

FIVE TIPS FOR SUCCESSFUL TOWN SOCIAL MEDIA EFFORTS

Amy Shollenberger

Action Circles

www.action-circles.com

amy@action-circles.com / 802-793-1114



#1: IDENTIFY YOUR GOALS AND THE AUDIENCES YOU WANT TO CONNECT WITH


What is your Goal?

- Provide information about events or meetings?
- Offer people ways to connect with city officials?
- Provide emergency information?
- Gather feedback about a city project?

Who are the Audiences you want to connect with?

- Elderly people who need information about services?
- Youth who want to know about events?
- People concerned about the city project?
- People who live in specific neighborhoods





City of **Boston**.gov

Official Web Site of the City of Boston

Thomas M. Menino, Mayor



[Home](#) : [Online Services](#) : [Residents](#) : [Businesses](#) : [Visitors](#) : [Students](#) : [Government](#)

<http://www.cityofboston.gov/>



#2: BUILD A GOOD FOUNDATION

- Start with a website that is fully functional and easy to navigate.
 - Invest time and resources into getting this right before you add other platforms.
 - Posts on various social media platforms should lead people back to your website, where the information they need should be easy to find.

<http://www.worcesterma.gov/>

<http://www.cambridgema.gov/>



Search This Site...



www.WorcesterMA.gov

Innovative. Connected. Accessible. Diverse. Collaborative. Visionary. Revolutionary. Industrious. Energetic. Neighborly. Vibrant. Historic. Cultured. Progressive.

E-Services

- Online Payments
- Online Permit Center
- Customer Service Center
- Search Public Records
- Document Center
- [... View All](#)

City Government

- City Manager
- Mayor & City Council
- City Clerk
- City Auditor

Welcome to Worcester, Massachusetts!



City of Worcester, MA | 455 Main St., Worcester, MA 01608 | (508) 929-1300 | Email



Meetings & Events

- 01/19 - Book Discussion
- 01/19 - Webster Sq. Tower
- 01/19 - Worcester Housing
- 01/19 - Webster Sq. Apart
- 01/19 - Main South C.D.C.
- [... View All](#)

Stay Informed

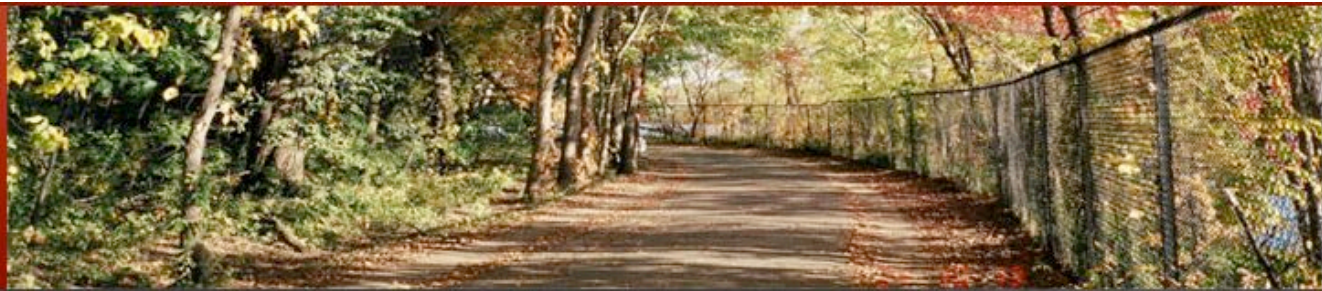
- Agendas & Minutes
- Live Stream & Video Archives
- News & Announcements
- Budget Central

<http://www.worcesterma.gov/>





Cambridge^{ma}.gov



Home

City Departments

Permits & Applications

City Manager

City Council

Mayor's Office

Calendar | Jobs | City Publications

Welcome to the City of Cambridge



Google™

Text size: A A A

Search



Cambridge's Top 25 Employers in 2011

Harvard, MIT and the City of Cambridge ranked as the top three, respectively, on the list of Cambridge's Top 25 Employers in 2011.

- 1
- 2
- 3
- 4

ONLINE SERVICES



Pay Bills Online



Property Database



Purchasing Bid List

WHAT'S NEW IN CAMBRIDGE



Report Unshoveled and Icy Sidewalks through iReport

Cambridge iReport has a new function to report unshoveled and icy sidewalks.



