

BEST PRACTICES USING SOCIAL MEDIA

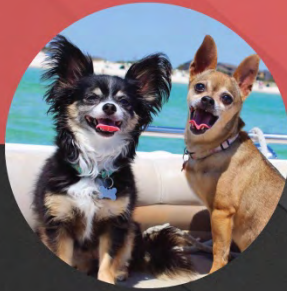
ALABAMA CITY/COUNTY
MANAGEMENT ASSOCIATION

2018 SUMMER CONFERENCE
PRESENTATION



PANEL

(FACEBOOK PROFILE PHOTOS)



KEN GRIMES JR.

CITY ADMINISTRATOR /
PARKS & REC DIRECTOR
CITY OF ORANGE BEACH



JUSTIN SMITH

ASSISTANT TO
COUNTY MANAGER
JEFFERSON COUNTY



MARC D. ANDERSON

SPECIAL PROJECTS
COORDINATOR
CITY OF ORANGE BEACH



COMMUNICATION TIMELINE



What's next?



WHY USE SOCIAL MEDIA?



FACEBOOK

2.19 BILLION MONTHLY
ACTIVE USERS
WORLDWIDE

240 MILLION IN U.S.



TWITTER

336 MILLION MONTHLY
ACTIVE USERS
WORLDWIDE

69 MILLION IN U.S.










INSTAGRAM

800 MILLION MONTHLY
ACTIVE USERS
WORLDWIDE

~120 MILLION IN U.S.

ESTIMATED U.S. POPULATION - 327 MILLION - AS OF APRIL 2018

CHOOSING THE RIGHT CHANNEL

							
DEMOGRAPHICS	Ages 25-54 60% Female	Ages 18-29	Ages 18-35 80% Female	All ages	Ages 30-49	Ages 18-29	Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	280 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

MOBILE FACT SHEET

According to Pew Research Center in 2018:

- 95% of Americans now own a cell phone of some kind.
- The share of Americans that own smartphones is now 77%, up from just 35% in Pew Research Center's first survey of smartphone ownership conducted in 2011.
- Just over 1-in-10 American adults are "smartphone-only" internet users.

<http://www.pewinternet.org/fact-sheet/mobile/>





WHAT DID THE SMARTPHONE REPLACE?

- CAMERA
- CAMCORDER
- CALCULATOR
- RADIO
- ALARM CLOCK
- VOICE RECORDER
- LEVEL
- BOOKS
- NEWSPAPERS
- COMPASS
- TIMER
- CREDIT CARDS
- GPS
- SCANNER
- THE LIST GOES ON...

The birth of the smartphone revolutionized the way we communicate and think. Never before has a single device had the capability to replace so many other items and change the way we live, work and play.



Social Media is Like a “Double-Edged Sword”

DEMANDS
ON STAFF
TIME

INCREASES CITIZEN ENGAGEMENT

LITTLE
COST



IMPROVES
COMMUNICATION
AND SERVICES

TRANSPARENCY

Pros

COMPLAINTS

Cons



POSSIBILITY
OF NEGATIVE PR

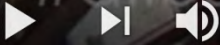
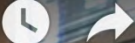
SPREADS INFO MORE
EFFICIENTLY

HUMANIZES
GOVERNMENT

OBLIGATION TO
MAINTAIN RECORDS



Can't Stop the Feeling (From DreamWorks "Trolls") - Gilbert Digital - Gilbert, Arizona



0:15 / 3:59



CLEARING SOCIAL MEDIA HURDLES...

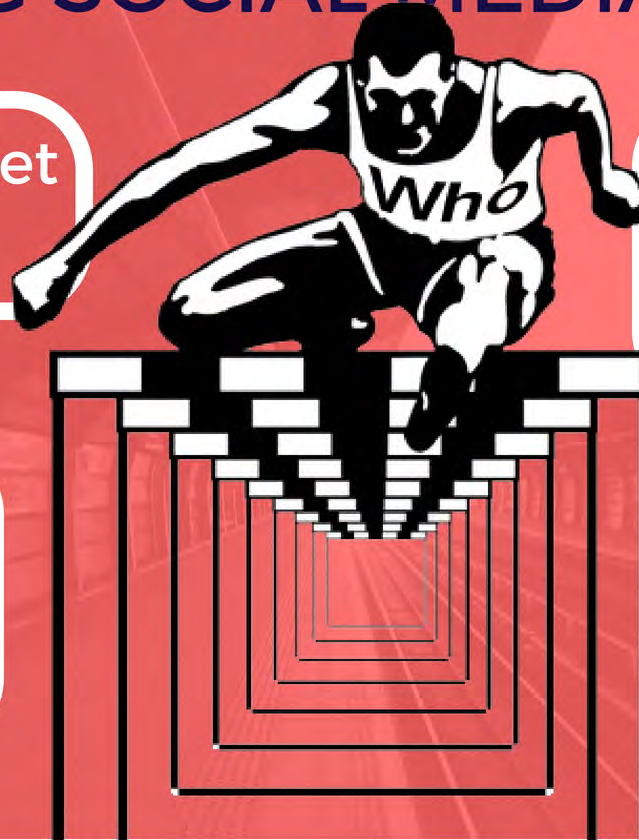
WHAT is your target messaging?

