



TOWN OF AUBURN COMMUNICATIONS AND SOCIAL MEDIA STRATEGY

Massachusetts Municipal Association

Annual Meeting

January 18, 2019

Presented by Julie A. Jacobson, Auburn Town Manager

MULTI-LAYERED COMMUNICATIONS STRATEGY

- ▶ Social Media
 - ▶ Facebook
 - ▶ Twitter
 - ▶ Instagram
 - ▶ YouTube
- ▶ The Auburn Account Quarterly Newsletter
- ▶ Flagtown Flyer
- ▶ Auburn Local Radio 1610 AM
- ▶ CodeRED
 - ▶ Emergency Communication System
 - ▶ Weather Warning
 - ▶ Mobile Alert
 - ▶ Community Notification System
- ▶ AuburnGuide.com
- ▶ Auburn Cable Television
- ▶ Public Service Announcements
- ▶ Electronic Town Updates
- ▶ School Department Email Announcements
- ▶ Electronic Billboards
- ▶ Local Media Outlets
 - ▶ Print
 - ▶ Radio
 - ▶ Television



BENEFITS OF MULTI-LAYERED COMMUNICATION STRATEGY

- Enhances transparency
- Fosters awareness of municipal government
- Highlights positive activities and news
- Builds support for the organization
- Keeps government in the forefront on a regular basis
- Informs taxpayers, residents and businesses
- Provides forum to disseminate facts
- Provides a mechanism for the public to communicate with government
- Expands reach to broader segments of population and various demographic groups
 - Print media readers
 - Radio listeners
 - Social Media users
 - Email users
 - Text users
 - Television watchers



WHY COMMUNICATE THROUGH SOCIAL MEDIA?

- 86% of online adults use social networking sites
- Social Media popular with all age groups (platforms can target different users)
- Nationwide, adults using a “smart” device average 19 hours a day online
- 72% of people report receiving their news through social media



LOCAL GOVERNMENT USE OF SOCIAL MEDIA

Impacts on Community

- Fosters community engagement
- Encourages interaction with government
- Expedites message outreach
- Enhances transparency

Town of Auburn Accounts

- Official Town of Auburn Facebook and Twitter
- Fire Rescue Department Facebook, Twitter, Instagram and YouTube
- Police Department Facebook, Twitter and Instagram
- Auburn Community Television YouTube

Follow US on Social Media

	Follow us on Facebook	@AuburnMA @auburnmassfire @AuburnMAPolice
	Follow us on Twitter	@TownofAuburn @auburnmassfire @AuburnMAPolice
	Follow us on Instagram	@auburnmassfire @AuburnMAPolice
	Follow us on YouTube	@ACTVAuburn @auburnmassfire

Follow Town of Auburn and Auburn Public Safety on Social Media for up to date information and town happenings #AuburnBeInvolved



Over 800 social networking sites

- Facebook 2.27 billion monthly active users
1.50 billion daily active users
- YouTube 1.8 billion total monthly users
- Twitter 1 billion total users
 - 326 million monthly active users
- Instagram 1 billion monthly active users
 - 400 million daily active users
- LinkedIn 467 million monthly active users
- Snapchat 186 million daily users
 - 400 million monthly active users

SOCIAL MEDIA SITES



TOP 4 MOST POPULAR SOCIAL NETWORKING SITES



WHAT TO POST?

