

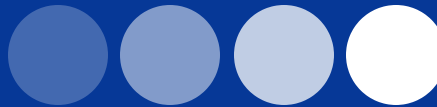
A photograph of the Framingham Memorial Building, a large classical structure with a portico supported by eight columns. The pediment above the columns contains the inscription: "DEDICATED IN HONOR OF OUR CITIZENS WHO SERVED IN THE NATIONAL WAR FOR THE WELFARE OF OUR PEOPLE". Below this, the words "FRAMINGHAM MEMORIAL" are visible. In the foreground, there are flower beds with white daisies and tall grasses. Several people are standing on the steps and in the plaza: two police officers on the left, and a group of four people (two in safety vests, one in a uniform, and one in civilian clothes) on the right. A blue-tinted overlay covers the entire image. Four white circles of increasing opacity are arranged horizontally in the center, partially obscuring the building's facade.

City of Framingham & Social Media

WWW.FRAMINGHAMMA.GOV

"Don't say anything online that you wouldn't want plastered on a billboard with your face on it."

Erin Bury, Sprouter community manager



"Conversations are happening whether you are there or not."

The Quick and Easy Guide to Branding Your Business

Kim Garst, Author



"Social media policies will never be able to cure stupid."

How to Measure Social Media: A Step-By-Step Guide to Developing
and Assessing Social Media ROI

Nichole Kelly, Author



Overview

- Social Media Pages Overview
- Why we use Social Media
- Archiving & Scheduling
- Best time to tweet
- Accessibility
- Graphics and Videos

Facebook

- City of Framingham 4,863
- Police Department 11,835
- Fire Department 3,024
- Public Works 2,826
- Parks & Recreation 2,024

Twitter

- Police Department 7,585
- City of Framingham 4,725
- Public Works 1,590
- Mayor Spicer 1,515
- Fire Department 758
- Human Resources 548

Instagram

- City of Framingham 951
- Parks & Recreation 853



FOLLOWANDLIKEUSTODAYPLEASE

Why we use social media?

The City uses social media to promote local events, warn citizens about inclement weather and alert drivers to dangerous road conditions. It also provides a forum for local government departments to answer constituents' questions.

We utilize a 'by any means necessary' philosophy when trying to connect with and engaging our citizens."

Be There When It Matters Most

Social media isn't simply a form of entertainment. It also becomes an essential way to reach large masses in moments of need.

Utilize your platforms to communicate effectively when natural disasters or other important events affect your community. Doing so can minimize levels of widespread panic.

ARCHIVING

The Challenge of Public Records Compliance

When the City of Framingham, Mass., launched Facebook and Twitter accounts in 2014, local leaders had no idea something so simple would lead to the arrest of an armed suspect. When Framingham secured its social media with automated archiving, local leaders gained the tools to support that arrest in court and, in a separate case, helped protect a government employee from online harassment.

ARCHIVING

The Challenge of Public Records Compliance

The Secretary of the Commonwealth's Electronic Records Guidelines explicitly identifies social media as a form of electronic records or communication — just like government email — so archiving this activity is critical. Unlike email, however, social media records can be dynamic and difficult for agencies to manage.

To meet this record keeping challenge, Framingham implemented ArchiveSocial — a fully automated social media archiving solution.

SCHEDULING YOUR POSTS



Hootsuite®



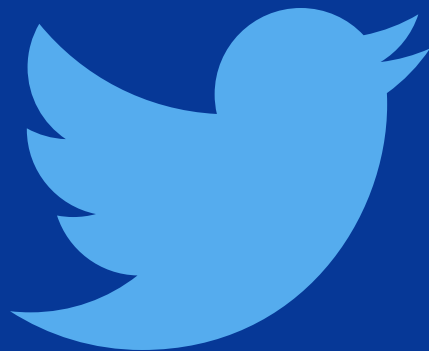
TweetDeck

How often should you post on Twitter?