Teens Needed to Shovel Snow for Senior Citizens or Residents

CAMBRIDGE
iReport
iOS Android

3 Easy Steps
to be
In the Know
CAMBRIDGE ALERT NETWORK

Cambridge
Live City
Webcast

<http://www.cambridgema.gov/>



#3: SHOW THE OPTIONS & MAKE IT EASY TO FIND YOU

- On your website, be sure to have easy share buttons and easy access to any social media pages you host.
- Conduct regular searches to find pages and conversations related to your goals and your target audiences.
 - Facebook groups and pages
 - Search by location on Facebook
 - Twitter hashtags
 - Media pages and people
- Include invites to follow on Facebook and Twitter on all printed materials and emails.



Welcome!

Thursday, January 19, 2012

Search:

Waste Collection on Holiday Weeks - Week of January 16, 2012
Trash & Recycling **DUE DATE** for remainder of week except Boston Proper, Roxbury, Charlestown, and South Boston.
[View Holiday Collection Schedule >](#)

KNOW KNOW KNOW SNOW SNOW SNOW

Use the City's 'Know Snow' Program for Access to Information Regarding Winter Storms

The City of Boston prepares year-round to ensure that residents are safe from snow, ice, and extreme cold. Get information on transportation and parking, snow removal, waste collection, home heating, and more. Sign up for alerts to stay informed.

[Sign Up for Snow Alerts with Alert Boston >](#)
[Know Snow Information >](#)



Residents

Comprehensive information about programs and services for residents.

[Housing & Property](#)

[Neighborhoods](#)

[Taxes](#)

[View All >](#)

Business

Resources for conducting business in and with the City.

[Starting a Business](#)

[Licenses & Permits](#)

[Economic Development](#)

[View All >](#)

Visitors

Useful information for planning a trip to Boston.

[About Boston](#)

[Things to do in Boston](#)

[Freedom Trail](#)

[View All >](#)

Students

Information and services for students of all ages.

[Schools & Colleges](#)

[High School Students](#)

[OneIn2Boston](#)

[View All >](#)

Translate >

Español Português
TIẾNG VIỆT Français
中文 More >

Calendar >

[See a listing of City Events and Public Meetings.](#)
[View Calendar >](#)



Mayor's Office >

[Mayor's Biography](#)

[Mayor's Priorities](#)

City Council >

[Councilors](#)

[Meetings](#)

News & Press Releases >

[Mayor's Office of Arts, Tourism & Special Events and Hancock Gallery 309 Present Two Art Exhibitions in Commemoration of Black History Month](#)

[Sign Promoted by the Fire Commissioner](#)

[City Golf Course Permits Now Available](#)

[Mayor Martin Delivers Annual State of the City Address](#)

Social Media



Related Links

[Mass.gov](#)

[USA.gov](#)



[Business](#) [Visitors](#) [Students](#) [Government](#)

Text size:

Social Media Center

The City of Boston is working to connect with citizens on a variety of social networks to start a dialogue & keep people engaged in what the City's doing every day to improve our community. Learn more about Boston's Open Government efforts.



Recent Updates

- [HealthyBoston: The MTA is planning fare and service changes. Here is the schedule for public hearings.](#) [http://t.co/7S2t10G](#)
- [Boston_Police: @AIL_S17 email mediarelations_bos@cityofboston.gov with your name/ mailing address and patch request](#)
- [Boston_Police: @BOSTON_BMG thank you BMG](#)
- [Boston_Police: Did u miss this episode of BPD's 'Call the Cop'? We recorded it for u & posted it to Youtube. #checkitout \[http://t.co/P12G62\]\(#\) via @youtube](#)
- [Boston_Police: A-1 Drug Control Unit Makes @K126 @Suff: Officers Recover 2 Loaded Firearms, Heroin, Crack and Marijuana. #going2all \[http://t.co/7Gxk01QK\]\(#\)](#)

- [City of Boston](#)
- [Alert Boston](#)
- [Archives & Records](#)
- [Arts, Tourism & Special Events](#)
- [@BIDemole](#)
- [Boston Art Commission](#)
- [Boston Art Festival](#)
- [Boston Blues](#)
- [Boston Centers for Youth & Families](#)
- [Boston Main Streets](#)
- [Boston Public Health Commission](#)
- [Boston Public Library](#)



Site Map

Search

Vermont Council on Rural Development

Helping rural Vermonters create a sustainable future through effective use of public and private resources.

