

**Get Ready for the...
Social Media
Revolution**

SOCIAL MEDIA
Global People

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**Social Media
Does it matter?**

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What is it again???

Why do I keep getting these invites?

I'm on *LinkedIn*, but I am not sure what to do with it!

How do I engage citizens with this *social media* stuff???

No matter how I try, I just don't get *Twitter*!!


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What is a Social Network?
Technically...

A *social network* is simply a social structure made up of nodes (generally individuals or organizations) that are tied by one or more specific types of interdependency such as friendship, employment, financial exchange, likes, dislikes, relationships (professional or personal), beliefs, knowledge, and prestige

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What is a Social Network?



- Communities of people who *share* interests and activities
- Social networks connect people at *low cost*

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Evolution of Social Media & Networks

WEB 2.0 is the **SOCIAL Web** and simply put....

It supports **2-Way** Communications

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Member Community sites such as MySpace and Facebook account for almost 10% of **all** Internet time. These sites have a **growth rate more than twice** that of any of the other largest most popular activities on the Internet including:

1. Search
2. General Interest Portals
3. Software Manufacturers
4. **Member Communities**
5. Email

Source: Nielson Online, Global Index, December 2007 - December 2008

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Forrester Research, Inc. (2009) reports

- Adults younger than 35 approached **near universal** social participation
- Only 3% of 18-24 year olds and 10% of 25-34 year olds are social media "inactive"
- Almost 50% of the 18-24 year olds create content
- More than 4 in 5 U.S. online adults now participate in or consume social media at least once per month
- Most rapid growth occurred among consumers aged 35 and older

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Social applications are necessary in **every plan** to reach out or **target young adults!!!**

The time to build a social marketing strategy addressing **citizens in every age group** is **NOW!!!**

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4 Main **Usage Tools** structured around social platforms:

- Expressing
- Sharing
- Networking
- Playing

Social Media Landscape

Evolution of Social Media & Networks

Expressing tools allow users to express themselves, discuss and aggregate their social life

Sharing tools allow users to publish and share content

Networking tools allow users to search, connect and interact with each others networks

Playing tools and services that integrate strong social features

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What will the impact be on local Government?

Communicating with Your Citizens

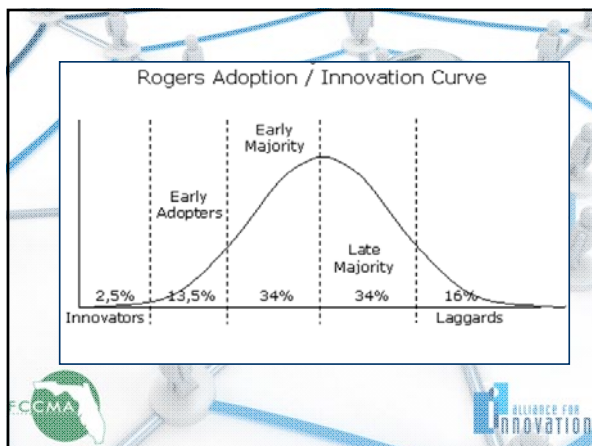
- Do my Citizens use it?
- Establish clear goals and objectives
- Communications policy
- Council support for referendums
- Are you already? (survey)
- If your not sure you maybe
- Not all Social Media created equally

To Use or Not to Use

- Don't fear what you don't understand, find staff that do
- Restricting as short-term solution at best
- Reaching new markets
- Better market penetration than other methods
- Can strengthen organization

To Use or Not to Use

- Ability to create fun interactive site with positive relationship
- User friendly interface with Public
- Easy share photos, video, links, and documents



Government Use of Social Media

- Why use social media in your organization?
 - It can be a tool to meet organizational goals
 - Actively engage citizens directly
 - Reach new audiences
 - Proactively deal with changing demographics
 - Provide information in a timely manner

Develop Your Strategy

Your **social media strategy** is a part of your **communications and web strategy**.

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    graph TD
      A[Communications Strategy] --> B[Online Communications Strategy]
      B --> C[Social Media Strategy]
      C --> D[Campaign Strategy]
      C --> E[Social Media Policy]
  
```

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Social Media Strategy

- A Social Media Strategy is what the agency wants to achieve in the near future using social media, **six months or less**.
- It should directly relate to the **Online/Web Communications Strategy** and be far more **specific**.

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Why have a Social Media Policy?

- To actively think about the **rules of engagement** using social media
 - One-way or two-way communication
 - Public or Private
 - Internal uses
 - Public information considerations

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Common Questions

- **What...**
 - is it?
 - should be in a policy?
 - should we do first?
 - happens if we don't do it?
- **How...**
 - much does it cost?
 - do we control it?
 - do we get started?
- **Who...**
 - should get it up and running?
 - should manage it?
 - is using it?
- **Why...**
 - should we bother?
 - is it so prevalent now?
- **When...**
 - is it okay to say no to it?
 - should you want to strongly advocate for it?
- **Where...**
 - is this stuff already happening?
 - is this long list going?

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How Do Governments Use Social Media?

- Meetings
- Training
- Networking
- Planning
- Design
- Public Input
- Project Management
- Going Green
- Emergency Management
- Recruiting
- Marketing & Tourism
- Economic Development
- Construction Modeling
- Internal/External Communication
- Public Information
- Etc., etc., etc.

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The Premier Knowledge Network for Local Government


A partnership of the Alliance for Innovation and ICMA

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Global Social

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www.icma.org www.transformgov.org

Key Elements of the Knowledge Network



- Personalization Features
 - My Profile
 - Personal Groups
- People Searching
- Extensive Group Functionality
- Questions and Answer Feature
- Topics
- Document Library

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	Facebook	MySpace	Twitter	Second Life	LinkedIn
Blogs	x	x	x		
FAQ		x	x		x
Post Questions				x	
Groups	x	x		x	x
Education					
Brochures/Mailing	x	x		x	x
Links	x		x	x	x
Advertising				x	
Calendar of Events	x	x		x	x
Polls	x			x	
News/Updates	x		x	x	x
Videos/Photos	x	x	x		x


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No One Size Fits All

- In each case, you need to **assess value vs. risk** individually
 - What do you want do/say?
 - To whom do you want to say it?
 - Why would a particular social media channel be an effective part of the strategy?
 - What are the risks?

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Personal vs. Organization

- Once its on the Internet always on the internet
- Personal comfort level
- Don't be stupid- If you don't want it on the front page of newspaper...
- Use caution with Personal

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Key Takeaway's

- Review your policy regarding social media use by your staff
- Create a team of digital natives to help you get established
- Develop a social media strategy that is short term and project oriented
- Deploy social media tools that work to meet strategic goals
- Develop a social media policy

Key Takeaway's for Using Social Media

- Give thought to the URL's you use on social media tools
- Use marketing to attracting followers
- Tweet frequently
- Facebook often
- Carefully construct messages
- Vary the messages





How to Reach Us

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