Fundamentals of Social Media

with Ryder Todd Smith and Trent Sunahara
Future Webinars

• Conversing with Residents and Tracking Sentiment
  Thursday, May 19 @ 2 p.m.

• Social Media Driven Advocacy
  Thursday, June 16 @ 2 p.m.
Blurred Lines of Modern Media

Traditional Media

Social Media
facebook is KING!
1.04 Billion daily users
(FYI: 7 billion people in the world)
87% of online 18 to 29 year olds (most millennials) use Facebook
As do 56% of online U.S. seniors over the age of 65.
60,000 people live in the City of Cupertino

33,000 of them are on Facebook
Facebook

City of Chico
- 89,000 residents
- 77,000 resident Facebook users

City of Fresno
- 515,000 residents
- 350,000 resident Facebook users
Facebook

City of South Gate
• 96,000 residents
• 45,000 resident Facebook users

City of La Canada Flintridge
• 20,000 residents
• 7,800 resident Facebook users
Nextdoor

63,000 neighborhoods using the site
Hyperlocal Messaging = Success
Twitter

100 Million daily users
500 Million
monthly Twitter visitors do not log in
YouTube

1 Billion people use it daily
Instagram

3.5 Billion
Likes each day
Tell stories that are **impactful** and **relevant** to your residents.
Posts

Good posts… feature prominent pictures that help narrate the story.
Good posts… use video if possible.
Good posts …
use concise text that builds up the story.

Notice the awesome picture.
Posts

Good posts… start a conversation.
Boosts and Advertising

**Boosts**
- Promote posts
- Target followers and their friends
- 2-3% response rate

**Advertising**
- Promote events and calls-to-action
- Target people in defined areas and demographics
- 1-2% response rate
Likes do matter.
Social Metrics

Social metrics tell you how much your followers interact with your posts and content.

Use them to track public sentiment and support for local issues.

Major social media metrics include:
- Likes – people who support / agree with your post
- Reach – people who had the opportunity to see your post
- Shares / Retweets – people who shared your post with their friends
- Clicks – people who clicked on your post or its attached link
- Comments – people who are engaging with you in a conversation
Goats arrival at Novato Skate Park to clear out the weeds and brush—they can't wait to get to work! #sweethomenovato

Heather Fanning: I take it their work is to eat the tall weeds? 😊
Like · Reply · 2 · April 11 at 5:58pm

City of Novato - City Government: Heather, you are correct! They will be grazing in the field next to the skate park.
Like · Reply · 1 · April 11 at 6:24pm

Michelle Ulthoven Halsing: Can they be released behind the houses on Newport Landing Drive? It's horrible along that service road.
Like · Reply · 1 · April 11 at 8:57pm

City of Novato - City Government: Based on our contract, the goats can't be relocated this year—we have passed on your request to Public Works.
Like · Reply · April 13 at 7:02pm

View 25 more comments
Legal Considerations

• Brown Act Concerns
• Public Record Concerns
Questions?