ULI Rose Center presents

Developing Community Connections in a Virtual World – a social media ‘how-to’ for public officials

Social Media 102: leveraging social networking & media outlets to improve communities and policymaking
• 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.
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
  - March 26th (1pm EST): DC Capital Bikeshare: a success story
- twitter: @ULIRoseCenter
Social Media 102

Julia Klaiber  Jess Zimbabwe
CEOs for Cities  Urban Land Institute
@juliaklaiber  @jzimbabwe
What we’ll cover today:

• Building Followers
• Managing Your Social Media Team
• Evaluating Your Social Media Performance
Building Followers
Building Followers

• Start by following others and see who they’re following
• Follow Friday (#FF)
• Cross-promote on email signatures, websites, blogs and e-newsletters
Who to Follow
Follow Friday (#FF)

- Using the hashtag #FF (Follow Friday), you can suggest Twitter users to your followers.

Dan Gilmartin @DPGilmartin

#FF Check out @letsavemich for a cool grassroots oriented strategic vision around great places. Join up 2. #Michigan

kaomig @kaomig

1st #FF @walkerartcenter @brainpicker @frogdesign @SmartDesign @FemmeDen @johnpavlus @gelatobaby @ProPublica @swissmiss @dastillman @artlog
Cross-Promote

- Add buttons or widgets to all of your electronic communications
- Ask people to “follow” or “like” you
RICHARD FLORIDA
What Makes One City Fatter Than Another?
MAR 08, 2012  COMMENTS
Urban Land Institute
Non-Profit Organization

9,570
like this

132
talking about this

Like

New visions for historic downtown post office
By Nancy Sarnoff, Houston Chronicle

Imagine the downtown post office as converted artist and boutique office space known as “The Post.” Movies would be shown on the roof where you could also get a drink or dinner overlooking downtown. Som...

Urban Land Institute likes this.

Write a comment...

Deadline to Submit 2012 ULI Fall Meeting Session Proposals is Tomorrow!
What do you want to hear about at this year’s ULI Fall
Linking Accounts

• Automatically send Tweets to your Facebook feed
Linking Accounts

• Maximize exposure by Tweeting from multiple accounts
Managing your Social Media Team
Managing your Social Media Team

• Building your team
• Creating v. curating content
• Managing permissions
Building Your Team
Legal Compliance: open records laws
The Sunshine Law and social networking

Wednesday, May 18th, 2011

By Tiffany Edwards Hunt

Ever since she first campaigned against Guy Enriquez for the seat that stretches from Upper Puna to South Kona, Hawaii County Council Member Brittany Smart has used the Facebook social networking site to connect with her constituency.

Council Chair Dominic Yapong has a Facebook page too, but Smart, at 28, and historically one of the youngest council members, is the only one using Facebook to share board business. She is doing it on her own time and on her own computer, since the County of Hawaii network blocks such social networking sites as Facebook, Twitter and YouTube.

A couple of months back, when council members were meeting with each department to discuss the 2011-2012 budget, Smart asked County Information Technology Director Burt Tsuchiya when it would remove the County’s block from social networking sites.

Tsuchiya looked to Corporation Counsel Lincoln Ashida for his take on the legal ramifications, and Ashida looked to the State Office of Information Practices (OIP), considering Council members are among the boards subject to the Sunshine Law.

“OIP” agrees with our general conclusion that the use of social media for more than two members of the board for the specific purpose of communicating concerning matters of board business constitutes a Sunshine violation,” Ashida said. “That one is a no brainer.”

“The more problematic situation is where unknown to a board member there is a Facebook group with the members of the board and someone else is using it to communicate.”
Legal Compliance: general best practices

1. Avoid committing (or seeking another’s commitment) to vote a certain way
2. Avoid relationships that could create the appearance of conflicts of interest
3. Make available, upon request by any person, a list of all board members or agencies using social media and their social media addresses or identifications
4. Make sure that the forums you participate in are accessible at any time to any member of the public with an Internet connection
5. Be clear about what requests citizens can make via what means
Creating v. Curating content

Tampa tops yet another Orbitz travel list! This season, we’re the 9th most popular Spring Break destination.

Last winter, Tampa also ranked in the top 10 holiday destinations.

What fun Tampa activities would you recommend to our visitors this spring?


Florida dominated an Orbitz Insider Index detailing Americans’ preference for...
Managing permissions

**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:

![Tweet Image]

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 #getngslizzerd

HootSuite • 2/15/11 11:24 PM

We realized our honest mistake (the Tweeter 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:

![Tweet Image]

@RedCross

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

57 minutes ago on UberTwitter • Favorite • Retweet • Reply
Managing permissions

• Control who on your team has administrative access to social media accounts
• Set administrator credentials on Facebook
Managing permissions

- Control who on your team has administrative access to social media accounts
- Manage team members in a Twitter client
Evaluating Your Performance
Evaluating Your Performance

• Understanding your Impact
• Starting a Dialogue
• Leading to Action
Understanding your Impact

Top Twitter Feeds to Follow for Housing
by Robert Kneiger
January 13, 2012

Can Twitter be valuable to professionals in the housing industry? Not only is Twitter valuable for those wanting to interact with key thought leaders, journalists, and associations in the housing industry, but it is also valuable for finding timely information and identifying developments and trends within the sector.

In addition, Twitter is a valuable tool for marketers of multifamily developments looking to monitor what is being said about their project and handle resident concerns. Perhaps of greatest importance, it helps developers and marketers stay abreast of what is working and not working for their industry peers.

