Using Social Media
To Boost Citizen Engagement

Basic Platforms

- Facebook was the original social media platform, with the exception of MySpace, and was created in 2004. 83% of women and 75% of men use Facebook. The average age of a user is 40.5 years old.

- Twitter was created in 2006. 34% of users are women and 66% are men. The average age of a user is 40 years old.

- Next Door was created in 2008 and is neighborhood specific with strict privacy regulations and agency limitations. The average user age is 57 and most are homeowners.

- Instagram was created in 2010 and is mobile based. The average user is between 25 and 34 years old.

Social Media Basics

- Social media platforms are created and run by external entities, essentially meaning that you must play by each platform's rules.

- Messaging must be simple and concise.

- Do not have multiple accounts on the same platform for an agency.

- Images and videos are vital, a post without an image or a video will get significantly less traffic.

- Be a reliable source.

- Links are important, posts are often meant to drive traffic to more in-depth information hosted on a website.

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Social Media Provides Agencies With a Unique Way to Connect

- People are already scrolling through their social feeds.

- Instead of requiring them to come to a meeting or attend an event, we are going to them.

- Timing matters.

- Content needs to be relevant and interesting.

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Post Fatigue vs. Radio Silence

TIMING MATTERS

Analytics show that the best times to post are between 7 a.m. and 11 a.m. or between 3 p.m. and 9 p.m.

Think about when you are likely to be scrolling through your social feeds.

DON'T OVER OR UNDER DO IT

Try not to post more than twice a day.

Try not to go two full days in a row without posting content.

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Constant Monitoring

- We live in a world of instant gratification.

- Engagement is the goal, so agencies need to be responsive.

