

*Sloane Dell'Orto,
Streamline*

HOW TO TELL YOUR STORY

Week 5: Social media



SPREADIN' THE WORD:
SOCIAL MEDIA





Daily Active Social Media Users



3.5 billion

social media users –
which equates to **about
45% of the population.**

(Emarsys, 2019)

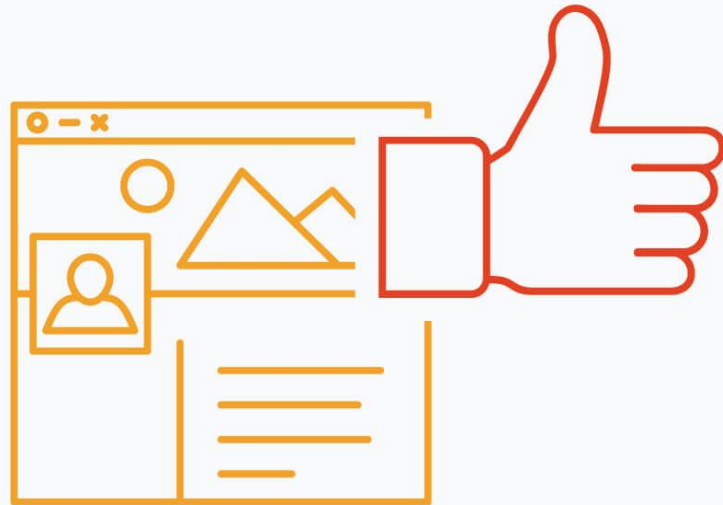


Facebook is the Market Leader

Facebook remains the **most widely used social media platform**; roughly two-thirds of U.S. adults -

68%

now report that they are Facebook users.
(Pewinternet, 2018)



Use of different online platforms by demographic groups

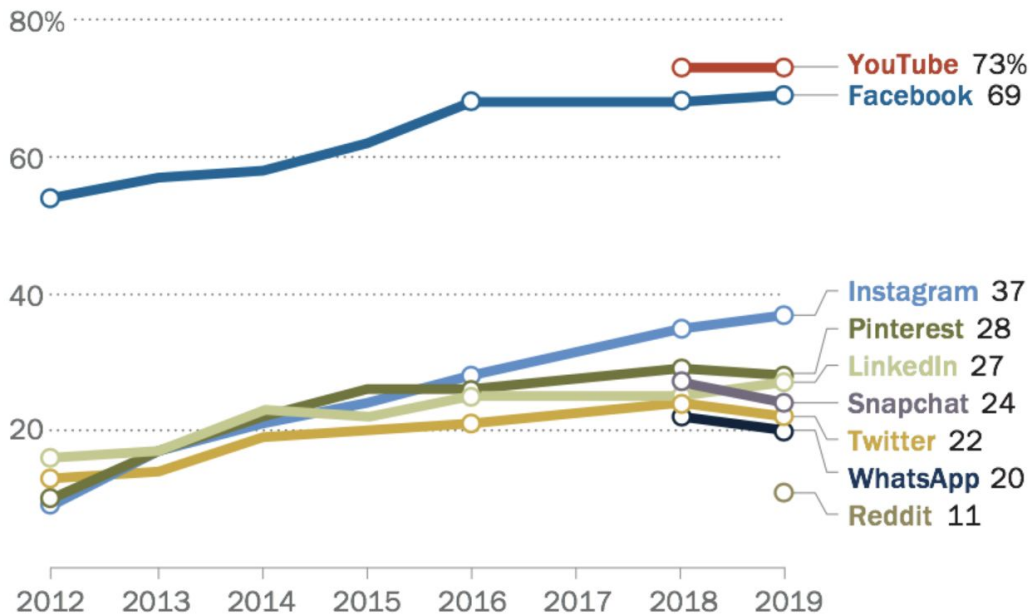
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1

