

@FinCom: What Should You Know About #SocialMedia



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Town of Franklin

November 2, 2018



Agenda

1. Does My Town Have a Social Media Policy?
1. If so, how does the Policy apply to me?
1. How Can my Town Use Social Media to Engage and Educate the Citizenry?
1. How to leverage Social Media as a Productive Tool?
1. Which Social Media platforms are useful for Finance Committees?
1. What are Some of the common pitfalls to Avoid?



Does My Town Have a Social Media Policy?

Social media policy:

- Hand out drafts (not to be confused with a Town's Personal Conduct Social Media Policy)
- Some helpful tips:
 - Quick review at least once a year
 - Creates the playing field, establishes parameters for use, especially for larger towns
 - Define the types of content that can be posted, why...
 - It's whatever your organization thinks is right
 - Start small, slowly expand
- "Pin" the policy to your accounts
 - Nobody can ever say they did not know
 - Leave it in that spot
 - Post new approved policies each time they are updated



Town of Franklin
Social Media Guidelines
(Town Facebook and Twitter Accounts)

Updated: January 1, 2018

PURPOSE:

Establish a procedure governing the use of official Town social media accounts.

GENERAL:

- The Town has created Facebook and Twitter accounts for various departments as a customer service tool for the dissemination of unbiased, factual information to the public and community stakeholders.
- Only Departments and individuals in this policy are authorized to post information to the Town's social media sites: other Departments and staff members may be authorized by the Town Administrator, as evidenced by updates to this social media policy.
- The Town's social media sites will be used by the Town and its agencies for communicating information with the sole purpose of informing the public of the work, news and updates of various Town departments. The Town will not be obligated to respond to any comments, questions or concerns posted on Facebook or Twitter and is not the most effective method to answer customer service questions.
 - Citizen Questions or Concerns: If any citizen has a question, concern, wants to bring attention to an issue, or would like direction, the Town highly encourages any resident to contact, via phone or email, the respective [Town Department](#) or the [Town Administrator's Office](#) at 508-520-4949 for the most expedient and accurate customer service.
 - **If you have an emergency, please call 911.**
- Town staff is not to engage in any dialogue or private messaging over social media.
- The Town and its agencies are not obligated to follow or friend any organization or individual. The Town and its agencies may follow other public town, state, quasi-state agencies and federal agencies for the coordination and dissemination of information of interest to the public.
- No comments will be accepted through the Town's social media accounts for *any* public hearing; either adjudicatory public hearings or any other notified public hearing. Residents must attend public hearings and directly communicate with the deliberative body.
- Content posted to social media is subject to Massachusetts Public Records Law.

MONITORING:

- The Town Administrator's Office reserves the right to monitor content on all of its social media sites and to modify or remove any messages, postings or members that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party or otherwise inappropriate for the service.

If so, how does the Policy apply to me?

Policy should reflect the structure of your accounts

- Who? What? Where? When? How? Purpose?
- What members have authority/passwords?
- Who is your audience?
- Protocols?
 - If volunteer, what if people leave?
- Chain of command, accountability
- What is acceptable and not acceptable content, etc.



- The Town expressly reserves right to remove any post, comment or remark that contains the following content from the social media site:
 - Personal attacks, insults or threatening language
 - Obscene or sexual
 - Profane language
 - Racism or discrimination
 - Potentially libelous statements
 - Support or opposition for political campaigns
 - Plagiarized material
 - Personal and private information
 - Anything that may compromise public safety and security
 - Comments or hyperlinks unrelated to posted information
 - Commercial promotions or spam content

- The Town's social media sites may be used to communicate the following:
 - Announcements about departmental or community items of interest
 - Emergency notifications
 - Highlighting of Town events and activities
 - Provide historical information about the Department or the Town
 - Highlight employees who have done good work for the community

Authorized social media accounts and users as of 1/1/2018. Authorized users are individuals who post content, any department can request posting content through these individuals.