Home

About VWLP ▾

The Action Plan ▾

Read the Bill

In the News ▾

Get Involved ▾

Contact Us



Cheryl Morse



Vermont Working Landscape Partnership Program (2010-2012)

VCRD is facilitating a non-partisan and broad-based partnership to support local agriculture and forestry, grow and attract farm and forest entrepreneurs, and conserve Vermont's Working Landscape far into the future. **Join the Partnership** (click the "Join the Partnership" button to the right) to add your voice, keep informed, and help shape the campaign for Vermont's Working Landscape.

Like 28 people like this.

[Make a Donation](#)

Click the button to make a secure online donation or mail a check to "VCRD" at PO Box 1384, Montpelier VT 05601.

Signup for Updates!



#4: MAKE IT CLEAR WHO IS TALKING

- If you have a “City of X” Twitter account, be sure to let readers know who is talking.
 - Note in the Profile page
 - Start tweets with From the Mayor: or City Mgr says:
 - Tag tweets with a person’s handle: Public Hearing on Building Project Cancelled Due to Snow - @bostonmayor .
- Facebook is actually more difficult to make this clear.
 - Use the Government resources Facebook page to get information that will help you.





City of Boston

@NotifyBoston

Mayor Thomas M. Menino's Office of Constituent Engagement Tel: 617-635-4300
Boston, MA - <http://www.cityofboston.gov/mayor/24/>

Following

1,441 TWEETS

121 FOLLOWING

4,901 FOLLOWERS

Tweet to City of Boston

@NotifyBoston

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to City of Boston

City of Boston OEM @AlertBoston
Follow

Boston Parks Dept @BostonParksD...
Follow

You might also want to follow:

Close



Boston Parks Dept @BostonParksDept
The Department provides residents & visitors with clean, green, safe, & accessible open space in more than 2,200 acres of park land throughout the City.

Follow



Boston Fire Dept. @BostonFire
Official Twitter Feed of the Boston Fire Department. Find Us on Facebook - BostonFireDepartment. Photo Electric Smoke Detectors Save Lives. Are Yours Working?

Follow

Tweets



City of Boston @NotifyBoston
POWER OUTAGE: NStar reports outage in the area of Hyde Park Ave in HP. Crews are on scene. 13h



City of Boston @NotifyBoston
Trash & recycling is one of Boston Proper, Charleston



City of Boston @NotifyBoston
Reminder: City offices will Cnty Centers, Libraries, p



Montpelier, VT

@vtmontpelier

Montpelier, VT <http://www.montpelier-vt.org>

Following

286 TWEETS

1 FOLLOWING

164 FOLLOWERS

Tweet to Montpelier, VT

@vtmontpelier

Tweets

Following

Followers



Favorites

Lists

twitter

Tweets



Montpelier, VT @vtmontpelier 17 Jan
Notice: Public Hearing on State of Vermont Proposed Access Rules (ADA) Friday, February 17th: bit.ly/xySG0X



Montpelier, VT @vtmontpelier 16 Jan
Event Reminder: Mon Jan 16 2012: Holiday, City Hall Closed: Mon Jan 16 2012 12:01 AM: bit.ly/x6LMin



Montpelier, VT @vtmontpelier 13 Jan
News: FY2013 Proped Budget Documents Updated: bit.ly/yW3Upp



Montpelier, VT @vtmontpelier 13 Jan
News: Draft Warning for Annual City Meeting Now Available: bit.ly/xKVWXL



Government on Facebook

- Wall
- Info
- Friend Activity
- Links
- Resources**
- Govt. Pages
- Govt. Officials
- Photos
- Notes
- MORE ▾

About

A Facebook page for information about how Government can best use Facebook.

45,031

like this

536

talking about this

Likes

See All



Facebook

Government on Facebook ▸ Resources

Website

NEED HELP?

Create a Facebook Page

Use our Quick-Start Guide to get started or download our detailed Pages Manual for step-by-step instructions to create a Page now.

