

CML
COLORADO MUNICIPAL LEAGUE
The Voice of Colorado's Cities and Towns

CML's 95th Annual Conference June 20 - 23, 2017 Breckenridge

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Fad or Fabulous? How Social Media Has Changed the Community Conversation

Matt Murray, Denver Police Department deputy chief of administration; Megan Williams, Frederick community relations manager


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Facebook: How to Get Them There



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Facebook: How to Get Them There

Facebook: How to Get Them There

Another photo taken by @Frederick police officer dealing with the major jam on Hwy 52 east of Frederick. These photos demonstrate how important it is that you continue to shelter in place unless travel is essential.

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,400 people.

57,470 people reached

2,969 Reactions, Comments & Shares

Like	1,698	233	1,376
Love	1	1	2
Wow	6	1	7
Wow	176	29	147
Sad	12	0	12
Angry	1	0	1
Comments	633	75	558
Shares	527	509	18

9,319 Post Clicks

Photo Views	2,648	2	6,669
Link Clicks			

NEGATIVE FEEDBACK

Hide Post	26	4	4
Report as Spam	0	0	0

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Facebook: How to Get Them There

Facebook: How to Get Them There

Total Page Likes as of Today: 4,827

3,800 Total Page Likes

Net Likes
Net Likes shows the number of new likes minus the number of unlikes.

WANT MORE LIKES?
Create an ad to get more people to like your Page.

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Facebook: How to Get Them There

Facebook: How to Get Them There

This page was found listed in CML Park. If it's yours, please call the Police Department!

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,400 people.

3,556 people reached

65 Reactions, Comments & Shares

Like	18	1	12
Love	5	1	6
Wow	1	1	2
Wow	4	1	5
Sad	28	28	5
Angry	4	1	5
Comments	19	0	19
Shares	194	0	194

NEGATIVE FEEDBACK

Hide Post	0	0	0
Report as Spam	0	0	0

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Facebook: How to Get Them There

This screenshot shows a Facebook event page titled "Team of Facebook, COO" with a deadline of June 12, 2017. The event description mentions a "great meeting" and a "photo booth". The page features a vibrant image of hot air balloons. On the right, a summary shows 2,287 reactions (591 likes, 124 comments, 118 shares) and 1,000 people who have reacted. A "Get More Likes, Comments and Shares" section indicates that the post has reached 2,420 people. The CML logo is visible in the bottom right corner.

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Facebook: How to Get Them There

This screenshot displays a Facebook post with multiple comments. The comments include: "Ryan Lynn Hunter shared Team of Facebook, COO post", "So excited today, you might have to put Thursday afternoon on your calendar. We can take the kids to the market and picnic afterwards", "I'm excited and have some ideas", "I'm excited to see the photos and the video", "I'm excited to see the photos and the video", "I'm excited to see the photos and the video", "I'm excited to see the photos and the video", "I'm excited to see the photos and the video", "I'm excited to see the photos and the video". The CML logo is in the bottom right corner.

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Facebook: How to Get Them There

This screenshot shows a Facebook event page for "MILITARY HONOR FLIGHT REMEMBERING OUR VETERANS" on Sunday, May 7, 2017. The event description includes "A great honor today and thank the veterans to honor veterans by participating in the life of duty for the honor flight" and "ALONG THE GREAT EASTERN COAST HIGHWAY". The page features a patriotic graphic with the text "CONDUCT WITH DIGNITY FROM VETERANS LINCOLN BISHOP AT 6:15 A.M. ALONG THE GREAT EASTERN COAST HIGHWAY". The right side shows 6,004 reactions (138 likes, 41 comments, 7 shares) and 158 people who have reacted. A "Get More Likes, Comments and Shares" section indicates the post has reached 2,500 people. The CML logo is in the bottom right corner.

