

# **SOCIAL MEDIA ISSUES IN GOVERNMENT**

A black and white photograph of a modern building's exterior. The image shows a glass facade with a grid pattern of window frames. In the foreground, a staircase with a metal railing is visible, leading upwards. The perspective is from a low angle, looking up at the building, creating a sense of height and architectural complexity.

# THE SOCIAL MEDIA LANDSCAPE



EVER USE: 73%  
SEVERAL TIMES A DAY: 32%



EVER USE: 69%  
SEVERAL TIMES A DAY: 51%



EVER USE: 37%  
SEVERAL TIMES A DAY: 42%



EVER USE: 22%  
SEVERAL TIMES A DAY: 25%



EVER USE: 22%  
SEVERAL TIMES A DAY: 25%



EVER USE: 27%  
SEVERAL TIMES A DAY: N/A

# THE SOCIAL MEDIA LANDSCAPE



MEDIUM – SOCIAL JOURNALISM



NEXTDOOR – NEIGHBORHOOD SOCIAL



PINTEREST – INTEREST AND IDEA SHARING



reddit

REDDIT – THE FRONT PAGE OF THE INTERNET



TIKTOK – LIP-SYNC/COMEDY/TALENT VIDEOS



TUMBLR – MICROBLOGGING



WHATSAPP – MESSAGING/VOIP

# CITY OF POCATELLO ON SOCIAL



20+ PAGES



5 ACCOUNTS



6 PAGES



1 ACCOUNT



1 PAGE



2 AGENCY ACCOUNTS



1 APP

# THE RULES

## SOCIAL MEDIA POLICIES GUIDE

- POSTING AS A CITY ENTITY
- EMPLOYEE PERSONAL USE ON THE CLOCK
- EMPLOYEE PERSONAL USE OFF THE CLOCK

# THE RULES

## POSTING AS THE CITY

- ACCOUNTS MUST BE REQUESTED
- POSTED CONTENT WILL BE MONITORED
- GOOD JUDGEMENT IS REQUIRED
- CONFIDENTIAL INFO CANNOT BE POSTED
- HONESTY IS A MUST
- MISTAKES ARE CORRECTED AS FAST AS POSSIBLE

# THE RULES

## SOCIAL ON THE CLOCK

- NO INTERFERING WITH DUTIES
- NO PERSONAL, FOR-PROFIT BUSINESS
- NO CITY EMAIL ADDRESSES USED TO REGISTER FOR BLOGS, SOCIAL, ETC.

# THE RULES

## SOCIAL OFF THE CLOCK

- PERSONAL POSTS RELATED TO WORK MUST INCLUDE DISCLAIMER
- E.G. - “THESE POSTINGS ARE MY OWN, AND DO NOT REPRESENT THE VIEWS OF THE CITY OF POCA TELLO”



# THE PUBLIC'S RULES

## SOCIAL MEDIA TERMS OF USE

- GUIDES WHAT IS ACCEPTABLE CONVERSATION ON CITY PAGES
- OUTLINES WHY COMMENTS MAY BE DELETED

# MODERATED DISCUSSION

## COMMENTS WILL BE DELETED IF

- UNRELATED TO THE PAGE
- PROFANE
- OBSCENE
- VIOLENT
- DEFAMATORY
- THREATENING
- HARASSING
- DISCRIMINATORY
- SEXUAL IN NATURE
- SOLICITS COMMERCE
- SUPPORTS/OPPOSES A POLITICAL CAMPAIGN
- INCITES ILLEGAL ACTIVITY
- COMPROMISES SAFETY
- VIOLATES COPYRIGHT/PATENT LAW
- IS CONFIDENTIAL INFORMATION

# END LEGALESE



**SHOULD WE BE ON SOCIAL?**

MAYBE....

# CONTENT

## YOU NEED TO HAVE TIME AND RESOURCES TO DEVELOP CONTENT

- A 2018 BUFFER STUDY OF THE TOP 500 FACEBOOK POSTS FOUND
  - 81% WERE VIDEOS
  - 18% WERE IMAGES
- VISUALLY-APPEALING CONTENT IS BEST!!!

# FEEDING THE BEAST

## SOCIAL MEDIA CONSTANTLY NEEDS CONTENT

- THE AMOUNT OF CONTENT WILL VARY BY ORGANIZATION
- YOU NEED TO DETERMINE WHAT TYPE OF CONTENT WORKS FOR YOUR ORGANIZATION

# AUDIENCE

GO WHERE YOUR AUDIENCE IS AND NOT WHERE YOU HOPE THEY ARE

- RESEARCH DEMOGRAPHICS OF EACH SOCIAL CHANNEL
  - FACEBOOK HAS AN OLDER AUDIENCE WHILE INSTAGRAM IS YOUNGER
  - E.G. – MORE PEOPLE WITH A COLLEGE DEGREE ARE ON LINKEDIN VS. TWITTER