US SOCIAL MEDIA USAGE AMONG ADULTS

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

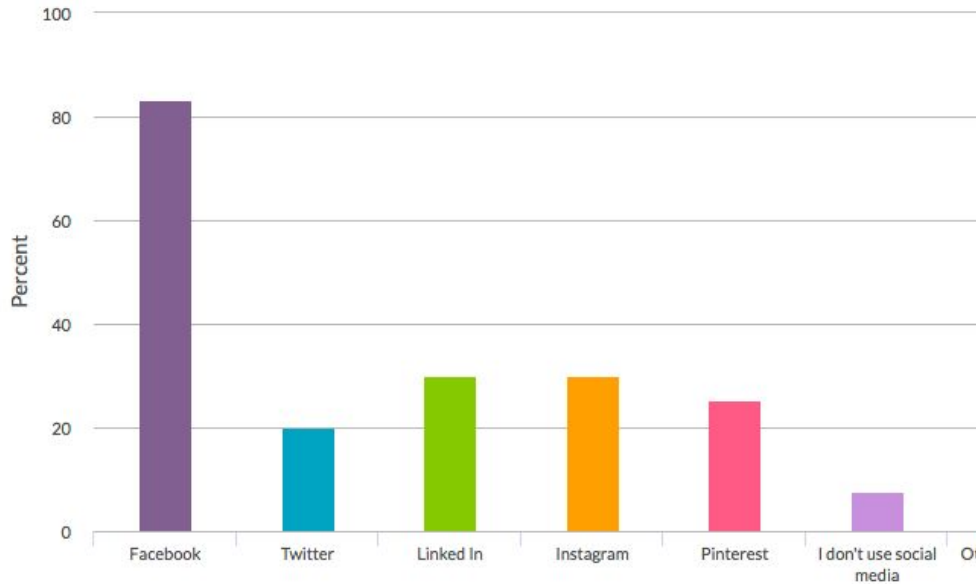
RULE #1: FIND YOUR PEEPS

Do some research to find out what the majority of your citizens are already using

- What social media platforms do they use?*
- Are they engaging differently on different platforms?*
- How do they prefer to receive information from you?*

How to find out: surveys, polls, bill stuffers, etc.

2. What social media platforms do you use regularly? (select all that apply)



surveygizmo

2. What social media platforms do you use regularly? (select all that apply)

- Facebook
- Twitter
- Linked In
- Instagram
- Pinterest
- I don't use social media
- Other - Write In

Social media survey - Acme Re x +

https://acmercd.specialdistrict.org/social-media-survey

Apps DD mail DD Inbox Personal DD Stuff Media stock photos STR HubSpot Demo site landing... Zoom Asana STR demo sign up

THIS ITEM APPEARS ON

CONTACT US

Social media survey

We're interested in knowing what social media platforms you use, and how you'd like to hear from us! Please fill out this brief survey to help us determine the best place for us to post content.

What social media platforms do you use regularly? (required)

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- NextDoor
- Other

How would you like to receive information from us? (required)

- On the social media platforms I use
- Via email
- In a regular newsletter emailed to me
- On your website
- In a mailed newsletter

If your website supports adding forms, you could even build the survey there, for free. :)

KNOW YOUR INTENTION

- Brand recognition, information, driving an action?
- Goal: What action are you driving?

THINKING...



WHAT MAKES CONTENT SHARABLE?

- *An audience to share it :)*
- *Content that is interesting, highlights local people, or uses humor*
- *You might need to use non-social channels to get people to find it*





New Jersey 
@NJGov

your mom



..... @ayeeitsgary

Who let New Jersey have a Twitter twitter.com/NJGov/status/1...

8:23 AM · Dec 6, 2019



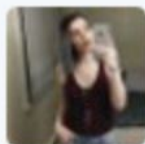
479.8K



85.2K people are Tweeting about this

In the day that followed, @NJGov nearly tripled its followers from 17,000 to more than 60,000





Car-luh @carladelreyy

3 Jan

@Wendys what should I get from McDonald's???? 🤔



Wendy's 
@Wendys

 Follow

@carladelreyy Directions to the nearest Wendy's

7:36 PM - 3 Jan 2017

  162  567



South Metro Fire Rescue

22 mins · 🌐



Academy 19-2 Recruits climbed 110 floors and custom painted their Pride Axe in honor of 9/11.



