social Media Engagement

Thursday, October 20th @ 2 p.m.