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Facebook: How to Keep Them

- Compelling & Consistent Content
- Mix of what they want to know and what you want them to know

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Facebook: What They Want to Know

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Facebook: What They Want to Know

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Our Policy

- We answer questions
- We let people vent/make statements, as long as they are factual and follow our policy of conduct
- We correct misinformation
- We post at least once a day

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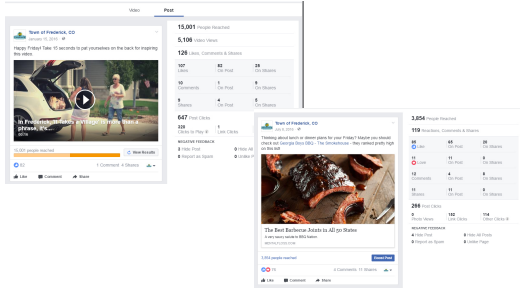
Our Policy: Example




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Facebook: What They Want to Know



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Facebook: What They Want to Know

Post Details

Town of Frederick, CO
August 10, 2016 · 48

We need your help finding a missing adult. Steven "Scott" Wedmore was last seen wearing dark swim trunks, no shirt or shoes. He has no short-term memory and suffers from severe seizures. If you see him, please contact the Frederick Police Department at 720-382-5700 or non-emergency dispatch at 720-652-4222.

UPDATE (8:10, 11:15am): Scott Wedmore has been found and is reportedly doing alright. Thank you all for sharing the post and keeping your eyes peeled to help us get him home!

7,264 people reached

1 Comment 93 Shares

7,264 People Reached

165 Reactions, Comments & Shares

38	Like	15	On Post	23	On Shares
2	Love	1	On Post	1	On Shares
1	Wow	0	On Post	1	On Shares
7	Sad	2	On Post	5	On Shares
14	Comments	1	On Post	13	On Shares
103	Shares	93	On Post	10	On Shares

784 Post Clicks

13 Photo Views 0 Link Clicks 771 Other Clicks #

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

CML
The Town of Frederick, Colorado

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Facebook: What They Want to Know

Post Details

Town of Frederick, CO
August 10, 2016 · 48

Can you help a senior with snow shoveling this year? Consider being a part of our Snow Shovel program. We have seniors who have already signed up, so now we need more help to help them out! Contact the Senior Center at 303-533-2700 for more info or send us an email at seniorcenter@frederickco.gov. We'll be happy to help you get started! For the great photo submitted for the post on what makes Colorado...

5,584 people reached

10 Comments 34 Shares

5,584 People Reached

205 Reactions, Comments & Shares

126	Like	78	On Post	48	On Shares
12	Love	11	On Post	12	On Shares
4	Wow	1	On Post	1	On Shares
23	Comments	15	On Post	7	On Shares
24	Shares	24	On Post	0	On Shares

312 Post Clicks

62 Photo Views 0 Link Clicks 266 Other Clicks #

NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

CML
The Town of Frederick, Colorado

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Facebook: What They Want to Know

Post Details

Town of Frederick, CO
October 12, 2016 · 48

We're looking for artists who would like to paint an electrical utility box as part of the Community Canvas Program. The photo shows Bethany Steen with her artwork in Centennial Park. Get your creative juices flowing and submit an application online by October 31st! www.frederickco.gov/art

12,184 people reached

49 Comments 50 Shares

12,184 People Reached

272 Reactions, Comments & Shares

140	Like	160	On Post	0	On Shares
11	Love	11	On Post	0	On Shares
2	Wow	0	On Post	2	On Shares
1	Wow	1	On Post	0	On Shares
1	Angry	1	On Post	0	On Shares
62	Comments	62	On Post	0	On Shares
50	Shares	50	On Post	0	On Shares

896 Post Clicks

209 Photo Views 62 Link Clicks 625 Other Clicks #

NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

CML
The Town of Frederick, Colorado

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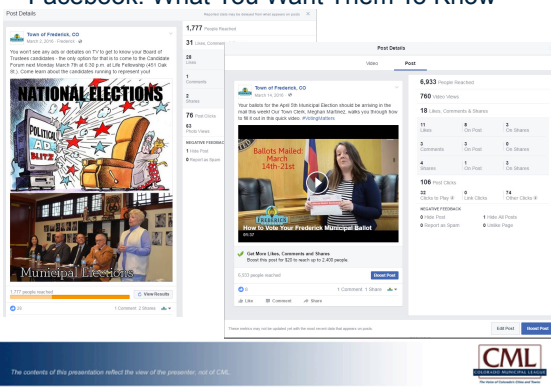
Facebook: What They Want to Know



