Social Media 101: creating good habits to support public partnership and engagement

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Webinar
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Overview:

- Welcome
- ULI Rose Center: who we are/what we do
- Webinar instructions
- Webinar
Mission:

“. . . to encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.”
How this webinar works:

• All callers are muted during the presentation
  • To prevent any audio disruption, please mute your individual line by pressing *6. You can un-mute your line by pressing #6.

• To ask a question-
  • Type your question into the Question or Chat box, the moderator will review and present your questions to the panelists.
What we’ll cover today

1. Some basics of social media and local government
2. Good social media habits for public officials
3. Third party applications that can help generate content
What we won’t cover today

1. How to get started by setting up accounts
   (This is covered in links at the end of the presentation.)

2. Best practices for managing your agency’s social media:
   - Managing your internal team
   - Building your network of followers
   - Soliciting input and discourse from your followers

   (These topics will be covered in our next webinar, Social Media 102 on March 12th.)
First, some basics

Characteristics of Social Media:

- Interactive rather than authoritative
- Personal rather than institutional
The rise of social media use among city governments
know the lingo

@  PUBLIC MESSAGE
RT  RETWEET
MT  MODIFIED TWEET
DM  DIRECT MESSAGE (PRIVATE)
#  SEARCHABLE KEYWORD
and you’ll need some followers
Why should public officials use social media?

1. To engage citizens
2. To compensate for declining media coverage
3. To participate in the creation of place-based data
to engage citizens in governance and decision-making
participate in the production of place-based data
participate in the production of place-based data
To compensate for declining media coverage
Good social media habits for public officials
(or, 6 social habits to pick up)
social habit #1: RTing

gabe_klein
gabe klein
Go Bob! RT @planningindc: Congrats to our Commish Bob Peck, who just rec'd AIA's Thomas Jefferson (cont) tl.gd/escv56
22 Dec

ccoletta
ccoletta
Lap dancing ruled not to be tax-exempt art form http://bit.ly/kcGteP
16 Jun

ccoletta
ccoletta
RT @zimbabwe: There goes my business plan. : Lap dancing ruled not to be tax-exempt art form http://bit.ly/kcGteP
16 Jun
Social habit #2: the #FF tag
social habit #3: hashtags as connectors
social habit #4: hashtags for irony or humor
social habit #5: live tweeting
Social habit #6: Share Something

CoryBooker Cory Booker
“The most common way people give up their power is by thinking they don't have any.” Alice Walker
1 hour ago

mayorvincegray Vincent C. Gray
Well, Redskins fans, at least take comfort in the fact that we were only team to beat the NFL champs twice this season: ow.ly/8TyKH
2 hours ago
(oh, and sharing ≠ announcing)
share something: quotidian observations
share something: innovations, a special find, a picture
share something: engaging in a debate
share something: engaging in a debate
share something: give a little personality
Third Party Apps...

...to help you manage content:
- Tweetdeck
- Hootsuite

...to help you generate content:
- Foursquare
- Delicious
- Flickr
- Yfrog or twitpic
Third parties apps that can help you manage content:
tweetdeck
Third parties apps that can help you manage content:

hootsuite
Third parties apps that can help you generate content:

foursquare
Third parties apps that can help you generate content: delicious
Third parties apps that can help you generate content:

flickr
Third parties apps that can help you generate content:

yfrog or twitpic
good practice: connect accounts
good practice: cross-promote

nycHealthy nycHealthy
Looking to work out with someone? Have you checked out our #BeFitNYC app yet on Facebook? bit.ly/zsGX5z
31 Jan
good practice: distinguish accounts

Twitter Faux Pas
Posted on February 16th, 2011 by Wendy Harman

Last night we accidentally tweeted from our @RedCross account something that was meant to come from a personal account. Here's what it looked like:

American Red Cross
@RedCross

Ryan found two more 4 bottle packs of Dogfish Head’s Midas Touch beer.... when we drink we do it right #gettingslizzerd

HootSuite • 2/15/11 11:24 PM

We realized our honest mistake (the Tweetar was not drunk) and deleted the above Tweet. We all know that it’s impossible to really delete a tweet like this, so we acknowledged our mistake:

@RedCross

We’ve deleted the rogue tweet but rest assured the Red Cross is sober and we’ve confiscated the keys.

17 minutes ago via Twitter
Sample local government social media policies (from the Institute for Local Government):
http://www.ca-ilg.org/socialmediapolicies

National Resource Center for Human Service Transportation Coordination (a collection of resources on public participation and social media)
http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=2336

Government 2.0: How Social Media Could Transform Government
by Mark Drapeau, January 5, 2009

Mashable: How to set up a Facebook page
May 22, 2011 by Lauren Drell
http://mashable.com/2011/05/22/how-to-facebook-page/

A Beginner's Guide to Twitter
By Joe Brockmeier / January 9, 2012 11:00 AM
http://www.readwriteweb.com/enterprise/2012/01/a-beginners-guide-to-twitter.php

How to Create a Flickr Group
http://www.wikihow.com/Create-a-Flickr-Group
Please join us for:

Social Media 102: leveraging social networking and media outlets to improve communities and policymaking

Monday, March 12th at 1:00p eastern

Registration is now open:
http://www.uli.org/rosecenter
Give us your Feedback!

- Email us – rosecenter@uli.org
- Complete our survey via Survey Monkey

Keep informed and learn more about our programs:
- Rose Center at: http://www.uli.org/rosecenter