- Try to answer direct questions within 24 hours, even if it is only to let someone know that you are working to get more information.
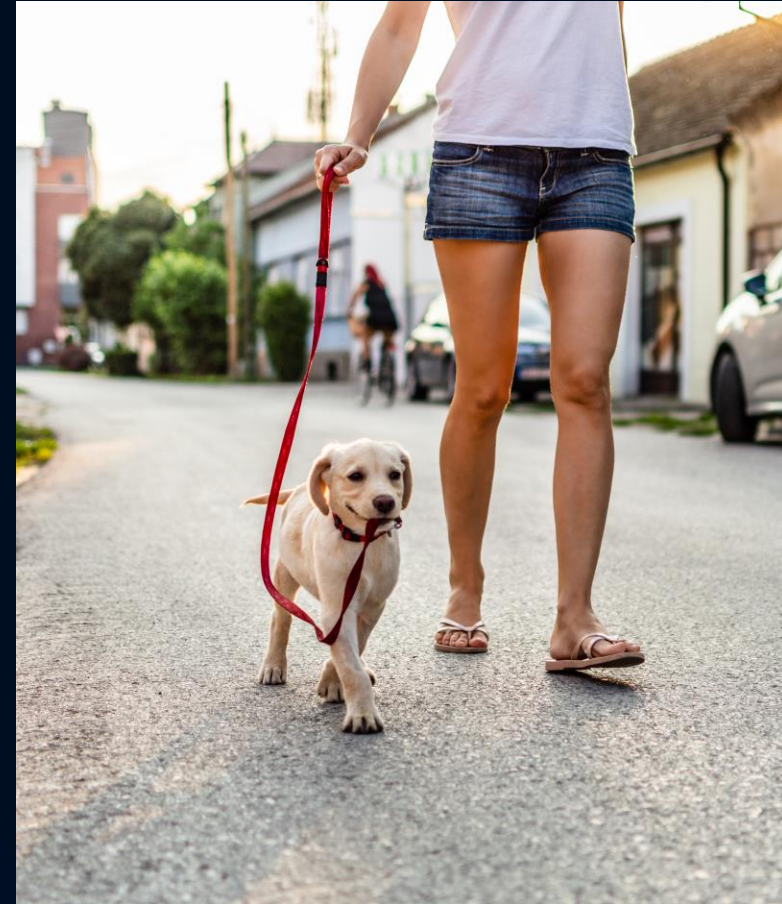
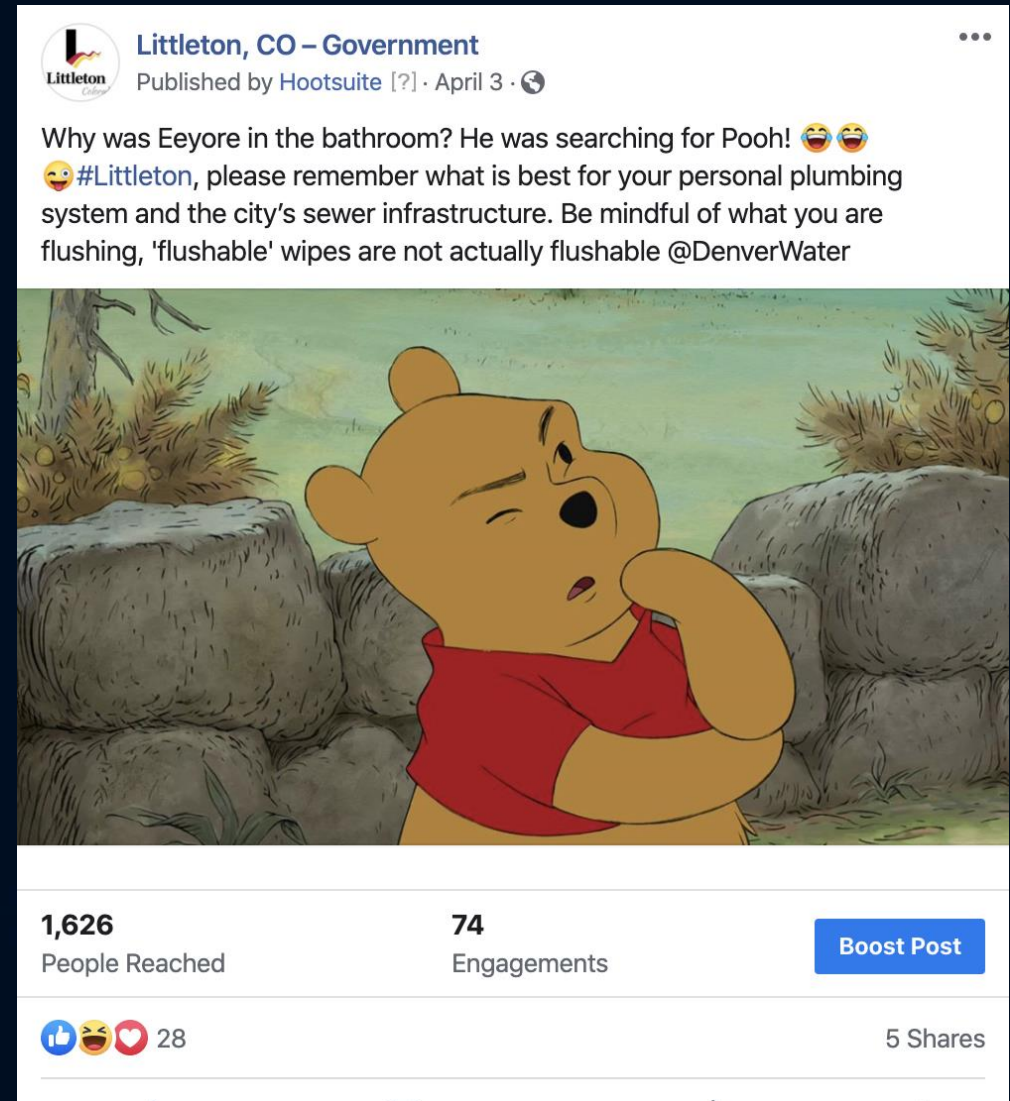"Social media is like a puppy, you have to constantly take care of it"

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Goal is Engagement

- We want people to click, like, and share our posts.