Urban Land magazine compiled a list of the most influential housing industry people on Twitter. This ranking includes the person’s name and Twitter handle alongside his or her rankings in reach, engagement, and influence. The person’s Twitterer, Klout, and Peerindex scores have been included, as well.

The methodology used to create the list employed several factors, including influence, number of followers, who each follows, and number of retweets. The methodology is explained in more detail below the chart.

Following is a list of the top 15 people and entities on Twitter covering the housing industry:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Twitter Handle</th>
<th>Twitterer Score</th>
<th>Klout Score</th>
<th>Peerindex Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inman News</td>
<td>@inmannews</td>
<td>69</td>
<td>57</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Binyamin Appelbaum</td>
<td>@bcappelbaum</td>
<td>97</td>
<td>50</td>
<td>53</td>
</tr>
</tbody>
</table>
Understanding your Impact

ULI Rose Center (@ulirosecenter) lives near Washington, DC. According to their description on Twitter.com, ULI Rose Center is a The mission of the ULI Daniel Rose Center for Public Leadership in Land Use is to encourage and support excellence in land use decision making.

Do you know ULI Rose Center better than we do? If so, help us update their information.

Key Measures and Metrics

ULI Rose Center has an average Twitalyzer Impact score in the last 30 days is 0.4% (putting them in the 38th percentile of all Twitter users) and is classified by Twitalyzer as a Everyday User (having a small circle of influence but great potential.)

When we last looked about 0 minutes ago, ULI Rose Center had 224 followers and was following 264 other Twitter users.

Want more cool data? Check out our Metrics Dashboard!

Topics and Communities

According to our friends at Klout and Peerindex, ULI Rose Center is frequently talking about #tampa. ULI Rose Center actively participates in the #Charlotte
Understanding your Impact

jess zimbabwe

The mission of the ULI Daniel Rose Center for Public Leadership in Land Use is to encourage and support excellence in land use decision making.

Washington, DC

Influences 147 others

Influential about 6 topics
Kansan City
Economics
Director

Score Analysis
You are effectively using social media to influence your network across a variety of topics

Your Klout Score: 33.55

The Klout Score measures influence on a scale of 1 to 100. Learn more
Understanding your Impact
Starting A Dialogue

Greater Greater Washington

The Washington, DC area is great. But it could be greater.

Facebook, live comments diametrically opposed on skybridge
by David Alpert  •  March 15, 2011 10:25 am

The Montgomery County Council has again rejected a skybridge for the Silver Spring library, but the hearing revealed some fascinating facts about the ways people debate in person and on social media.

On Tuesday, at-large councilmember Hans Riemer asked his Facebook followers what they thought about a long-running controversy: whether to build a skybridge over Fenton Street, Wayne Avenue between the new Silver Spring library and the adjacent parking garage.

The idea was bad news for many residents: Taking pedestrians off the street leads to an expectation that pedestrians won't cross the street, leading to engineers designing it for high-speed traffic movement, making the area less safe to walk around.

The Council has rejected the bridge before, but it kept coming up because Council President Valerie Ervin recently revived the idea.

George Leventhal

Here's a blog post from Thayeravenue.com urging people to attend the public hearing tonight at Thayer Avenue but didn't even attend the public hearing!

How are elected officials supposed to know what the public thinks if the public doesn't show up at public hearings?

Robert Padgett
George, we're at home watching the kids hoping those we elected to office do the right thing. We all know that those who show up at public hearings do not represent general public views. Social media offers an opportunity to hear from a broader audience. Kudos to Hans for embracing this medium.

Hans Riemer
This is a very important conversation and I appreciate everyone’s thoughts. I want to say that I don’t think this is about people who testify versus people who don’t; blog people versus real people, and so forth, and whose opinions really count. Everyone’s view is important, at least to me. George Leventhal has a point that the official process is for public record and it is important for people to participate on record. At the same time, I believe that my job as a council member is to seek out the views of people who are affected as best I can, and not just rely on hearing from people who come to me, it’s a balancing act and there are always differing views in the community about this or any issue. And in the end, as elected representatives, I have to do what I think is right after considering all of the information that I have received.

Andy Sullivan
Public meetings are generally held at a time when it's all hands on deck in the Sullivan household, getting dinner on the table and tending to the bed. I'm glad Hans is using all available forums to solicit input.

George Leventhal
Yes, all input is good and I enjoy getting feedback over social media but we shouldn't discount the importance of actually participating in the process, which unfortunately sometimes requires going to City Hall (or in our case the County Council Office Building). But we take written testimony which is entered into the public record from those who aren't able to testify in person, too. Twitter and Facebook, etc. are informal; a hearing record is more of a formal document. Our decisions are informed by both both are useful and important.

Hans Riemer
Well, I do think that commenting on Facebook is participating, as is sending email to the council, making phone calls to council members, sending post cards, and everything else. I hope everyone will do everything that they can to do their voice heard.

George Leventhal
This exchange would be fascinating material for a PhD dissertation on the new media. I would point out that Hamdi, MuBarak was brought down when people who were communicating with each other on Facebook actually left their homes and cafes and congregated in Tahrir Square. While I acknowledge the connection between social media and political action, I think there is more to political action than simply typing notes on the computer. There is the idea, there is the sharing of the idea, and then there is the carrying out of the ideas. From concept to execution takes multiple steps. Sending each other messages is only one part of the spectrum.
Leading to Action

Change by Us NYC is a place to share
Contact Us

Julia Klaiber  
CEOs for Cities  
@juliaklaiber  
jklieber@ceosforcities.org

Jess Zimbabwe  
Urban Land Institute  
@jzimbabwe  
jess.zimbabwe@uli.org