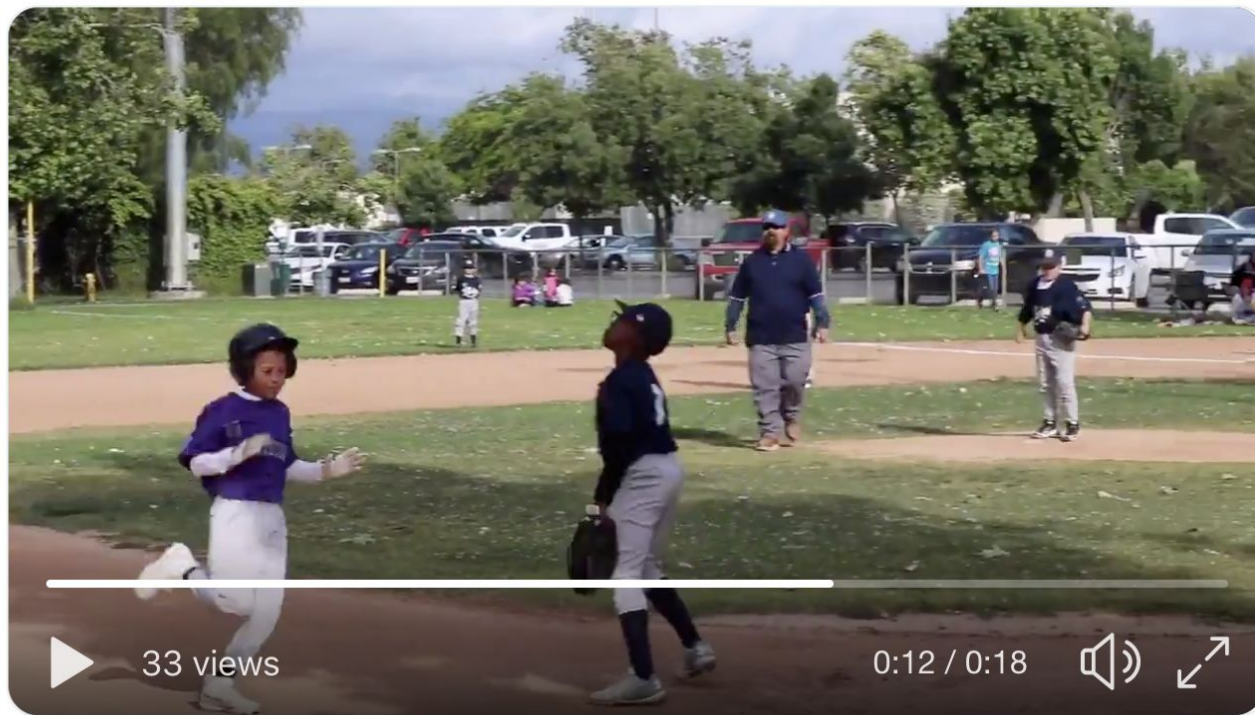


Valley-Wide Rec @valleywiderec · May 22



HOME RUN!

#WednesdayMotivation #baseball #HomeRun #fun #GoRecreation





Thoughts of Dog® 

@dog_feelings



the human has been working from home the last couple days. and every so often. they let me participate in the video calls. all the other humans cheer when they see me. i am the only thing holding their company together

11:52 AM · Mar 10, 2020 · Twitter for iPhone

64.7K Retweets **4.7K** Quote Tweets **406.3K** Likes

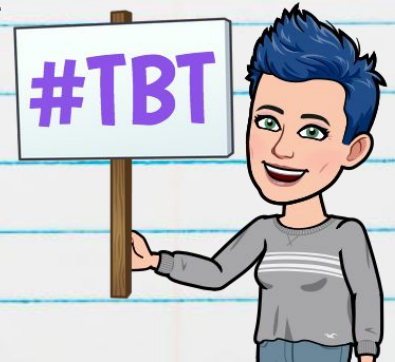
USE #HASHTAGS TO CATEGORIZE CONTENT

People do research by searching specific hashtags. Using hashtags of interest to your audience increases engagement (but no more than 2!).

Rules: #nospaces #nopunctuation #nospecialcharacters

#CapitalizationOnlyMattersForReadability

#SpecialDistrictStories



KEEP IT BRIEF, AND FOCUSED!