WHY are you communicating this message?

WHEN do you plan to communicate?

HOW MUCH is the product, service or event?

WHERE is your message landing?



OFFICIAL VOICE...



Are YOU the official spokesperson for your agency?

Do YOU have the approval to communicate messaging or does it need additional approval, which can add layers of time and cost?

If approval is required at a higher level of management, can YOU get that approval quickly?

What is YOUR policy when it comes to potentially questionable or controversial topics?

Can YOU keep a cool head and thought process when someone wants to debate or oppose your information?

Not just official channels but personal channels as well.



PROPER MESSAGING

- FACTUAL AND TIMELY – NON-NEGOTIABLE
- INTERESTING OR UNIQUE
- IMPORTANT OR CRITICAL
- CONSISTENT AND RELIABLE
- GOOD REMINDERS OR ROUTINE NOTICES
- POSITIVE MESSAGING – “... FREE SUNRISES AND SUNSETS DAILY”



JEFFERSON COUNTY, ALABAMA



- Population (2010 Census): **658,466**
- **34 municipalities** in Jefferson Co. have combined population of **385,037** though some straddle county lines.
- Estimated population of **unincorporated Jefferson Co.:** **250,000**

JEFFERSON COUNTY, ALABAMA

Target Audience

Mostly Unincorporated County Citizens but certain messaging is needed for all county residents as well.

Channel Maturity

Very young social media presence, just over 2 years. At present, 2,035 Facebook followers at www.facebook.com/JeffersonCountyAL/ and 1,738 Twitter followers @JeffCoToday

Challenges

- Limited staff to manage social media.
- Engaging citizens due to surrounding municipalities' reach.
- Being more proactive and scheduling posts ahead of time.

JEFFERSON COUNTY, ALABAMA

Jefferson County, Alabama  Published by Al Jefferson [?] · March 30 · 

We'd like to take a moment to make all #JeffCo property owners aware that from now until the end of June, Jefferson County Board of Equalization Appraisal Staff may be working in your neighborhood. They are on official business of the County to review property for tax valuation purposes as directed by the Code of Alabama. Our staff have County identification and drive white County vehicles with the County logo on the side of each car and yellow flashing lights on top. They will not need access to your home for this project, but may inspect your property from the exterior. These reviews will happen during normal business hours between 8 am and 5 pm on weekdays. If you need additional information, feel free to contact the Board of Equalization at 205-325-5566.



 41,515 people reached [Boost Post](#)

 Like  Comment  Share 

 60 Most Relevant ▾

331 Shares 37 Comments

 41,515 people reached

Hits & Misses

Sometimes posts you don't expect to get exposure go big, sometimes those you think will, don't.

Case in point:

Didn't think anyone would care about this:

And thought this would draw a bigger reaction:

Jefferson County, Alabama  added 52 new photos — at 
Jefferson County, Alabama 

Published by Justin Smith [?] · April 24 at 12:39pm · 

Unveiling and dedication of new mural in Jefferson County Courthouse lobby.




Mural Unveiling
52 Photos

 490 people reached [Boost Post](#)

 Like  Comment  Share 

 Burwinkle Berres, Kevin Blanton and 3 others

 1 Share

 490 people reached

JEFFERSON COUNTY, ALABAMA

LEARNING EXPERIENCES

- You're always going to have trolls. Don't feed them.
- Work hard to get your pages verified.
- Monitor similar and auto generated pages to make sure nothing out there looks official and isn't being used in a positive way.
- Infographics and professional graphics and video pieces are great.
- Sponsor posts - Facebook moving more toward paying for views - "boosting" posts - to reach more news feeds.