- Town Hall
 - Meetings, Trainings
 - Special events, programs and Initiatives
 - Emergency Information
 - Important Deadlines (taxes, abatements, applications)
- Police Department
 - Sex Offenders
 - Missing persons
 - Bear alerts
 - Amber alerts
 - Community Activities
- Fire and Recue Department
 - Accidents – traffic detours, road closings
 - Fire incidents and response
 - School incidents (with coordination from school superintendent)
 - PSAs on prevention
 - Community Involvement
- DPW
 - Road closings
 - Street paving/repairs
 - Snow reminders – trash bins, sidewalks, driveways
 - Yard Waste and Leaf Pick-up
- Recreation and Parks
 - Upcoming programs
 - Community events
 - Sign-ups
 - Tournaments
- Library and Senior Center
 - Upcoming events and programs
 - Changes in hours of operations
 - Volunteer recognition
- Animal Control
 - Found pets
 - Animals for adoption
 - Rabies Clinics
 - Pet tips for extreme weather conditions
- Public Health
 - Flu Clinics
 - Mosquito spraying
 - Updates on health issues and alerts
 - Public Service Announcements



TIPS FOR MUNICIPAL USERS

- Highest Traffic occurs mid-week between 1-3 pm
- On Thursdays and Fridays, engagement is 18% higher
- Social Media is now included within ADA Compliance requirements, ensure posts with images also include text outside of the image to comply
- Users expect pages (business and otherwise) to respond. Be active and acknowledge commenters in some manner to ensure questions have been seen and positive comments are noticed.
- Most importantly.. HAVE FUN! No need to always be serious, keep things professional but have some fun with posts when appropriate to add character behind the page. Users will appreciate it and engage more with your page.
- Regular posts (1-2 daily) boost followers / Develop schedule of daily or weekly posts
- Ensure Social Media Policy is clearly posted for users to find and reference
- Reminders from site monitor to department heads to provide news and information for posts
- “Like” other government department or agency sites
- Cross post, repost or share & tag fellow town/city departments when posting. This creates a unified message and alliance to community outreach for information.
- Pictures, videos, stories, links
- Understand your audience



YOU TUBE



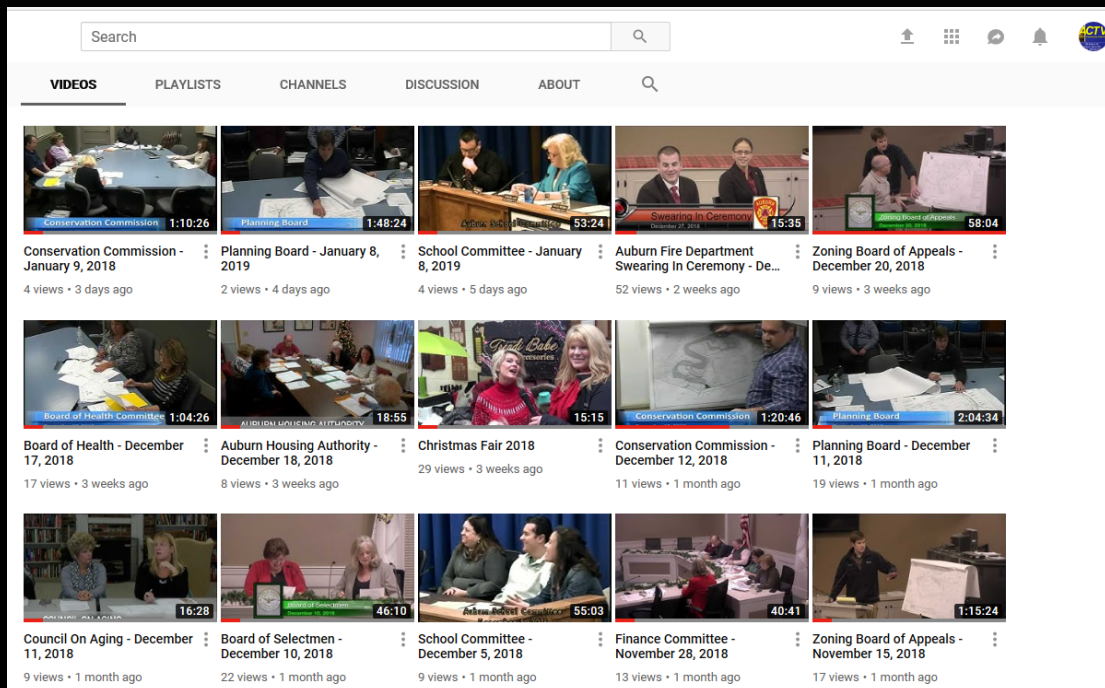
- Second largest search engine behind Google
- Reaches more US adults ages 18-34 than any cable network
- PSAs, Board and Committee meetings



Board of Selectmen - December 10, 2018

22 views

0 0 SHARE SAVE ...