# HOW?

LOOK AND SEE WHAT OTHER ORGANIZATIONS OR AGENCIES ARE DOING

- IMITATE BUT DON'T PLAGIARIZE
- FIND SOME INSPIRATION



# WHO?

YOUR SOCIAL MEDIA MANAGER SHOULD BE SOMEONE WHO

- HAS AN EYE FOR DETAIL
- IS CALM UNDER PRESSURE
- HAS THE TIME
- IS RESOURCEFUL

# PROOFING

## SPELLCHECK EVERY POST

- IN PROGRAM CHECKER E.G. MICROSOFT WORD
- PLUG-INS E.G. GRAMMARLY

## PROOFING IS BEST DONE BY A PERSON WHO

- HAS A WRITING BACKGROUND
- CAN HELP WITH CONTEXT AND MESSAGING

# CROSSPOSTING

EACH SOCIAL MEDIA PLATFORM HAS A PREFERRED MEDIA SIZE

- INSTAGRAM: 1080 X 1080 PIXELS
- TWITTER: 1200 X 670 PIXELS

OPTIMIZE MEDIA FOR EACH PLATFORM

TOOLS THAT HELP

- ADOBE PHOTOSHOP
- ADOBE SPARK
- CANVA
- STENCIL

# SCHEDULING

TIME POSTS FOR WHEN AUDIENCE IS ONLINE USING THE PLATFORM'S ANALYTICS

- FACEBOOK INSIGHTS
- TWITTER ANALYTICS

USE SCHEDULING TOOLS SUCH AS :

- FACEBOOK PAGES
- TWEETDECK
- INSTAGRAM CREATOR STUDIO (SOON)
- HOOTSUITE

ALSO CONSIDER LOCAL, TRADITIONAL MEDIA OUTLETS' NEWS CYCLES

# TROLLS

TROLLS ARE PEOPLE WHO JUST WANT TO GET A REACTION

- DON'T FEED THE TROLLS BY ENGAGING
- IF A USER ASKS A VALID QUESTION, THEY GET A VALID ANSWER
- REMEMBER, YOUR SOCIAL MEDIA MANAGER MUST BE SOMEONE WHO IS CALM UNDER PRESSURE

# CHANNEL SWITCHING

- DISPLAY EMPATHY IN FIRST COMMENT
- REPLY ONLY TWICE
- RESPOND TO SECOND COMMENT
- INVITE THEM TO CONTACT YOU PRIVATELY IN-PLATFORM ON THIRD COMMENT

# CONTROVERSY

- DON'T POST AND RUN
- BE AVAILABLE TO BABYSIT THE COMMENTS
- MUST MAKE THE TIME IF IT'S AN EMERGENCY

# RECORDS RETENTION

IF A POST/COMMENT IS DELETED, YOU NEED TO PRESERVE A RECORD BY

- CREATING SCREEN CAPTURE AND TEXT
- USING A SERVICE E.G. ARCHIVESOCIAL





# THE BAN HAMMER

- DON'T USE IT
- DON'T FEED THE TROLLS

# WHAT DOES THIS LOOK LIKE?

- FIND YOUR AUDIENCE ON THE PLATFORM THEY USE
- POST CONSISTENTLY
- CREATE STRONG CONTENT

# CHICAGO TRANSIT AUTHORITY

- FOSTERED GOODWILL
- SHOWED PROACTIVE INSTEAD OF REACTIVE RESPONSE

 **Water&Reading** @ForestFish71 · Mar 20, 2017  
When will this be fixed? @ChiUnionStation @cta @RahmEmanuel @ChicagosMayor



 **cta** ✓  
@cta

Thanks for reporting; we'll pass this on to City to be sure they're aware so they can address.

♥ 9:07 AM - Mar 20, 2017

 [See cta's other Tweets](#)

# FEMA TWITTER



Holidays can be a tough time for some people. If you or a loved one are feeling sad, stressed or overwhelmed, the disaster [@distressline](#) provides free 24/7 confidential counseling.

📞 Call 800-985-5990, text "TalkWithUs" to 66746 or visit [samhsa.gov/find-help/disa](#) ... for more info.

**Disaster Distress Helpline**

- 📞 1-800-985-5990
- 💬 TEXT: "TalkWithUs" to 66746
- 🌐 DisasterDistress.samhsa.gov