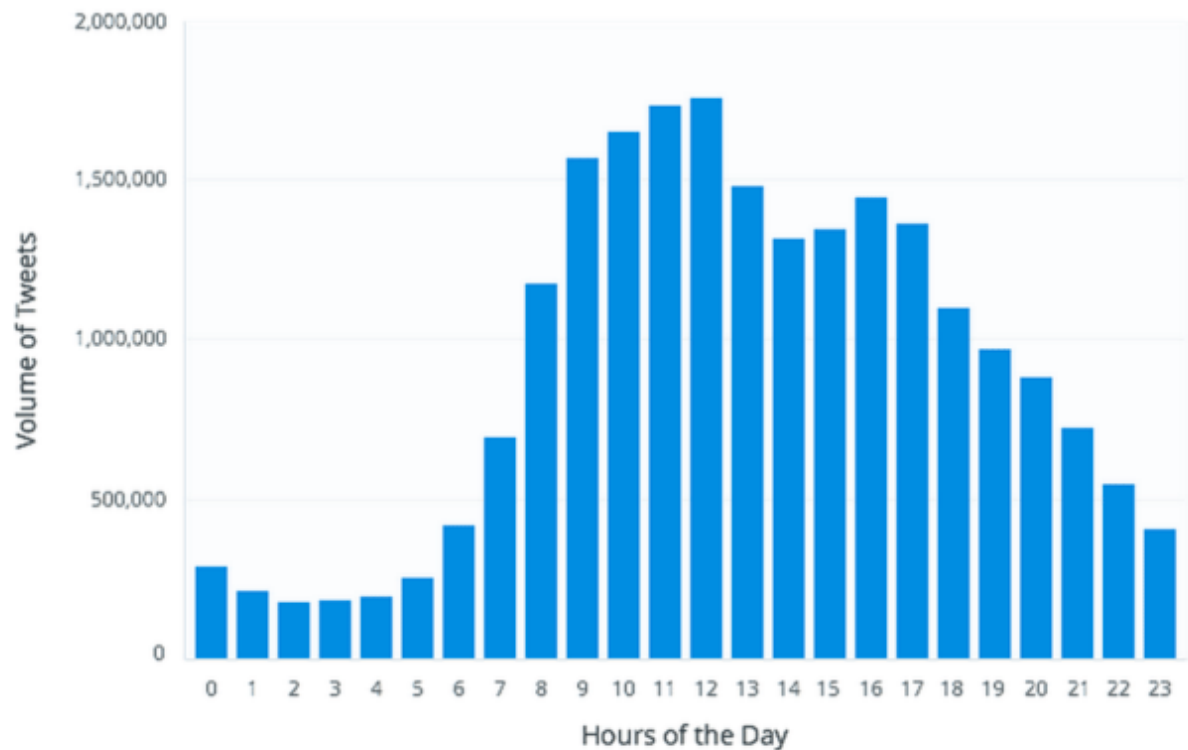
How often should you post on Facebook?

How often should you post on Instagram?

- Noon to 1:00 p.m. local time, on average for each time zone, is the most popular time to tweet
- The highest volume of tweets occurs between 11:00 a.m. and 1:00 p.m., peaking between noon and 1:00 p.m.
- The fewest tweets are sent between 3:00 and 4:00 a.m.
- 15 Tweets per day



Most Popular Times to Tweet in the US



Most Popular Hour to Tweet in the US



Buffer data study, 4.8 million tweets from October 2010 to March 2015, segmented by the 4 major U.S. time zones.

Facebook

1

Low

1

POST PER DAY

Recommended

2

High

Analogy suggests that posting to Facebook no more than once a day is best or you'll start to feel spammy.

WHEN?

POST 1

1:00pm - 4:00pm

Curate or reshare a post every other day

Instagram

1

Low

1-2

POSTS PER DAY

Recommended

3

High

Buffer says that major brands share on Instagram on average 1.5 times a day, but not more.

WHEN?

POST 1

8:00am-9:00am

POST 2

2:00am

Curate posts only when necessary and beneficial to your audience.

Accessibility

<https://accessibility.umn.edu/tutorials/accessible-social-media>

Government agencies provide vital information and services that affect people's daily lives. They have the responsibilities of responding to the needs of its citizens, running as effectively and efficiently as possible, and being timely and accurate with its information.

Accessibility focuses on how a disabled person accesses or benefits from a site, system or application.