DPW

Brutus Cantoreggi, Laurie Ruzsala, Kate Sjoberg

Fire

Gary McCarraher, Paul Sharpe, Joe Barbieri, Tracey Hosford, Susan Walsh

Library

Felicia Oti, Kim Shipala, Vicki Earls, Caleigh Ross

Municipal Building

Jamie Hellen, Chrissy Whelton, Maxine Kinhart, Cindy Elz

Police

Thomas Lynch, Jim Mill, Mark Manocchio, John Ryan, James West, Brian Johnson, Kristin Gutaukas-Donovan, Eric Zimmerman

Recreation

Ryan Jette, Megan Woodacre, Ann Marie Tracey

Senior Center

Karen Alves, Susan Barbour, Erin Rogers, Linda Hastings, Paul Ledwith, Margaret Gundersen



How Can My Town Use Social Media to Engage and Educate the Citizenry?

- Create a presence of existence
 - New generations and new customers present an opportunity for engagement:
 - Generation X (Born mid-1960's to Early 1980's)
 - Millennials (born Mid-1980's to Early 2000's)
 - Generation Z (Born Mid-2000's to present)
- Define who you are and what you do?
 - Committee Mission, purpose
 - Town Charter, Town Bylaws; educate
- At a Minimum:
 - Agendas & Minutes (Roll Call Votes)
 - Presentations from Departments to Fin Comm
 - Builds trust, accessibility, ease.
- Has a replicative effect in news cycle(s)
 - Local Newspapers
 - 3rd Party Town Blogs/Social Media sites



How to Leverage Social Media as a Productive Tool?

Some starter Guidelines when constructing your site:

- Define your audience
 - Who? Residents, Departments, Vendors, Non-profits, Stakeholders, other towns, Town Meeting
 - people who do not vote yet, everyone?
- Define purpose: “Tell our story.”
 - We all know what we do, do not assume the general public does.
 - What does your organization want to get across? Goals.
- Your own Fin Com page, or partner with the Town?
 - How many directions do you want to pull the public in?
- Delegate responsibility to monitor
 - Use #hashtags; create a consistent thread; retweet & like
 - Publish accomplishments; votes after each meeting



How to Leverage Social Media as a Productive Tool?

- Be active
 - Post at regular intervals. Let the public know you are there with fresh content
- Patience: allow word of mouth to spread
 - You may start off with a few followers, but eventually it picks up when you become a reliable source for information
 - The more you participate, the more others will follow you
- Pictures speak 1,000 words
- Keep it simple. Don't be afraid to have a little humor and fun.
- Be timely.
 - EG - After each meeting, post accomplishments.



Which Social Media Platforms are Useful for Finance Committees?

Suggested Platforms, General Thoughts:

- Twitter
- Town Website
 - Have a central one-stop shop
 - Google is the way most people find things (Drupal)
- Local Cable TV live streams (HDTV)
 - an online archive where people can stream meetings
- Define what you need to do, in order to develop a reliable, trustworthy and consistent place for information



Which Social Media Platforms are Useful for Finance Committees?

Home Moments Notifications Messages Search Twitter Tweet

FRANKLIN TOWN COMMON
National Register Historic District

TOWN OF FRANKLIN, MASSACHUSETTS
INCORPORATED MARCH 2, 1778 -
INDUSTRY NEED NOT WISH

Tweets 2,536 Following 64 Followers 2,551 Likes 1,458 Lists 0 Moments 0 Edit profile

Town of Franklin, MA
@TOFranklinMA
The Official Twitter Account for the Town of Franklin, Massachusetts
Franklin, MA
franklinma.gov
Joined April 2014
257 Photos and videos

Tweets Tweets & replies Media

Pinned Tweet
Town of Franklin, MA @TOFranklinMA · Jan 25
Town of Franklin Social Media Guidelines.
bit.ly/2ncs44V

Town of Franklin, MA @TOFranklinMA · 4h
Reminder of Early Voting Hours at the Municipal Building

VOTE VOTE VOTE
STATE ELECTION - NOV 6, 2018
FRANKLIN'S EARLY VOTING

Your Tweet activity
Your Tweets earned 3,123 impressions over the last week

Oct 23 Oct 29
View your top Tweets

Who to follow · Refresh · View all
Franklin Ed.org @Franklin...

