WHAT WE USE

Primary Users

Director of Administrative Services

Executive Assistant

Police, Fire, Public Works, Recreation, and Library all have strong pages with dedicated staff to manage

Andover’s Social Media Working Group is led by our Deputy Town Manager

@AndoverMA
3,709 likes

@AndoverMaGov
3,337 followers

@AndoverMaGov
718 followers
ANDOVER’S SOCIAL MEDIA FOCUS

Engagement

Typical social media for a municipality, promoting town events, awareness of town meetings, pictures of town officials

Response

Presence during storms, emergency notifications, town office closures, school closures, things that are out of the ordinary day

Interaction

One on one communication and dialogue between town staff and residents on any topic; playing active roles in community Facebook groups, basically proactive response to any and all town related commentary on social media
The Merrimack Valley Gas Disaster occurred on September 13, 2018. The town’s communication effort for the first 96 hours was broad-based community response messaging.

As the response and restoration process developed, residents from Andover, North Andover, and Lawrence created a forum to share their stories in order to understand what was happening.

It became apparent that these individual responses needed to be monitored and responded to.
WHY WE ARE EMBRACING INTERACTION

- We have a Select Board that is active on social media, we don’t want any surprises
- We have an extremely active social media community. Currently there are three major “Groups” with 17,000 members
  - High demand, high expectations, critical population
- We are meeting residents in the spaces they are comfortable and the times they are available
- We are communicating with residents one on one, but with a lot of observers
- We are establishing visible communications
Hi all, just wondering if anyone knows how (or if) I should handle complaint with the town - as in, is there someone to contact re: water main construction? Do I start with water department? A man was banging on my door last week, insisting on coming in, even though I explained it was middle of the work day and I was on a call. He was super aggressive, so I finally let him in. A few days later I went down to the basement, and found a flood of water all over the floor and all over my stuff. It’s taken me a few days to clean up, and I had to throw away some of our belongings. The main water valve now needs to be replaced (he also left it with a slow drip after doing whatever else he did to flood the place). They were working on the water mains in my street at the time. Any advice? I’m so mad at myself for letting him in, plus I was so busy working at the time I never grabbed his name or company info!
Erin: Hi all, thank you for your advice & just wanted to let you know that the town addressed my concerns and fixed the water valve for me. I wrote up a (crazy, lol) email and they handled it really professionally. 😊 happy thanksgiving 😊

Like · Reply · 4d
Discolored water – Summer 2019

• Every single person who complained about discolored water would get a response on Facebook
• The response included a dedicated staff person’s email
• Each person received a follow-up email a week later
• It took time, but it was worth it.
WHAT DOES THIS LOOK LIKE?

Bonnie: I read all of the previous comments on this post and realize that you’re recapping the history. I was happy to see the decision made to accelerate the investment and therefore the work that will be possible to replace old cast iron water mains. From what I’ve seen posted by the Town recently and Patrick Lawlor’s responses to the comments here, I do believe the Town is working to improve the data gathering and communication and I understand why you feel it’s important to do more.

Like · Reply · 17w

Patrick Lawlor: Dave - that does indeed mean scheduled pick up. I hope you will reserve judgment until you are aware of the full scope of what the town will be offering.

Like · Reply · 7w

Patrice: Dave be reasonable, for crying out loud

Like · Reply · 7w

Known and Established Resource

Krystal: shared a link.

Governance Study Comm - they are out collecting community feedback to determine areas of focus. Be sure to share feedback if you can’t make one of the forums. Patrick Lawlor could you share the link for the survey and comment area for folks to participate?

ANDOVER.VOD.CASTUS.TV

Castus VOD Widget

Patrick Lawlor: Hi, here is a link to give input to the Committee. https://andoverma.gov/.../Town-Governance-Study...

Like · Reply · 1w

Krystal: Patrick Lawlor thank you

Like · Reply · 1w
SUCCESS WITH SOCIAL MEDIA INTERACTION

- Establish “Rules of Engagement”
- Rely on employees with sound judgment
- Andover’s “shared services” approach
- Know your social media “players”
- Recognize that social media is where most people “talk”
- Attack with facts to control spread of misinformation