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Facebook: What You Want Them To Know



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Facebook: What You Want Them To Know



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Facebook: What You Want Them To Know

Facebook: What You Want Them To Know

Town of Frederick, CO
October 21 · 48

Last year, Frederick Power & Light upgraded the lighting along some of our more heavily traveled streets like Topple Play, Ridgeway Blvd, Frederick Way, and Colorado Blvd. LED conversion has many benefits for our community including 80% less energy to operate. Learn more at www.frederickco.gov/LED

Frederick, CO
Frederick Power & Light Upgrades Street Lighting
FREDERICKCO.GOV

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,400 people.

2,925 people reached

Share Washington, Christ Washington and 58 others · 9 Comments

Like Comment Share

2,925 People Reached

71 Reactions, Comments & Shares

66	Like	66	On Post	0	On Shares
2	Love	2	On Post	0	On Shares
13	Comments	13	On Post	0	On Shares
0	Shares	0	On Post	0	On Shares

223 Post Clicks

0 Photo Views
0 Like Clicks
152 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post
0 Report as Spam
0 Hide All Posts
0 Unlike Page

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Facebook: What You Want Them To Know

Facebook: What You Want Them To Know

Town of Frederick, CO
June 26 · 48

The Colorado Boulevard improvements will be starting next week, with the five-week closure of Colorado Blvd. from Hwy 52 to Topple Play (CR 16) beginning Monday June 13th. Read more about the four projects involved and see a map of the detour routes on our website.

Colorado Boulevard Improvements | Frederick, CO - Official Website
All the information you need on the Colorado Blvd improvements as well as a map of the detour for the closure beginning June 13th.
FREDERICKCO.GOV

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,400 people.

9,309 people reached

33 Comments 70 Shares

Like Comment Share

9,309 People Reached

256 Reactions, Comments & Shares

66	Like	18	On Post	38	On Shares
1	Hate	0	On Post	1	On Shares
5	Love	1	On Post	2	On Shares
5	Sad	4	On Post	1	On Shares
13	Angry	8	On Post	5	On Shares
107	Comments	58	On Post	49	On Shares
71	Shares	70	On Post	1	On Shares

1,198 Post Clicks

0 Photo Views
426 Like Clicks
772 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post
0 Report as Spam
1 Hide All Posts
0 Unlike Page

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Facebook: What You Want Them To Know

Facebook: What You Want Them To Know

Kimberly Terry · Town of Frederick, CO
August 1 · 48

I have just informed the Mayor of Frederick approved and spent 2 million dollars on the closure of Hwy 52 and Colorado Blvd. The investment project was 2 million dollars? That's a ton of money? ... looking forward!

Rusty O'Neil · Town of Frederick, CO
December 1 · 48

I am curious were the town put \$74,050 on trees.

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Facebook: What You Want Them To Know

Visitor Posts

Carol White · Town of Frederick, CO
Jun 22, 2016 · 0

I have driven past CR 13 and Hwy 12 several times during the day, and never for one bare second. In the project on Bk Avenue to be located, I was the one who asked, what is going on with the bridge on Veldard Loop? I believe that connects one part of No Name Creek with the other? Fees like it has been unusable for a year at least. The

Like · Comment · Share · Message

2 Comments · 0 Shares

Town of Frederick, CO in Carol White's photo · Jun 22, 2016 at 4:05pm

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Facebook: What You Want Them To Know

Visitor Posts

Neil Matheson · Town of Frederick, CO
Jul 11, 2016 · Frederick · 0

It sounds like the mowing on this site but it's actually the dead grass at No Name Creek Park. Can you respond what is going on with our park and why we have dead grass?

Like · Comment · Share · Message

2 Comments · 0 Shares

Neil Matheson's photo · Jun 22, 2016 at 4:05pm

Town of Frederick, CO in Neil Matheson's photo · Jun 22, 2016 at 4:05pm

Thank you Town of Frederick for the work that has been put into No Name Creek Park. It has 4-5 years that we have been over this. The best the park has looked. There is still work to be done, just needs and some signs, but it is more alive to see GREEN grass. Well done!