FACEBOOK



- Most popular social networking site on the internet
- 238 Million of 1.71B users are in U.S. and Canada
- 1.74 Billion Mobile active users
- 75% of online adults use Facebook
- 73% of users log in via Mobile
- 95% of users log in daily
- 75% of engagement on a post happens in the first 5 hours
- 66% of users engage each day
 - 58 minutes a day
 - 20 minutes per FB visit





85,383 people reached

Boost Unavailable

Barbara John, Lois Bourget and 234 others

111 Comments 2,174 Shares

2019 Recycle and Trash Calendar

2019 Recycling Calendar

January	February	March
S M T W T F S 1 2 3 4 5 R E C Y C L E 13 14 15 16 17 18 19 R E C Y C L E 27 28 29 30 31	S M T W T F S 1 2 R E C Y C L E 10 11 12 13 14 15 16 R E C Y C L E 24 25 26 27 28	S M T W T F S 1 2 R E C Y C L E 10 11 12 13 14 15 16 R E C Y C L E 24 25 26 27 28 29 30
April	May	June
S M T W T F S 1 2 3 4 5 6 R E C Y C L E 13 14 15 16 17 18 19 20 R E C Y C L E 28 29 30 31	S M T W T F S 1 2 3 R E C Y C L E 10 11 12 13 14 15 16 17 R E C Y C L E 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 R E C Y C L E 16 17 18 19 20 21 22 R E C Y C L E 30
July	August	September
S M T W T F S 1 2 3 4 5 6 R E C Y C L E 13 14 15 16 17 18 19 20 R E C Y C L E 28 29 30 31	S M T W T F S 1 2 3 R E C Y C L E 10 11 12 13 14 15 16 17 R E C Y C L E 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 R E C Y C L E 16 17 18 19 20 21 22 R E C Y C L E 29 30 31
October	November	December
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 R E C Y C L E 20 21 22 23 24 25 26 R E C Y C L E	S M T W T F S 1 2 3 4 5 6 7 8 9 R E C Y C L E 17 18 19 20 21 22 23 R E C Y C L E	S M T W T F S 1 2 3 4 5 6 7 8 R E C Y C L E 15 16 17 18 19 20 21 R E C Y C L E 29 30 31

Your recycling will be picked up on the recycling weeks only. Trash is picked up every week.

* MAY 27 - MEMORIAL DAY; JULY 4 - INDEPENDENCE DAY; SEPT. 2 - LABOR DAY;
NOVEMBER 28 - THANKSGIVING; DECEMBER 25 - CHRISTMAS; JANUARY 1 - NEW YEARS

IF A HOLIDAY FALLS ON A WEEKEND, THERE WILL BE NO CHANGE IN THE SCHEDULE.

* IF YOUR TRASH AND/OR RECYCLING PICK UP FALLS ON ONE OF THE ABOVE HOLIDAYS, IT WILL BE DELAYED BY ONE DAY. ALL SUBSEQUENT PICK UPS THAT WEEK WILL ALSO MOVE FORWARD ONE DAY. FOR EXAMPLE: MONDAY PICK UP WILL BE ON TUESDAY. TUESDAY PICK UP ON WEDNESDAY ETC. ANY QUESTIONS, PLEASE CALL TOWN OF AUBURN BOH AT

508-832-7703

4,478 people reached

Boost Unavailable



Craft Fair
Hosted by the town of Auburn's
Recreation and Culture
Saturday and Sunday
March 9th & 10th, 2019
9am - 3pm
Auburn High School
99 Auburn Street, Auburn, MA

2 Dates · Mar 9 - Mar 10

Craft Fair
Auburn High School (Massachusetts)

Craft Fair
Hosted by the Town of Auburn's
Recreation and Cult... [More](#)

MAR 9 Sat 9 AM

MAR 10 Sun 9 AM

Crafts 1,021 people

Boost Event

More



Town of Auburn, Massachusetts added a new photo.