ORANGE BEACH, ALABAMA



- Population (2010 Census): **5,441**
- Daily population exceeds **100,000** during summer months.
- Estimated **6.4 MILLION** visitors came to Baldwin County, mostly to Alabama beaches, in 2017.

ORANGE BEACH, ALABAMA

Target Audience

- Citizens – Full Time / Year Round, Part Time / Seasonal
- Tourists – Planning a visit / Already here
- Businesses – Planning for the Tourists / Seasonal Changes
- Property Owners – Out-of-town Investors
- Day Trippers – Regional, watching for good weather, fishing season or event to attend
- Media – Looking for a Story.... “Always a Story”

ORANGE BEACH, ALABAMA

Channel Maturity

Active for nearly 10 years on Facebook and Twitter. Other Channels added over the years include Instagram, YouTube, and Pinterest.

FACEBOOK (62,998+ followers over 12 profiles)

- City of Orange Beach: 22,825 followers - www.facebook.com/orangebeach/
- Orange Beach Police Department: 12,667 followers - www.facebook.com/orangebeachpd/
- Orange Beach Fire Department: 11,099 followers - www.facebook.com/OrangeBeachFire/
- Coastal Arts Center of Orange Beach: 3,463 followers - www.facebook.com/CoastalArtCenter/
- Orange Beach Surf Rescue: 2,822 followers - www.facebook.com/OrangeBeachSurfRescue/
- Orange Beach Wildlife Center & Management Program: 2,430 followers, www.facebook.com/OBWildlife/
- Orange Beach Mardi Gras: 2,150 followers - www.facebook.com/OrangeBeachMardiGras/
- City of Orange Beach Coastal Resources: 1,664 followers - www.facebook.com/OBCoastalResources/
- Orange Beach Wind & Water Learning Ctr: 1,462 followers - www.facebook.com/WindandWaterLearning/
- Orange Beach Athletics: 1,007 followers - <https://www.facebook.com/CityofOrangeBeachAthletics/>
- Orange Beach Tennis Center: 728 followers - www.facebook.com/orangebeachtenniscenter/
- Orange Beach Event Center: 681 followers - www.facebook.com/OrangeBeachEventCenter/

ORANGE BEACH, ALABAMA

Channel Maturity

TWITTER

- City of Orange Beach: 15,600 followers - twitter.com/cityorangebeach

INSTAGRAM

- City of Orange Beach: 3,877 followers - www.instagram.com/cityoforangebeach/

YouTube

- City of Orange Beach: 55 subscribers - www.youtube.com/user/CityofOrangeBeach/

Pinterest

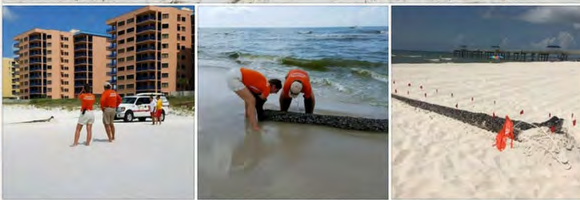
- City of Orange Beach: 8,800 monthly viewers - www.pinterest.com/CityOrangeBeach/pins/

ORANGE BEACH, ALABAMA

Examples

City of Orange Beach Coastal Resources is in [Orange Beach, Alabama](#).
Published by Packy Dempsey [?] · Yesterday at 6:00am · 🌐

Surf Rescue Beach Safety Supervisor Brett Lesinger uses the Truck Surf 1 winch to help Coastal Resources Supervisor Marjan Verschaegen and Joe Downey remove a dangerous log with barnacles from the surf today. The City of Orange Beach Street Department tractor will remove it from the beach. It takes teamwork to ensure our beach visitors are safe. #leaveonlyfootprints



👤 13,029 people reached

Boost Post

City of Orange Beach Coastal Resources
Published by Packy Dempsey [?] · May 30 at 6:00am · 🌐

Beach Guest enjoy Beach art work



👤 15,739 people reached

Boost Post

City of Orange Beach Coastal Resources
Published by Packy Dempsey [?] · April 21 · 🌐

Holes left on the beach are dangerous to humans and wildlife, especially nesting and hatching turtles. Remember Turtle Season starts May 1st. Supervisor Greg Warren and Debbie Downey helping keep the beach safe for all. No Holes Please! 🇺🇸



👤 6,333 people reached

Boost Post

ORANGE BEACH, ALABAMA

Examples

City of Orange Beach Fire Department
Published by Jeff Smith [?] · May 5 at 3:47pm · 🌐

Orange Beach Fire's Truck 1, Battalion 1, And Rescue 11 standing by after hanging the American Flag for the "Warriors on the Water" fishing tournament. Also pictured is OBPD's Marine 2. Not pictured is Fire Boat 2 flowing water for the start.