Like · Comment · Share · Message

2 Comments · 0 Shares

Neil Matheson's photo · Jun 22, 2016 at 4:05pm

Town of Frederick, CO in Neil Matheson's photo · Jun 22, 2016 at 4:05pm

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Facebook: What You Want Them To Know

Post Details

Town of Frederick, CO
Jun 22, 2016 · 0

In this month's edition of What's Developing, we continue to address some of the myths and misconceptions about development by answering some of the posts we've received here on Facebook.

What's Developing in Frederick | Frederick, CO - Official Website

There are all kinds of development happening today in Frederick and the monthly article will provide at least one new project you can stay up to date on how.

Get More Likes, Comments and Shares

Boost this post to reach up to 2,400 people.

2,871 people reached

42 Reactions, Comments & Shares

2,871 People Reached

22	17	8
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
15	11	4
Comments	On Post	On Shares
4	3	1
Shares	On Post	On Shares
655	470	184
Total Clicks	Link Clicks	Other Clicks
1	470	184
Photo Views	Link Clicks	Other Clicks
0	470	184
Hide All Posts		
Report to Facebook		

2,871 people reached

4 Comments 3 Shares

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Facebook: Don't Be Scared!

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Facebook: Don't Be Scared!

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If All Else Fails, Shamelessly Pander!

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Courtesy of the Denver Police Department – Media Relations Unit – www.DenverPoliceNews.com

The Denver Police Department and Social Media:

Telling Our Own Story

BIG NUMBERS



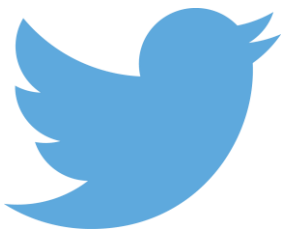
Year End Review: 2016

74,743 Likes

47% Increase from 2015

49,752,893 Reached

12% Decrease from 2015



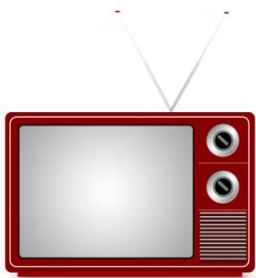
Year End Review: 2016

144,619 Followers

107% Increase from 2015

38,543,065 Impressions

102% Increase from 2015



Year End Review: 2016

5,848,512 Video Views

21% Increase from 2015

In 2009, the Denver Police Department ventured into the world of social media and joined Twitter. What began as a way to communicate directly with the citizens we serve, social media has since become our primary tool for disseminating information to the public, and the media. The combined use of Twitter, Facebook, and Instagram has allowed us the opportunity to have public, ongoing conversations with citizens, improving our relationship with the community and increasing transparency. Using social media has also provided us with the opportunity to share our own stories. We no longer rely on the media to get the word out about the work our officers do every day to protect the people of Denver. We take this venture seriously, committing to it full time, and it has paid off.

We've Gone Viral: 1 Year, 88 Million People Reached

The expression “gone viral” refers to internet content that has spread rapidly and widely. For some, there is a cosmic force behind their material going viral. For us, it’s calculated. Using Facebook and analytics, we know when and what our audience wants. With this knowledge, we share our content with the greatest potential of going viral, on the day and at the time our audience is most responsive.

Our posts reach tens of thousands of people and several occasions, they reached millions of people. Our most popular stories are always about an officer going above and beyond the call of duty, from buying paying the baggage fees for a stranded soccer team to putting a family up in a hotel. Each of these stories humanized our officers, improved our agency’s image, and was seen by people all around the world.

We replicate the presentation of similar stories on a weekly basis, with great success, which consistently increases our Facebook page’s reach, (number of people who see our content) and “Likes” (subscribers). We don’t pay for our stories or page to be advertised to people. We rely strictly on the content of our daily stories to be engaging enough for people to choose to read, like, comment and share them.

Twitter compliments Facebook well, allowing us to communicate with the public and media in real time regarding incidents happening around the city. We also take part in trending conversations of a less critical nature. In just the year of 2016, our tweets made over **38.5 million impressions**.