- Video and images are vital to engagement but keep them short.

- Content needs to be accurate and concise.

- Get creative and make it interesting.

Littleton, CO – Government
Published by Hootsuite [?] · April 3 · 🌐

Why was Eeyore in the bathroom? He was searching for Pooh! 😂😂 😝 #Littleton, please remember what is best for your personal plumbing system and the city's sewer infrastructure. Be mindful of what you are flushing, 'flushable' wipes are not actually flushable @DenverWater

1,626
People Reached

74
Engagements

Boost Post

👍😂❤ 28

5 Shares

Dynamic Posts Get Clicks

WHAT TO DO

WHAT NOT TO DO

Sometimes, Less is More

Colorado Department of Public Health & Environment ✔ @.. · May 19 ⌄
COVID-19 case summary for Colorado:
22,482 cases
3,955 total hospitalized
131,837 people tested
240 outbreaks
1,257 deaths among cases
968 deaths due to COVID-19

Note: Deaths due to COVID-19 and deaths among cases should not be added together.

covid19.colorado.gov/data/case-data

💬 15   ⟲ 20   ♡ 37   ⬆
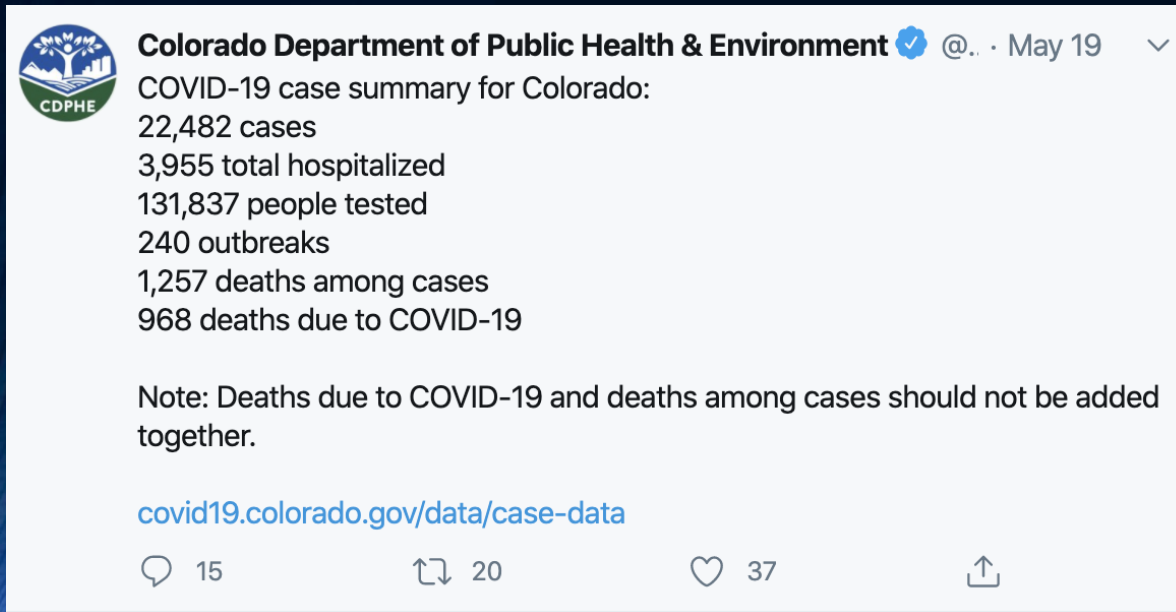
- Pay attention to the situation and the context.

- Sometimes in communication regarding somber situations, less is more.

- Humor is hard to do and can fall flat or even offend.

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Content and What Not to Do…

WORDS MATTER!