SAMHSA HHS.gov

3:50 PM - 19 Dec 2018

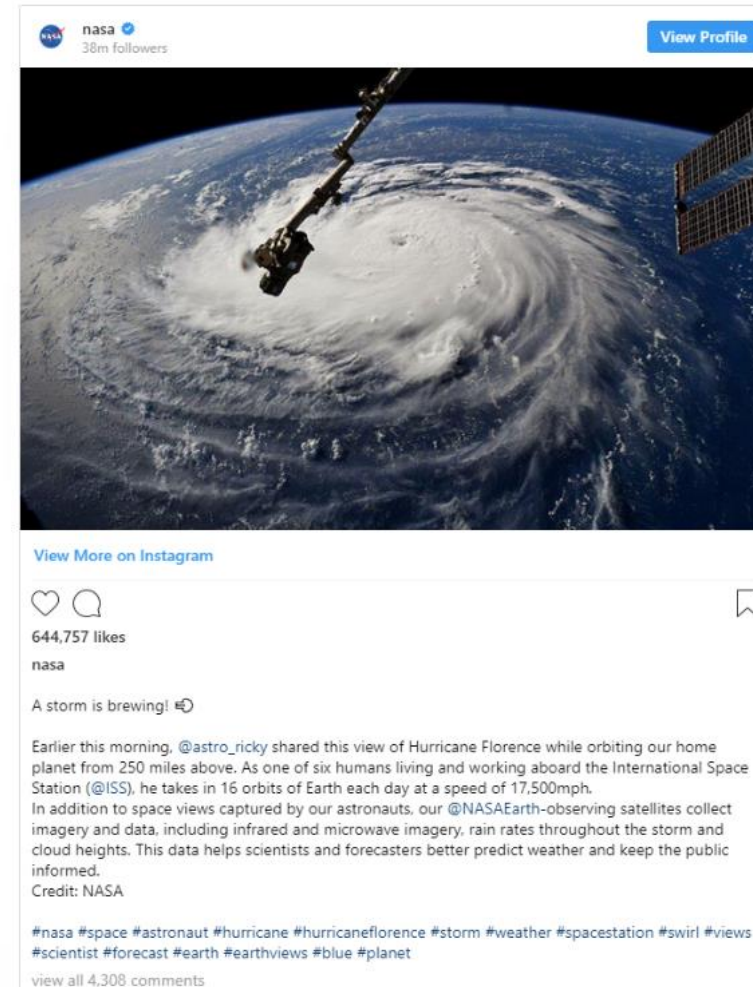
201 Retweets 180 Likes



- SIMPLE
- HELPFUL
- INFORMATIVE

# NASA INSTAGRAM

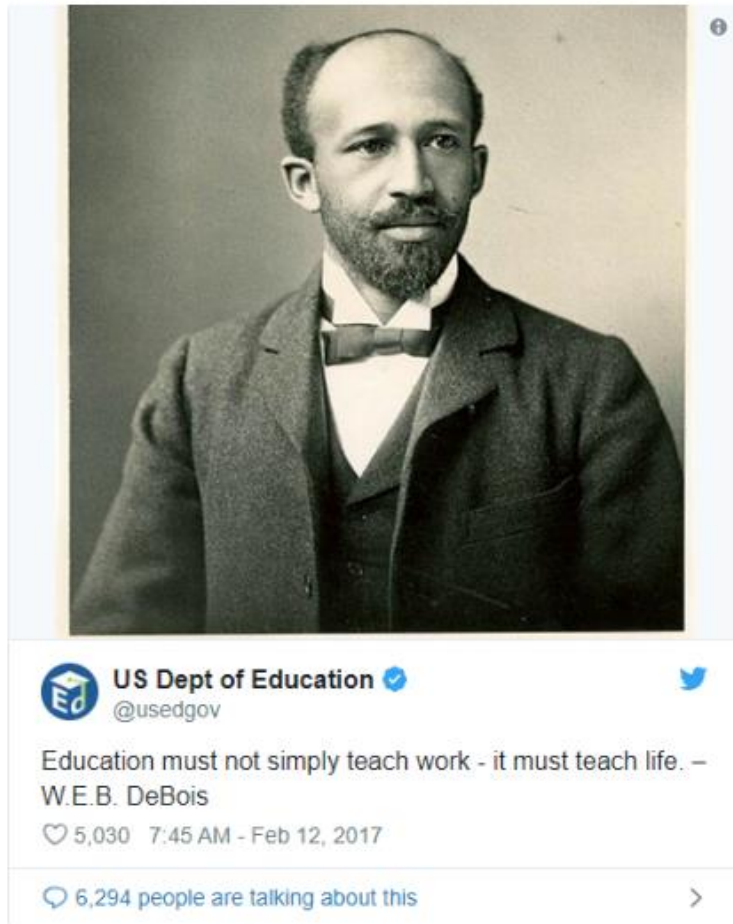
- STUNNING IMAGERY
- GOOD INFORMATION



Source: Hootsuite

# U.S. DEPT. OF EDUCATION TWITTER

DON'T DO THIS



Source: Hootsuite

# U.S. DEPT. OF EDUCATION TWITTER

SPELLCHECK!!!!

 **US Dept of Education** @usedgov · Feb 12, 2017  
Education must not simply teach work - it must teach life. –  
eBols



**Mike Flacy** @mikeflacy  
Looks like @BetsyDeVos is in charge now!  
[pic.twitter.com/paajsZsUSL](https://pic.twitter.com/paajsZsUSL)  
4,683 9:19 AM - Feb 12, 2017



Source: Hootsuite

# THANK YOU & FURTHER READING

- GARY VAYNERCHUK – JAB, JAB, JAB, RIGHT HOOK
- CHIP & DAN HEATH – MADE TO STICK
- ANN HANDLEY – EVERYBODY WRITES
- JONAH BERGER – CONTAGIOUS
- JAY BAER – HUG YOUR HATERS
- SOCIAL MEDIA CERTIFICATIONS FROM HOOTSUITE AND HUBSPOT