May 27 ·



7,846 people reached

Boost Unavailable

Like Comment Share

Timarie Fields, Charles Morey and 161 others

Chronological

86 shares



Town of Auburn, Massachusetts

Published by socialmedia@town.auburn.ma.us [?] · December 31, 2018 at 10:50 AM ·

The Town of Auburn would like to wish everyone a Happy New Year! Be safe and think smart while out celebrating tonight.

The Town Offices will be Closed 1/1



1,238 people reached

Boost Unavailable

Mike Clark, Stephanie Vilensky and 51 others

2 Comments 3 Shares



Town of Auburn, Massachusetts

Published by socialmedia@town.auburn.ma.us [?] · 7 hrs ·

The town website, auburnguide.com should be restored. We ask if any unusual issues are found, please call to report them to the IT depart so that it can be resolved. Thank you

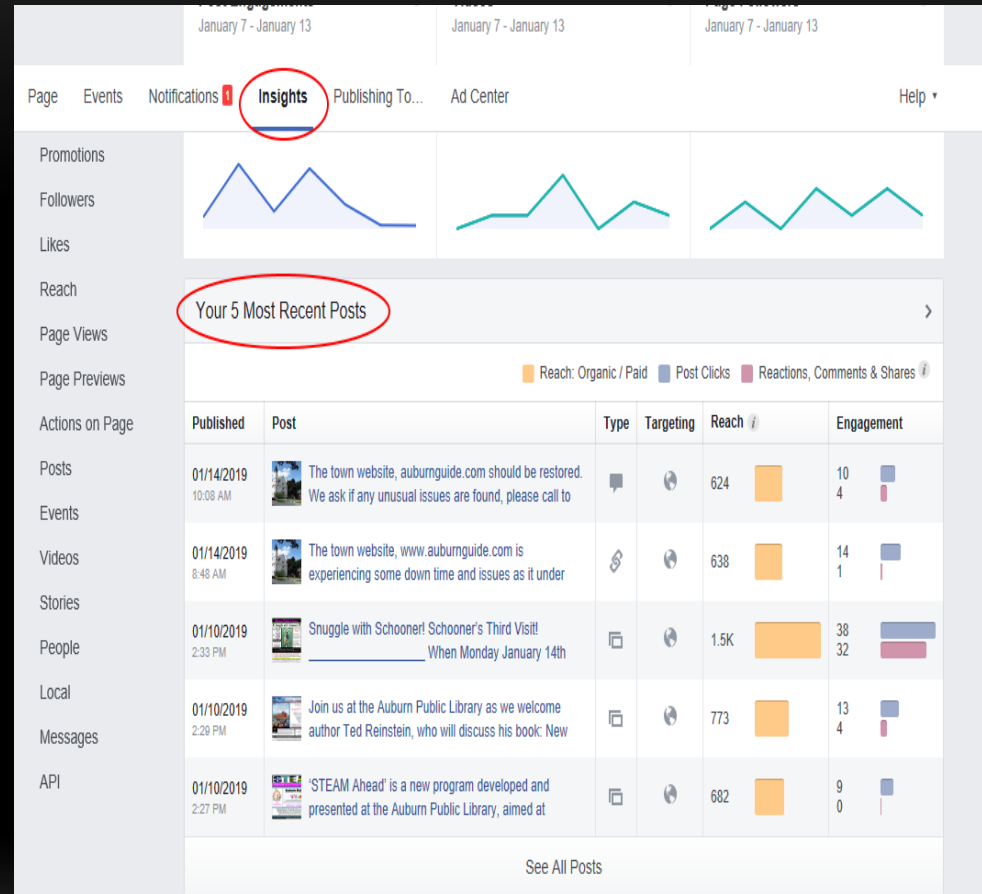
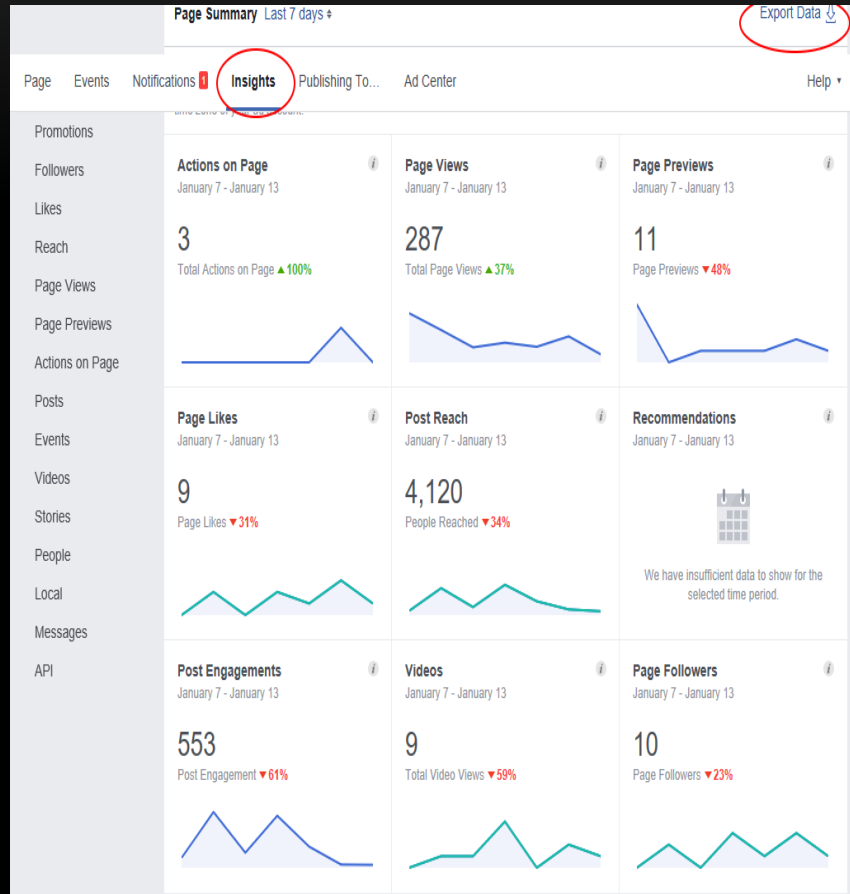
612 people reached