> Littleton Police are asking citizens who believe they are aware of a violation of a public health order to report it to the Tri-County Health Department at 303-220-9200. If you have questions about COVID-19 dial 2-1-1. Other City updates here:
> https://www.littletongov.org/Home/Components/News/News/10862/242

- The Littleton Police Department was receiving a lot of calls regarding people violating the health order.
- They asked us to direct phone calls to the Tri-County Health Department or to have people dial 2-1-1.
- What do you think happened with this original wording?

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We had to issue a clarification

Words Matter!

Videos and Social Media

Video and Social Media

- Traditionally video files are large, therefore they must be 'hosted' on certain websites.

- YouTube is the most common way to host video, meaning that the video lives on YouTube and the social platform will have a link to the video.

- Some social platforms have the capability to host a video and some can't. As a result, you will have to upload video directly to the platform or to YouTube and link to it.

- Keep videos short, on average people will stop watching after about 2 minutes.

Tricks for Video: Instagram and Facebook

- Facebook owns Instagram and both platforms are similar when it comes to video.

- Facebook and Instagram allow video hosting and automatic play, this means the video starts without having to click on it.

- Because they can host, you can upload the video directly to the platform.

- Instagram is unique and has something called InstaTV. It will automatically play when a user is scrolling, but at the one-minute mark it asks if you would like to continue watching. If you say yes, you are transferred to InstaTV.

- Videos on Instagram are shot and viewed vertical vs. horizontal.

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Tricks for Video: Instagram and Facebook

- Facebook and Instagram have a "live" feature. This allows a person to do a live broadcast that will then be saved as a video to the page.

- We use this feature for city council meetings as well as press conferences.

- Facebook has a new feature called Video Premieres

- This feature creates a post that is a teaser of what is to come, then at the scheduled time, the video posts as a live video.

- During this time of COVID, we have had much more success by publishing our videos as premieres instead of the simple "video post."
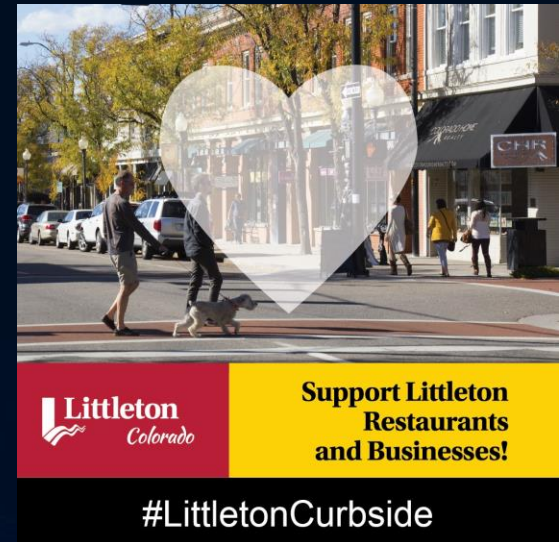
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Tricks for Video: Twitter and NextDoor

- Twitter will host video and allow automatic play, but it cannot be longer than 30 seconds.

- Twitter will allow a link from Youtube if you have a video that is longer than 30 seconds, but it will not have automatic play.

- NextDoor does not host video and requires a link from Youtube.

Increasing Reach with Social Media

- A Hashtag # is used to identify a word or subject.

- Hashtags are used to group topics and show what is trending.

- Tagging or using @ will notify a certain person or group and re-post the content to their page.

- These tools are beneficial because they allow posts to be organized by topic.

- This will also increase reach because you are sharing the post so it will receive more engagement.

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#LittletonCurbside

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Social Media Campaigns

- Social media campaigns are ongoing communication, across multiple platforms to raise awareness.

- Hashtags and consistency across platforms is important for successful campaigns.

- Take advantage of trending #'s or topics. Such as Throw Back Thursday.

Engagement Success

- Envision Littleton was an engagement campaign that the City of Littleton ran in 2019 as we were working to update and adopt a new Comprehensive Plan.

- Social media was vital in outreach and was a huge success.

- The new Comprehensive Plan was adopted in October 2019 and Envision Littleton is now expanding outreach as the city is updating code and zoning regulations.

