



TOWN OF ANDOVER SOCIAL MEDIA

Patrick Lawlor
Director of Administrative Services
December 12, 2019

WHAT WE USE



@AndoverMA

3,709 likes



@AndoverMaGov

3,337 followers



@AndoverMaGov

718 followers

Primary Users

Director of Administrative Services

Executive Assistant

Police, Fire, Public Works, Recreation, and Library all have strong pages with dedicated staff to manage

Andover's Social Media Working Group is led by our Deputy Town Manager

ANDOVER'S SOCIAL MEDIA FOCUS



Engagement

Typical social media for a municipality, promoting town events, awareness of town meetings, pictures of town officials

Response

Presence during storms, emergency notifications, town office closures, school closures, things that are out of the ordinary day

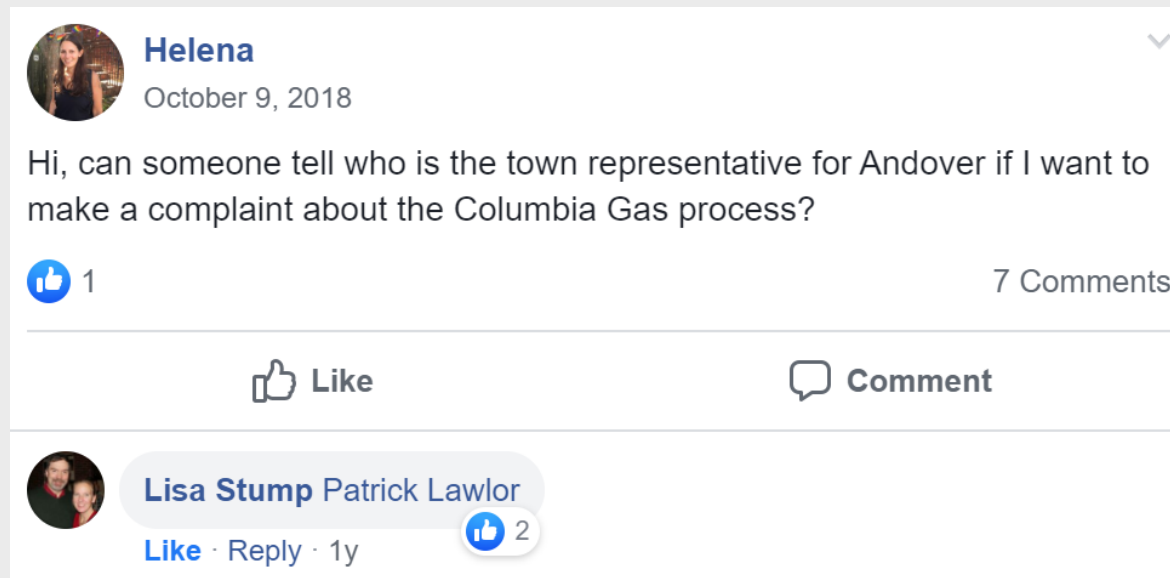
Interaction

One on one communication and dialogue between town staff and residents on any topic; playing active roles in community Facebook groups, basically proactive response to any and all town related commentary on social media

HOW DID WE GET INTO THE “INTERACTION” BUSINESS



- The Merrimack Valley Gas Disaster occurred on September 13, 2018. The town’s communication effort for the first 96 hours was broad-based community response messaging.
- As the response and restoration process developed, residents from Andover, North Andover, and Lawrence created a forum to share their stories in order to understand what was happening.
- It became apparent that these individual responses needed to be monitored and responded to.



WHY WE ARE EMBRACING INTERACTION



- We have a Select Board that is active on social media, we don't want any surprises
- We have an extremely active social media community. Currently there are three major “Groups” with 17,000 members
 - High demand, high expectations, critical population
- We are meeting residents in the spaces they are comfortable and the times they are available
- We are communicating with residents one on one, but with a lot of observers
- We are establishing visible communications

WHAT DOES THIS LOOK LIKE?



Erin

November 11 at 1:02 PM



Hi all, just wondering if anyone knows how (or if) I should handle complaint with the town - as in, is there someone to contact re: water main construction? Do I start with water department? A man was banging on my door last week, insisting on coming in, even though I explained it was middle of the work day and I was on a call. He was super aggressive, so I finally let him in. A few days later I went down to the basement, and found a flood of water all over the floor and all over my stuff. It's taken me a few days to clean up, and I had to throw away some of our belongings. The main water valve now needs to be replaced (he also left it with a slow drip after doing whatever else he did to flood the place). They were working on the water mains in my street at the time. Any advice? I'm so mad at myself for letting him in, plus I was so busy working at the time I never grabbed his name or company info!



9

9 Comments



Patrick Lawlor Hi Erin, this is Patrick Lawlor from the Town Manager's Office. First off, I'm sorry you had this experience. If you would like to email me your address and any other information, I can discuss this with the Engineering and Water Divisions. My email is Patrick.Lawlor@andoverma.us. You are also always welcome to use our centralized online customer service center at www.andoverma.gov/311.