Boost Unavailable

Donna Bacon, Kris Henderson and 2 others



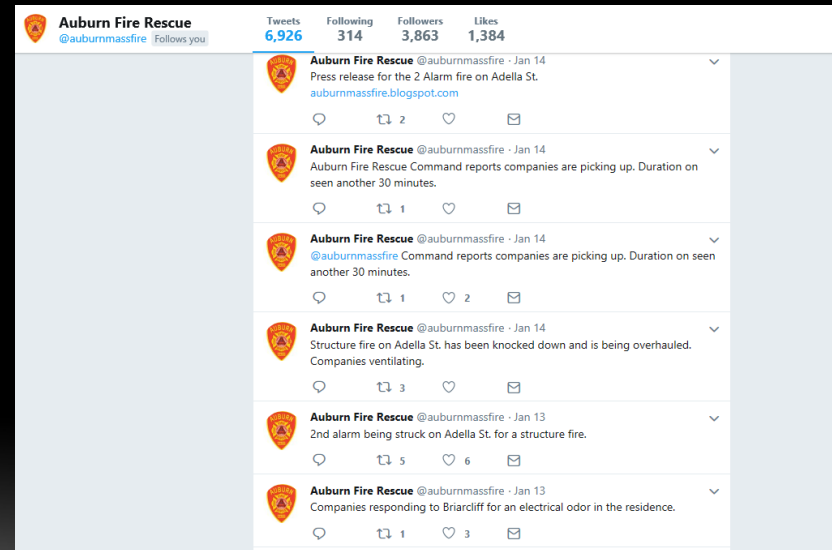
FACEBOOK TOOLS TO ANALYZE OUTREACH