- Total Engagement:

- Total Tweets: 30

- Total Facebook posts: 32

- Total NextDoor posts: 11

- Total Instagram Posts: 9

- Total posts: 82
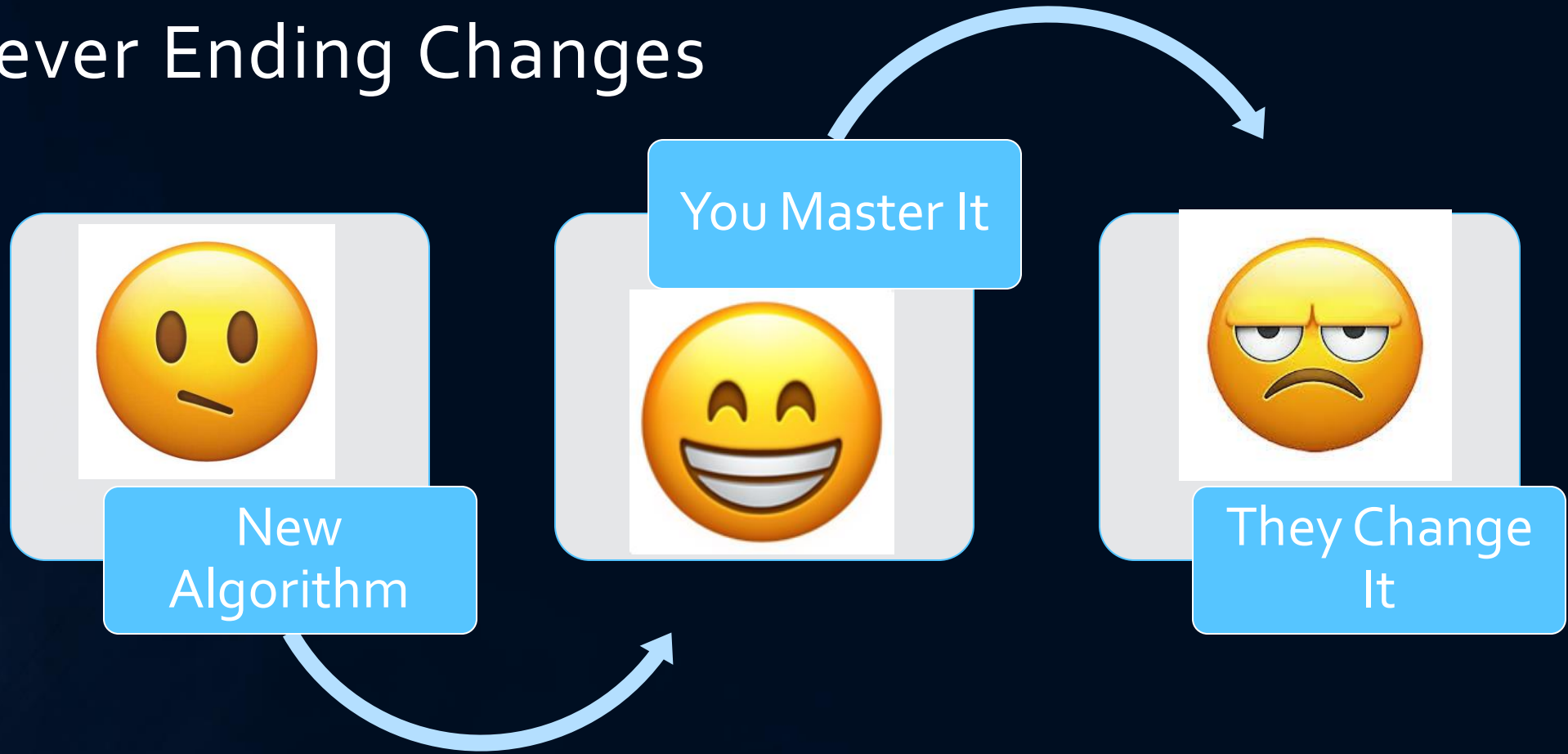
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Be a Reliable Source

- You are representing your agency.

