a goal without a plan is just a wish

- Antoine de Saint Exupéry
SMART

Specific  Measurable  Attainable  Relevant  Time Based
Social Media
Great Content Rules the Day
- Feature Stories
- Community Updates
- Letter from the...
- Event Announcements
- “At Event” Updates
- Press Releases / Media Advisories
- Pictures
- Videos
Tell stories that are **impactful** and **relevant** to your key audience.
## Communications Calendar

<table>
<thead>
<tr>
<th>Event / Issue</th>
<th>Comms Item</th>
<th>Due Date for Edits</th>
<th>Date of Publication</th>
<th>Distribution Channels</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 State of the City</td>
<td>Media Advisory</td>
<td>Monday, June 20</td>
<td>Thursday, June 23; Tuesday, July 5</td>
<td>Local Press; City News; Facebook; Twitter; Nextdoor</td>
<td>Event on Thursday, July 7.</td>
</tr>
<tr>
<td>2016 State of the City</td>
<td>Speech</td>
<td>Wednesday, June 8</td>
<td>Friday, June 10</td>
<td>Delivered to Mayor</td>
<td>Event on Thursday, July 7.</td>
</tr>
<tr>
<td>12th Annual Disaster Preparedness Day</td>
<td>Press Release, Social Media Post</td>
<td>Wednesday, June 8</td>
<td>Thursday, June 9</td>
<td>Local Press; City News; Facebook; Twitter; Nextdoor</td>
<td>Event on Saturday, June 11. Press release will feature disaster preparedness tips for families.</td>
</tr>
<tr>
<td>Flag Day</td>
<td>Social Media Post</td>
<td>Thursday, June 9</td>
<td>Tuesday, June 14</td>
<td>Facebook, Twitter</td>
<td>Flag Day on Tuesday, June 14.</td>
</tr>
<tr>
<td>Father’s Day</td>
<td>Social Media Post</td>
<td>Wednesday, June 15</td>
<td>Sunday, June 19</td>
<td>Facebook, Twitter</td>
<td>Father’s Day on Sunday, June 19.</td>
</tr>
<tr>
<td>Friends of the Library Musical Open House</td>
<td>Press Release, Social Media Post</td>
<td>Tuesday, June 14</td>
<td>Tuesday, June 21; Monday, June 27</td>
<td>Local Press; City News; Facebook; Twitter; Nextdoor</td>
<td>Event on Tuesday, June 28.</td>
</tr>
</tbody>
</table>
Communications Calendar

**Event / Issue** – What is the event or issue you want to promote?

**Comms Item** – What communications tools are you going to use to promote it?

**Due Date for Edits** – When does the first draft need to be turned in by? Who needs to review it? Who approves the final copy?

**Date of Publication** – What day is it going to be send out and posted?

**Distribution Channels** – What mediums will it be distributed through?

**Notes** – Additional details about the event or issue.
Cities should use metrics to:

• Understand their key audiences
• Ensure they are communicating effectively
• Set and monitor goals and objectives
Key Metrics

- Followers
- Likes
- Shares
- Comments
- Clicks
- Reach

WE ❤ METRICS
Ryder Todd Smith

Food for thought from the National Research Center on the skills & mindset of the "city manager of the future"
https://ow.ly/pUV3069dni

Ryder Todd Smith

"City management is all about making a positive difference in the community..."
https://ow.ly/TF3p3O5VZ6

Ryder Todd Smith

After 21 years of serving City of Lake Forest, City Manager Robert Dunnek, to retire after the new year.
http://ow.ly/Ko8305WAx6

Dunnek, longtime city manager of Lake Forest, announces retirement
http://ow.ly/3h5d05WAx6

1 like

Ryder Todd Smith

Good read on the power of facilitated performance evaluations, featuring our own Wade McKinney & Dan Keen
http://ow.ly/k1ha30L2Gh

Profiles In Management: Justin Hess | California City Management Foundation
http://ow.ly/2y9D05WAx6

Ryder Todd Smith

After 21 years of serving City of Lake Forest, City Manager Robert Dunnek, to retire after the new year.
http://ow.ly/v8x305WAx6