Town of Franklin Twitter Account

- Pictures
- Agendas
- Website URL
- Town Information
- Contact information
- Social Media Policy

This may not give everyone the answer they are looking for, but it's a great trailhead with a map to find your path forward

Which Social Media Platforms are NOT Useful for Finance Committees?

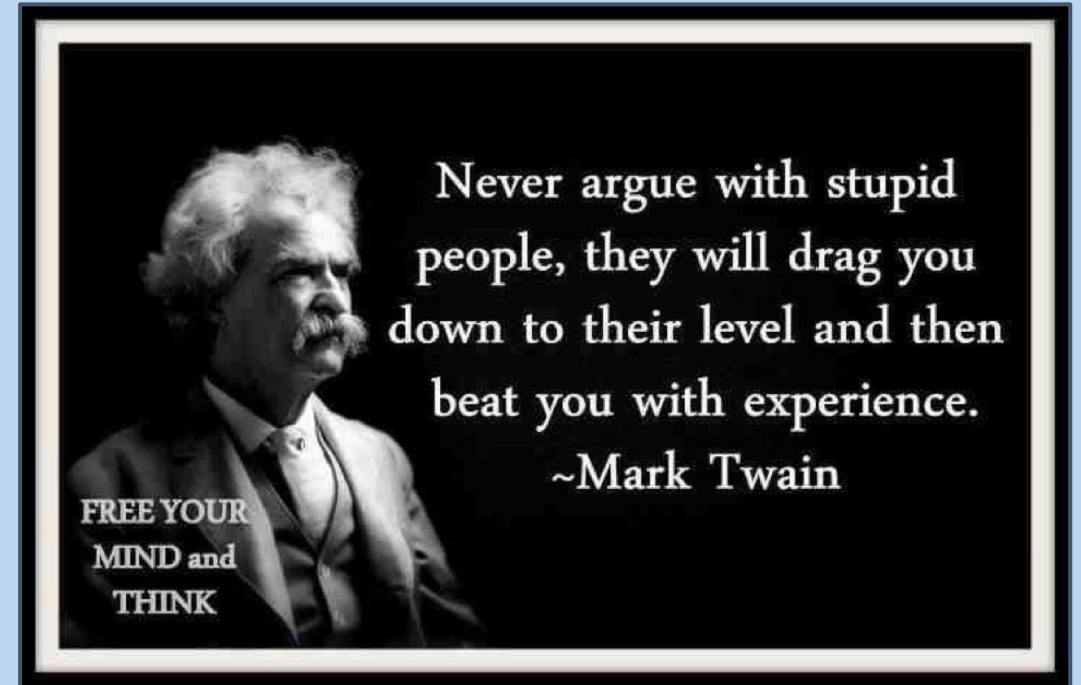
Skeptical of the return on investment:

- Facebook
 - Be cautious....(rabbit holes and endless ads)
- 3rd Party Town Blogs
 - Be cautious....(quicksand)
 - These sites thrive when your entity is not a trusted or reliable source of factual information
- Vimeo/Youtube?
 - Define your audience if this is worth the time and investment for "X" people.
- Instagram - cost/benefit?
- New forms of media that develop:
 - Snapchat is already dead except for the Kardashians, maybe?
 - Again consider what you're doing. Be careful not to do too much and get dragged down in the latest formats.
 - Is this where your audience is and what they want?



What are Some of the Common Pitfalls to Avoid?

- Avoid “Quicksand” and “Rabbit Holes”
- Do not engage in back and forth conversation with residents/followers:
 - Its OK to answer quick, factual questions, but resist conservations and arguments.
 - Often times: “When you’re explaining, you’re losing”
 - But set the expectation in your policy. See handout.
- Avoid controversy.
- Avoid being too scripted
 - E.G. - press releases
- Avoid posting your own opinion.



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 - Its OK to answer factual questions, but resist explaining.
 - Often times: “When you’re explaining, you’re losing”
 - But set the expectation in your policy. See handout.
- Do not allow your organization to “follow” or “like” private groups, groups not affiliated with the town.
- Do not abandon social media if it does not click right away.
 - Word of mouth, it takes time!