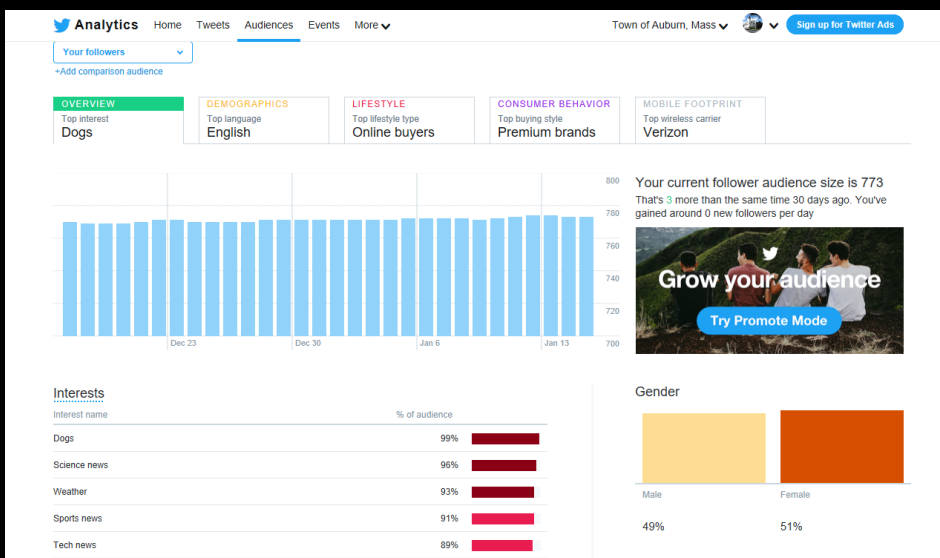
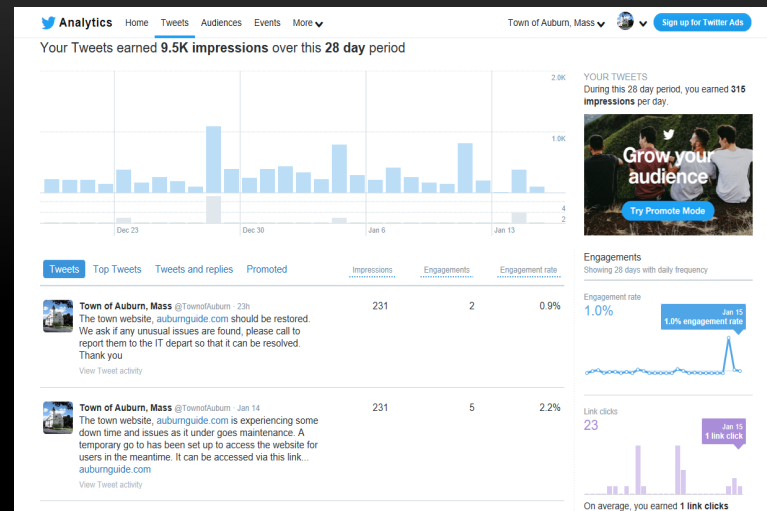
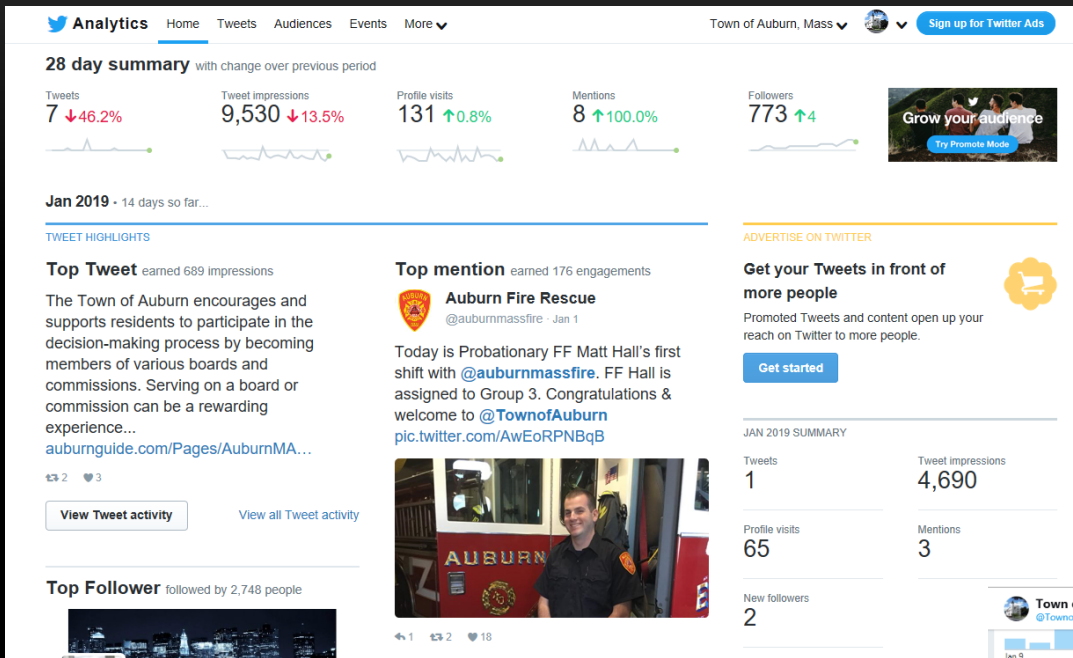
TWITTER