Ken Nordoff, Walnut Creek City Manager, to resign at the end of the year to join H&L Companies.
http://ow.ly/xyQ305Wxe5

A Constructive Dialogue | icma.org
http://ow.ly/7OJ305WAx6

1 like

Ryder Todd Smith

Tomorrow at 10:30am: don't miss a crucial #CACitiesAnnual panel w/ @PamAntilli @ICMPres & @cactymangers on diversity.
http://ow.ly/xyQ305Wxe5

Mentions cactymangers

CCMF @cactymangers

5 days ago

Congrats to @cactymangers member Jim Keene on his @ICMA Professional Excellence Award! ow.ly/StI53O613tR

League of Women Gov @WomenLeadingGov

Nov 1

The League congratulates Maria Hurtado on her new position as ACM with the @cityofhayward @CalICMA @CalebGLG @cactymangers @ICMA

She believed she could, so she did.

45 of your localgov peers have accepted the WeThriveHere Challenge. Join them today!
http://ow.ly/Dj4306cEr1

League of Women Gov @WomenLeadingGov

Oct 31

Guest Writer Dan Singer on the Future of Gender Equity:
https://ow.ly/2e1wDv @CalICMA @CalebGLG @cactymangers @MMASC_SoCal @CaCities

Your path to #citizenship starts at our libraries | Free classes, workshops & info sessions at lapl.org/FreeLTR

Bedrosian Center retweeted

USC Bedrosian Center @BedrosianCenter

13 mins ago

#TodayInHistory (1959.11.14) Kennedy published an article on the influence of television on political campaigns. bit.ly/2eTzLu

USC Schaeffer Center @SchaefferCenter

5 hours ago

Don't forget to tune in tomorrow for the 21st annual "Wall Street Comes to Washington" Roundtable brookings.edu/events/21st-ann... #WallStRoundtable

Bedrosian Center retweeted

L.A. Public Library @LAPublicLibrary

4 hours ago

Your path to #citizenship starts at our libraries | Free classes, workshops & info sessions at lapl.org/FreeLTR
Select the social media pages you want your content to post on.

Type, or copy and paste, the text/copy you want posted.

Attach media - pictures and video. Schedule for posting at a later time. Add a location. Target specific audiences.

If you copy and paste a link into the post, it will auto-populate with the page’s picture and first paragraph of body copy.
4 Steps to Successful Social Media Management

1. Plan
2. Execute
3. Manage
4. Metrics
### Weekly Social Media Plan

**Start Date:** __________  
**End Date:** __________

#### Goals

1. __________  
2. __________  
3. __________

#### Goal 1 Objectives

1. __________  
2. __________  
3. __________

#### Goal 2 Objectives

1. __________  
2. __________  
3. __________

#### Goal 3 Objectives

1. __________  
2. __________  
3. __________

**Facebook Metrics — Start of Week / End of Week**

<table>
<thead>
<tr>
<th>Page Likes:</th>
<th>Number of Posts This Week:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post Likes:</th>
<th>Shares:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Comments:</th>
<th>Reach:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Twitter Metrics — Start of Week / End of Week**

<table>
<thead>
<tr>
<th>Page Followers:</th>
<th>Number of Tweets This Week:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Replies:</th>
<th>Retweets:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

**Nextdoor Metrics — Start of Week / End of Week**

<table>
<thead>
<tr>
<th>Neighbors:</th>
<th>Number of Posts This Week:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thanks:</th>
<th>Replies:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**YouTube Metrics — Start of Week / End of Week**

<table>
<thead>
<tr>
<th>Subscribers:</th>
<th>Number of Broadcasts This Week:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Views:</th>
<th>Likes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dislikes:</th>
<th>Comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shares:</th>
<th>Links/Embeds:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes**

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**Presented by:**

[TRIPEPI SMITH](http://www.tripepismith.com/)

[marketing • technology • public]

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**Free Social Media Planning Template**

Questions?
Next Webinar

Is Instagram, Pinterest, Snapchat, Yelp and Vine for Us?
Thursday, August 18 @ 2 p.m.