Our online attention span is about 8 seconds

*This is one second less than your
typical goldfish**



** That's actually not a fact*

KNOW WHAT TO POST, WHERE

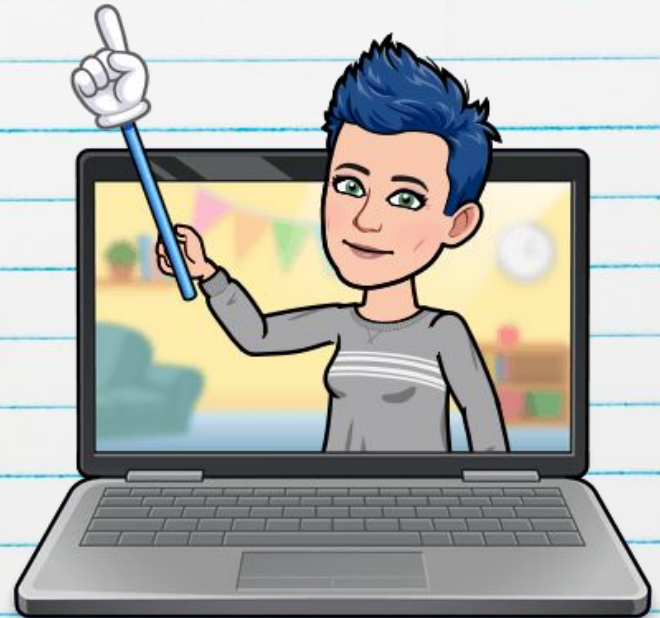
*If you have multiple social media accounts,
use them in different ways.*

Facebook: who

Twitter: now

Instagram: what

YouTube: how





TSA  @TSA · 8h

Throughout the security checkpoint TSA has been instituting 'touchless' procedures, where passengers scan their ID and boarding pass themselves, rather than handing them off to the document checking Officer. Learn more about TSA's work to keep you safe at bit.ly/3gLJ3FA





Transportation Security Administration ✓

@TSA

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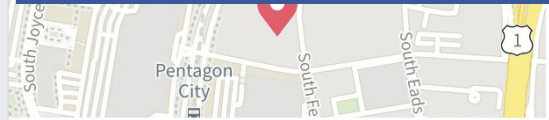


Transportation Security Administration

21 hrs · 🌐

Traveling with a small child can be challenging, especially if they are feeling a bit under the weather. You'll feel better knowing that liquid medications are allowed through the security checkpoint, even if they are over 3.4 ounces. Just be sure to inform the officer before screening begins.

For more information on traveling with medications, visit:
<https://www.tsa.gov/travel/special-procedures>



601 12 Street South (2,288.04 mi)
Arlington, Virginia 20598

[Get Directions](#)

www.tsa.gov

Government Organization

Hours
Always Open

[Suggest Edits](#)



Page Transparency

[See More](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - April 18, 2017

English (US) · Español · Português (Brasil)
· Français (France) · Deutsch





tsa
Lihue, Hawaii

View Profile



Instagram



9,831 likes

tsa

Underwear: ✓

...

Soap On a Rope: ✓

...

Bunny Slippers: ✓

...

Box of Inert Replica Rocket Propelled Grenade Launchers: 🚫 🚗 🚔 🇺🇸 🚫

...

The officer who discovered them exclaimed: "Holy [enter expletive here], is this real?"