ANDOVERMA.QSCEND.COM
Andover MA -



Like · Reply · Remove Preview · 2w



Erin

Patrick Lawlor thanks so much, Patrick, I will email you!

Like · Reply · 2w



WHAT DOES THIS LOOK LIKE?



Erin

Hi all, thank you for your advice & just wanted to let you know that the town addressed my concerns and fixed the water valve for me. I wrote up a (crazy, lol) email and they handled it really professionally. 👍 happy thanksgiving 😊

Like · Reply · 4d



WHAT DOES THIS LOOK LIKE?




Discolored water – Summer 2019

- Every single person who complained about discolored water would get a response on Facebook
- The response included a dedicated staff person's email
- Each person received a follow-up email a week later
- It took time, but it was worth it.




Joe 🗨️ As healthcare professionals, Stacey and I are concerned that the Town of Andover's Information on discolored water is misleading when it states that there are no health risks associated with brown water.

<https://andoverma.gov/Docum.../View/5030/discolored-water...>

 ANDOVERMA.GOV
andoverma.gov

Like · Reply · 17w


Joe 🗨️ Please find a letter that Stacey and I sent to Town officials on discolored/brown water issue last summer. Long term exposure to manganese can cause toxicity to the nervous system and Parkinson's like symptoms especially in children, seniors and pregnant mothers. In rece... [See More](#)

 DRIVE.GOOGLE.COM
Discoloration Water Follow up Email.pdf

Like · Reply · 17w

Joe 🗨️ Moreover, Town of Concord's website on water main flushing program this past Spring points out to their residents that "it is recommended not to ingest (drink, cook, or prepare baby formula with) discolored water" (paragraph 4).

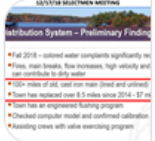
<https://concordma.gov/399/Water-Main-Flushing-Program>

 CONCORDMA.GOV
Water Main Flushing Program | Concord, MA

Like · Reply · 17w

Joe 🗨️ The real issues on brown water actually facing Andover residents is our water distribution system and a more effective water flushing program. Stacey & I were a bit alarmed to find out at the 12/17/18 Select Board meeting that we had only replaced 8.5 miles of cast iron pipe only (for \$7 million) since 2014. According to the Town, there is 137 miles of cast iron pipe remaining to be replaced. In fact, if you take \$7 million X 137 miles remaining divided by 8.5 miles, you would come up with an estimated \$112 million to replace remaining cast iron pipe. None of these cast iron pipe replacements are even listed or specified as one of the 29 identified water capital improvement plan projects totaling \$35 million in the Woodard and Curran report and overview presented back in March/April 2016 by the Town. As you can see, this \$45k report's project list, which we appealed to the state due to the nonresponse by Andover to our request for public records this past January, is woefully INCOMPLETE.

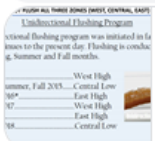
<https://drive.google.com/open...>

 DRIVE.GOOGLE.COM
Andover Water CIP.pdf

Like · Reply · 17w

Joe 🗨️ The second issue we raised at this same Select Board meeting was how inadequate and inefficient our Town's "annual" flushing program is currently as Andover flushes one zone every three years. However, North Reading's water flushing program, which occurs each Fall, is conducted for every road and street each year. A real annual flushing program improves the overall long-term of water quality and removes accumulated sediments, such as iron and manganese, regularly from the water distribution zones.

<https://drive.google.com/open...>

 DRIVE.GOOGLE.COM
Andover Water Flushing Program.pdf

Like · Reply · 17w

WHAT DOES THIS LOOK LIKE?



Bonnie

I read all of the previous comments on this post and realize that you're recapping the history. I was happy to see the decision made to accelerate the investment and therefore the work that will be possible to replace old cast iron water mains. From what I've seen posted by the Town recently and Patrick Lawlor's responses to the comments here, I do believe the Town is working to improve the data gathering and communication and I understand why you feel it's important to do more.

Like · Reply · 17w



Patrick Lawlor Dave

- that does indeed mean scheduled pick up. I hope you will reserve judgment until you are aware of the full scope of what the town will be offering.

Like · Reply · 7w



Patrice

Dave be reasonable, for crying out loud

Like · Reply · 7w



Known and Established Resource



Krystal

shared a link.

Admin

· November 25 at 8:40 AM

Governance Study Comm - they are out collecting community feedback to determine areas of focus. Be sure to share feedback if you can't make one of the forums. [Patrick Lawlor](#) could you share the link for the survey and comment area for folks to participate?

ANDOVER.VOD.CASTUS.TV

Castus VOD Widget



3 Comments



Patrick Lawlor Hi, here is a link to give input to the Committee. <https://andoverma.gov/.../Town-Governance-Study...>

Like · Reply · 1w



Krystal

Patrick Lawlor thank you

Like · Reply · 1w

SUCCESS WITH SOCIAL MEDIA INTERACTION



- Establish “Rules of Engagement”
- Rely on employees with sound judgment
- Andover’s “shared services” approach
- Know your social media “players”
- Recognize that social media is where most people “talk”
- Attack with facts to control spread of misinformation