FIVE TIPS FOR SUCCESSFUL TOWN SOCIAL MEDIA EFFORTS

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#1: IDENTIFY YOUR GOALS AND THE AUDIENCES YOU WANT TO CONNECT WITH

**What is your Goal?**
- Provide information about events or meetings?
- Offer people ways to connect with city officials?
- Provide emergency information?
- Gather feedback about a city project?

**Who are the Audiences you want to connect with?**
- Elderly people who need information about services?
- Youth who want to know about events?
- People concerned about the city project?
- People who live in specific neighborhoods?
#2: BUILD A GOOD FOUNDATION

- Start with a website that is fully functional and easy to navigate.
  - Invest time and resources into getting this right before you add other platforms.
  - Posts on various social media platforms should lead people back to your website, where the information they need should be easy to find.

http://www.worcesterma.gov/
http://www.cambridgema.gov/
Welcome to Worcester, Massachusetts!

Meetings & Events
- 01/19 - Book Discussion
- 01/19 - Webster Sq. Tower
- 01/19 - Worcester Housing
- 01/19 - Webster Sq. Apart
- 01/19 - Main South C.D.C.
- ... View All

Stay Informed
- Agendas & Minutes
- Live Stream & Video Archives
- News & Announcements
- Budget Central

E-Services
- Online Payments
- Online Permit Center
- Customer Service Center
- Search Public Records
- Document Center

City Government
- City Manager
- Mayor & City Council
- City Clerk

City of Worcester, MA | 455 Main St., Worcester, MA 01608 | (508) 929-1300 | Email

http://www.worcesterma.gov/
Welcome to the City of Cambridge

Cambridge's Top 25 Employers in 2011
Harvard, MIT and the City of Cambridge ranked as the top three, respectively, on the list of Cambridge's Top 25 Employers in 2011.

ONLINE SERVICES
- Pay Bills Online
- Property Database
- Purchasing Bid List

WHAT'S NEW IN CAMBRIDGE
- Report Unshoveled and Icy Sidewalks through iReport
  Cambridge iReport has a new function to report unshoveled and icy sidewalks.
- Teens Needed to Shovel Snow for Senior Citizens or Residents

http://www.cambridgema.gov/
#3: SHOW THE OPTIONS & MAKE IT EASY TO FIND YOU

- On your website, be sure to have easy share buttons and easy access to any social media pages you host.
- Conduct regular searches to find pages and conversations related to your goals and your target audiences.
  - Facebook groups and pages
  - Search by location on Facebook
  - Twitter hashtags
  - Media pages and people
- Include invites to follow on Facebook and Twitter on all printed materials and emails.
Vermont Working Landscape Partnership Program (2010-2012)

VCRD is facilitating a non-partisan and broad-based partnership to support local agriculture and forestry, grow and attract farm and forest entrepreneurs, and conserve Vermont’s Working Landscape far into the future. Join the Partnership (click the "Join the Partnership" button to the right) to add your voice, keep informed, and help shape the campaign for Vermont’s Working Landscape.
#4: MAKE IT CLEAR WHO IS TALKING

- If you have a “City of X” Twitter account, be sure to let readers know who is talking.
  - Note in the Profile page
  - Start tweets with From the Mayor: or City Mgr says:
  - Tag tweets with a person’s handle: Public Hearing on Building Project Cancelled Due to Snow - @bostonmayor.

- Facebook is actually more difficult to make this clear.
  - Use the Government resources Facebook page to get information that will help you.
Government on Facebook > Resources

NEED HELP?

Create a Facebook Page
Use our Quick-Start Guide to get started or download our detailed Pages Manual for step-by-step instructions to create a Page now.

Tips & Best Practices
Customize your Facebook presence with relevant tools and applications for your audience. Check out the Government Best Practices Guide.

Other Resources
Visit the Facebook Help Center to get answers on specific products, features and policies.
Check out the Facebook Pages Help Section to learn more about Facebook Pages.
Visit the U.S. Politics on Facebook page to see examples of how politicians and campaigns are using Facebook.
Visit the Congress on Facebook page to see how Members of Congress are using Facebook.

FREQUENTLY ASKED QUESTIONS

I'm a US Federal Agency interested in using Facebook. What do I need to do?
Visit the GSA's http://eapps.gov website and get in touch with your agency's point of contact to find out your department's rules on social media.

I'm a US state or local government interested in using Facebook?
We hope you will join numerous city and state governments like the City of San Francisco and the State of Michigan in using Facebook. Unfortunately at this time Facebook does not have any special legal agreements for state and local governments.

CHECKLIST

Setup a Facebook Page
You can choose "Do not make Page publicly visible at this time" and you will be able to edit and publish later. Instructions are available here.

Add Content to the Page
Fill out the info tab, upload photos, videos, etc.

Publish the Page
You can set your Page to "published" by going to Edit Page and then Settings.

Establish a system for regularly updating a Page
You should establish a system for regularly updating your page, will be responsible for updating it regularly, what kind of content should be posted, etc.

Add a Comment policy
Add a comment policy so you outline acceptable page behavior and reasons for admin intervention. The comments policy on the US Army's Fan Page is a great example.

Brief your boss/management on Facebook and ask them to contribute
Your boss/management might get questions from citizens and press and should be aware of it before it launches.

Buy Ads to Promote the Page
Go to http://www.facebook.com/advertising to learn how to purchase Facebook ads to promote your Page.

Add a username to the Page
#5: DO A LITTLE AT A TIME...USE KEY OPPORTUNITIES TO ADD A NEW PLATFORM

- Operation Revive Royalton
  - Started in disaster of Tropical Storm Irene
    - No power, no phone service, but cell phones still worked
    - Facebook was the only way community could communicate
    - Town officials were able to post critical info, and most residents were able to access it directly or get news from neighbors or family members
    - Also, it created an archive for the town to document the response.
Operation Revive Royalton
Community Organization · South Royalton, Vermont

Wall
Operation Revive Royalton · Everyone (Most Recent)

Shares: Post · Photo · Link · Video
Write something...

Anita Duffy
Like · Comment · January 12 at 4:35pm · v

Operation Revive Royalton
Mark your calendars for a great show!! Proceeds to benefit Operation Revive Royalton!

Like · Comment · Share · November 25, 2011 at 3:45pm · v

4 people like this.
3 shares