- Short, quick messages, highlights
- Maximum 280 characters including spaces
- Different “followers” than Facebook
- More interactive – post, respond, follow, retweet
- “Follow” to link to other government sites



TWITTER ANALYTICS



EMERGENCY COMMUNICATIONS

- Social Media as part of overall emergency communication plan
- Social media often informs public prior to release of “official government message”
- Need to be strategic with message yet quick to avoid impact of misinformation generated from non-government sources
- Designate a “Social Media Specialist” to post all emergency messages
 - Shares posts with Town, Police and Fire for Facebook and Twitter
 - Posts on Town’s web site, ACTV and Radio AM 1610
 - Avoids duplicity
 - Ensures consistent messages
 - Creates timely postings



SOCIAL MEDIA MANAGEMENT

- Coordinate postings through HootSuite
 - Free
 - One post to Facebook and Twitter
 - Can schedule posts ahead of time
- Create email account to handle all social media communications
(socialmedia@town.auburn.ma.us)
- Establish Administrator and Authorized Users
- Establish point person to monitor and respond to comments, notify department head or town administrator when appropriate
- Minimize risk
 - Internal controls:
 - Authorized access for specific employees
 - Change password when authorized administrator leaves
 - External – written policies to support decisions and actions
- Develop written Town Social Media Policy
- Develop written Employee Acceptable Use Policy (for Town Infrastructure Systems) signed annually. Applies to use of:
 - Computers & Laptops
 - Tablets & Phones
 - File servers, application servers and communication servers
 - Software
 - All internal and external communications networks (i.e. wireless access, E-mail, and Internet)
- Social Media communications are public record
 - Now being Archived per MGL via Archive Social Software



THANK YOU