- Be mindful of accuracy with links, spelling, and humor.

- When in doubt, don't post it

- C.O.P.E.

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Never Ending Changes

New Algorithm

You Master It

They Change It

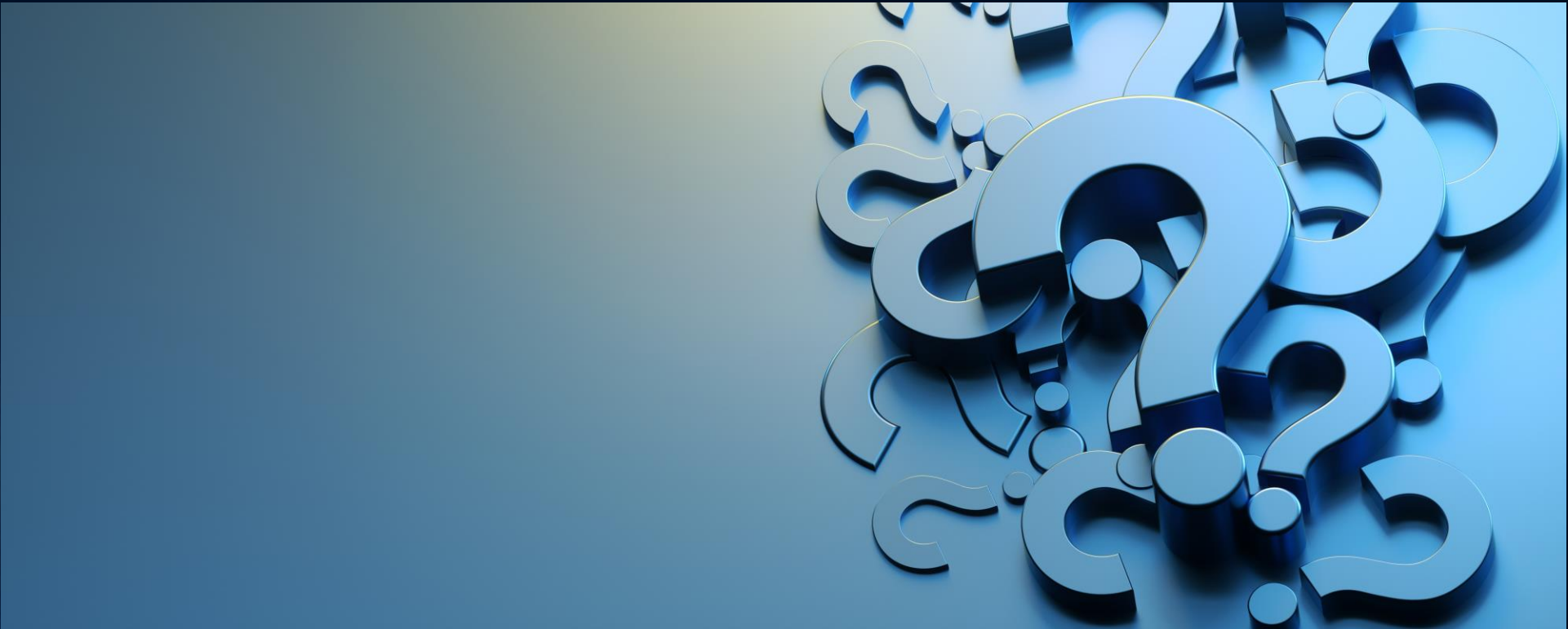"I have learned that being adaptable is more realistic than being an expert."

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Tools that Help

- Scheduling tools such as Hootsuite, Sprout Social, and Adobe Spark.

- Using the platforms to schedule posts.

- Set up email alerts for new posts.

- Set up automatic reply options through platforms.

- Use Google to your advantage.

Questions