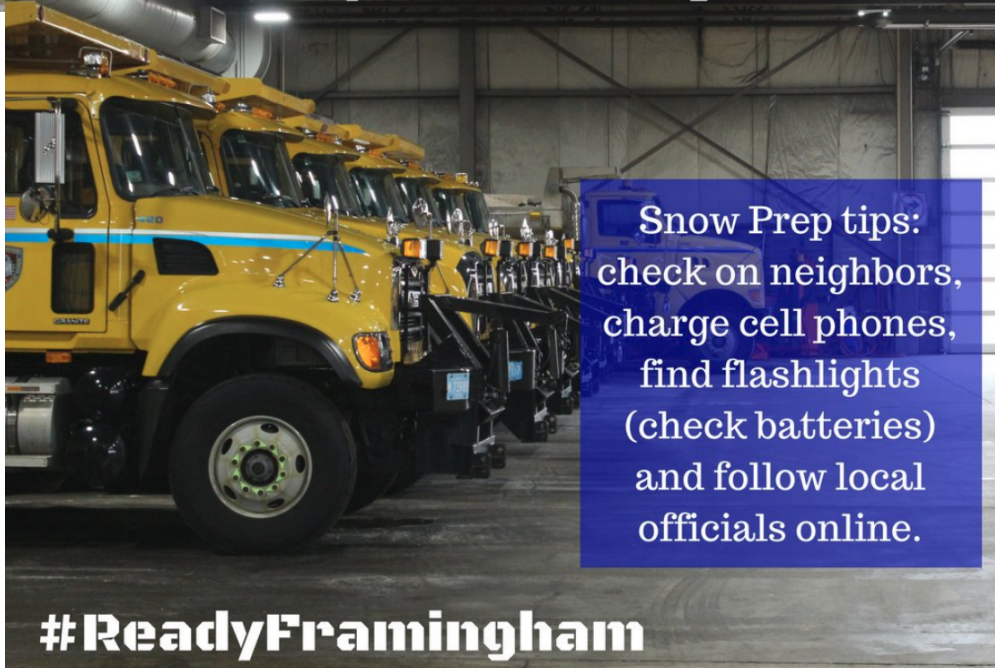
Accessibility is an important part of the designing your site and should be considered throughout the development process. Section 508 is the governing principle and it requires that all government information be accessible to disabled users.

**STAY CONNECTED
DURING THE STORM**

EOC: (508) 532-5800
DPW: (508) 532-6030
EVERSOURCE: (800) 592-2000



City of Framingham



Snow Prep tips:
check on neighbors,
charge cell phones,
find flashlights
(check batteries)
and follow local
officials online.

#ReadyFramingham



**The City of Framingham
is Snow Ready**





Thomas J. Begin

Deputy Director
Parks & Recreation

FRAMINGHAM MASSACHUSETTS

I choose Framingham because...

"During my 7+ years with the City, I've met and worked with a number of people from all over the community and seen the impact of what we do on a daily basis. This has given me pride in my adopted community and a desire to continue to give back to a community that has given me so much"

www.FraminghamMa.Gov/Jobs



Rebecca Anne Nau

Administrative Assistant
Inspectional Services

FRAMINGHAM MASSACHUSETTS

I choose Framingham because...

"The benefits of working in the public sector, specifically for the City of Framingham are truly rewarding. The efforts that I make every day, change the lives of our citizenry. I enjoy seeing that change I directly had a hand in. It is one of the most rewarding experiences, to see change and improvements to the 70,000 people that call Framingham home. Choose Framingham, because together we can make positive change for all."

www.FraminghamMa.Gov/Jobs

*Framingham
Public Library*

**LOOK
HERE
FIRST**

www.FraminghamLibrary.org



THANK YOU

ASANTE ASANTE ASANTE

MATUR NUWUN OBRIGADO

RAIBH MAITH AGAT GRAZIE

NIRRINGRAZZJAK

KIA ORA

MULTUMESC MOCHCHAKKERAM

OBRIGADO SPASIBO

SALAMAT RAIBH MAITH AGAT MOCHCHAKKERAM

TERMA KASIH

MAMANA MATONDO

SPASIBO

MERCI

KIITOS MOCHCHAKKERAM

CHOKRANE

MATONDO

UA TSAUG RAU KOJ

GRAZIE OBRIGADO

CAM ON BAN

OBRIGADO

MAAKE GRAZIE

DANKON

ARIGATO

WELALIN

KIA ORA

SALAMAT

NIRRINGRAZZJAK

MATUR NUWUN MOCHCHAKKERAM

SPASIBO

DANKON

DANK JE

OBRIGADO

UA TSAUG RAU KOJ

MATONDO

MULTUMESC

MOCHCHAKKERAM

TERMA KASIH