Tips & Best Practices

Customize your Facebook presence with relevant tools and applications for your audience. Check out the Government Best Practices Guide.

Other Resources

Visit the Facebook Help Center to get answers on specific products, features and policies.

Check out the Facebook Pages Help Section to learn more about Facebook Pages.

Visit the U.S. Politics on Facebook page to see examples of how politicians and campaigns are using Facebook.

Visit the Congress on Facebook page to see how Members of Congress are using Facebook.

FREQUENTLY ASKED QUESTIONS

I'm a US Federal Agency interested in using Facebook. What do I need to do?

Visit the GSA's <http://apps.gov> website and get in touch with your agency's point of contact to find out your department's rules on social media.

I'm a US state or local government interested in using Facebook?

We hope you will join numerous city and state governments like the City of San Francisco and the State of Michigan in using Facebook. Unfortunately at this time Facebook does not have any special legal agreements for state and local governments.

How are Pages different from personal

CHECKLIST

Setup a Facebook Page

You can choose "Do not make Page publicly visible at this time" and you will be able to edit and publish later. Instructions are available [here](#).

Add Content to the Page

Fill out the info tab, upload photos, videos, etc.

Publish the Page

You can set your Page to "published" by going to [Edit Page](#) and then [Settings](#).

Establish a system for regularly updating a Page

You should establish a system for regularly updating your page, will be responsible for updating it regularly, what kind of content should be posted, etc.

Add a Comment policy

Add a comment policy so you outline acceptable page behavior and reasons for admin intervention. The comments policy on the US Army's Fan Page is a great example.

Brief your boss/management on Facebook and ask them to contribute

Your boss/management might get questions from citizens and press and should be aware of it before it launches.

Buy Ads to Promote the Page

Go to <http://www.facebook.com/advertising> to learn how to purchase Facebook ads to promote your Page.

Add a username to the Page



#5: DO A LITTLE AT A TIME...USE KEY OPPORTUNITIES TO ADD A NEW PLATFORM

○ Operation Revive Royalton

- Started in disaster of Tropical Storm Irene
 - No power, no phone service, but cell phones still worked
 - Facebook was the only way community could communicate
 - Town officials were able to post critical info, and most residents were able to access it directly or get news from neighbors or family members
 - Also, it created an archive for the town to document the response.





Operation Revive Royalton

Community Organization · South Royalton, Vermont

Create a Page



Wall

Operation Revive Royalton · Everyone (Most Recent) ▼

Share: Post Photo Link Video

Write something...



Anita Duffy

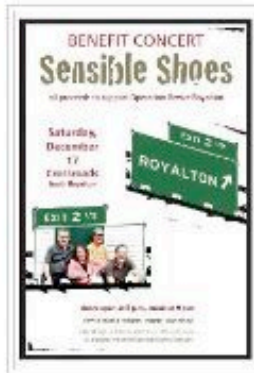


Like · Comment · January 12 at 4:35pm ·



Operation Revive Royalton

Mark your calendars for a great show!! Proceeds to benefit Operation Revive Royalton!



Like · Comment · Share · November 25, 2011 at 3:45pm ·

4 people like this.

3 shares

Wall

Info

Friend Activity

Photos

105

like this

1

talking about this

Likes

See All



VT Irene Flood Relief Fund



WCAX-TV



American Red Cross



Vermont Covered Bridges



Vermont Public Television

Create a Page

You and Operation Revive Royalton

VT Irene Flood Relief Fund, Rural Vermont, Vermont Public Radio

Sponsored Story

See All



Lynn C. Goodson, Lauren Ham and Tom Rossmessl like North Social.



North Social

Like

Sponsored

Create an Ad

Masters in Public Admin

publicadmin.usc.edu



Earn Your Master's Degree Online in Public Administration from USC. Includes Courses in Nonprofit Management. Download Free Brochure.

Renewable Energy MBA

onlinedegrees.marylhurst.edu



Think green, become a green ambassador with an MBA in Renewable Energy. Accelerated, Affordable, & Online. Learn more!

Designed for business

americanexpress.com



With the New Business Gold Rewards Card, earn 2X points on advertising—plus, you can use points to pay for Facebook ads. Learn more