34,186 people reached [Boost Post](#)

Orange Beach Police Department
May 25 at 10:02am · 🌐

Name our newest K-9! The OBPD Benevolent Association's "Paw Ball" raised \$23,781. Your generous contributions will be used to purchase a dual purpose K-9. We would like for you to continue to be part of this process and Name the K-9. Please respond in the comments with a name you would like. (The dog we purchase may already have a name but the handler may be able to use the name you pick).

Name the K-9

K-9 Perseus K-9 Axle New K-9




K-9 Sadie




Orange Beach Wildlife Center and Management Program
May 26 at 1:29pm · 🌐

This juvenile beaver came to us orphaned by an all too common occurrence, nuisance removal. Beavers are very fun interesting mammals, but can be terribly destructive. As a result many people trap or shoot them in an attempt to stop the damage. While we acknowledge this is often an unfortunate necessity, those doing so must remember what time of year these animals are with young and the extended length of time beavers depend on their parents. If you do this humanely then when ... [See More](#)




1.4K Views


ORANGE BEACH, ALABAMA


 **City of Orange Beach** was live. ...
Published by Socialize Your Bizness [?] · November 20, 2017 · Orange Beach · 




Release of the sea turtle "Guill" today that was found entangled with fishing line in July on Ono Island with [Orange Beach Wildlife Center and Management Program](#) & [Gulfarium CARE Center explore.org](#)







Guill gets released today after being rehabilitated by Gulfari...
10:28

 **Get More Likes, Comments and Shares**
Boost this post for \$3 to reach up to 1,300 people.

 **45,956 people reached** **Boost Post**

   201 31 Comments 160 Shares

 Like  Comment  Share 

Examples



ORANGE BEACH, ALABAMA

City of Orange Beach
February 27 · 🌐


Purple flags are flying due to the presence of Portuguese man o' war.



391,075 people reached

Boost Post

Caren Connell-Noehl and 603 others · 335 Comments · 3.3K Shares

 391,075 people reached

Hits & Misses

Sometimes posts you don't expect to get exposure go big, sometimes those you think will, don't.

Case in point:

Knew there would be interest but not nearly 400,000 ppl:

We had a tough time generating interest here and it had a low turnout:

City of Orange Beach
Published by Hootsuite [?] · December 6, 2017 · 🌐

Orange Beach Police Department will host a Kids' Christmas Party with Santa from 5 to 7 p.m. Thursday, Dec. 14 at Magnolia Hall, behind BuzzCatz, at 25689 Canal Road. There will be games, refreshments and a visit with Santa.



Please Join us for a
Kids' Christmas Party with Santa

Thursday, December 14, 2017
5:00 P.M. – 7:00 P.M.

Magnolia Hall (behind BuzzCatz)
25689 Canal Road
Orange Beach, AL 36561

Play some games and visit with SANTA!


Refreshments Will be provided.

More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,300 people.

804 people reached

Boost Post

Billy Coogan, Julie Phillips and 2 others · 2 Shares

 804 people reached

ORANGE BEACH, ALABAMA

Challenges

- Managing multiple channels.
- Communication between departments to maximize exposure.
- Reaching citizens without paying to boost posts.
- Need to have long-term content plan/calendar, weeks if not a month in advance to better coordinate coverage and promotion.
- Diversifying posts on different channels instead of posting the same thing.

Other Statewide Examples of Social Media

- Alabama EMA: www.facebook.com/AlabamaEMA/, @AlabamaEMA
- Montgomery County Commission: www.facebook.com/mccalabama/
- Association of County Commissions of Alabama:
<https://www.facebook.com/AlabamaCounties/>
- Alabama League of Municipalities: www.facebook.com/ALALM/
- National Weather Service: @NWSMobile, @NWSBirmingham, etc.
- City of Auburn: www.facebook.com/CityofAuburnAL,
- **James @Spann, 490K followers**
- www.facebook.com/jamesspann/

IT'S A
Southern
THING



0:00 / 1:01



THANK YOU.
ANY QUESTIONS?