SOCIAL MEDIA AND THE PUBLIC RECORDS ACT



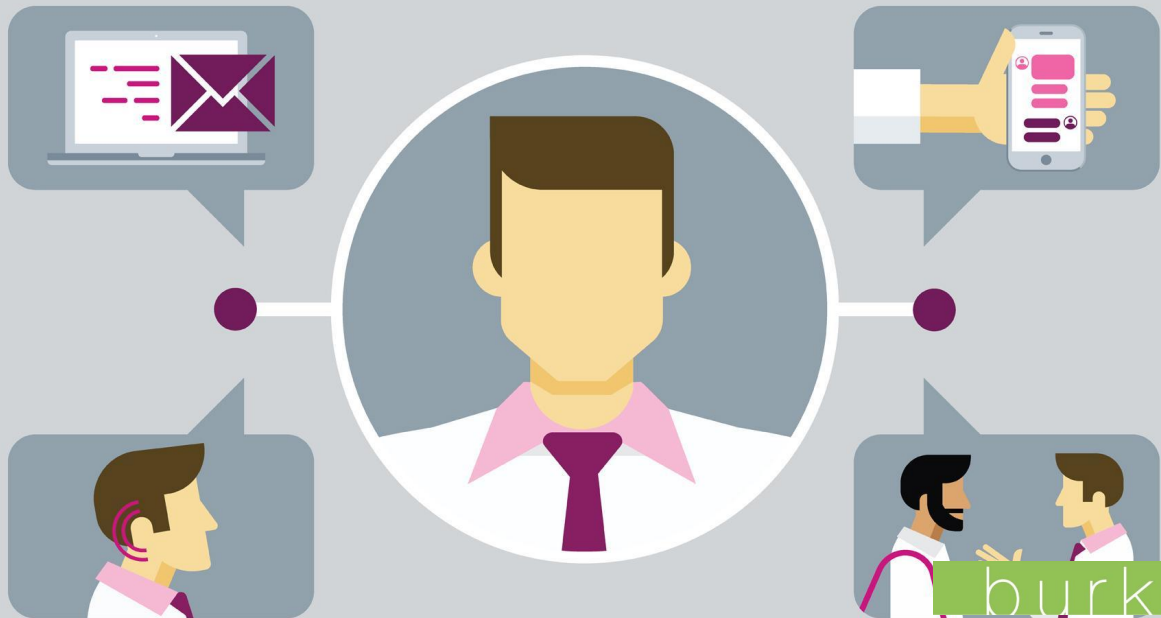
PUBLIC RECORDS ACT

“Records” include all communications related to public business “regardless of physical form or characteristics, including any writing, picture, sound, or symbol, whether paper...magnetic or other media.”

ELECTRONIC RECORDS

Electronic records are specifically included.

Govt. Code Sec. 6252(e).



DOES THAT INCLUDE SOCIAL MEDIA?



- Content that has to be produced includes anything that relates to the conduct of government, regardless of the platform used to publish it
- Polls, surveys, data collection
- Retention guidelines are based on content, not medium
- What about comments and deleted content? (Document!)

WHAT ABOUT PRIVATE DEVICES?

City of San Jose v. Superior Court

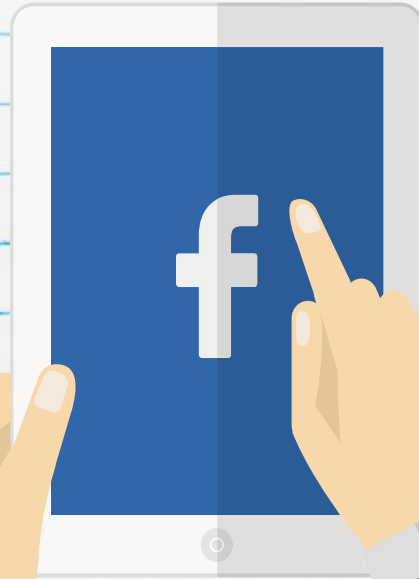
EMAILS & TEXTS

Emails and text messages by public officials are subject to the CPRA regardless of location, including personal accounts and devices



COMPLIANCE

Claiming that the records are not on entity email accounts, computers or servers is NOT enough for compliance now



AS AN OFFICIAL

You, as an official, may now be required to:

- search your private emails or personal phones for responsive records if you use your private email account or personal phone to communicate with others concerning public business; and*
- certify or provide a factual basis as to whether responsive records exist and/or withheld*

SOCIAL MEDIA AND THE BROWN ACT

AB 992 - SIGNED INTO LAW SEPT. 2020

A public official may communicate on social media platforms to answer questions, provide information to the public or to solicit information from the public regarding a matter within the legislative body's subject matter jurisdiction. However, the latter types of communications are only allowed as long as a majority of the members of the legislative body do not use any social media platform to "discuss among themselves" official business. (This includes making posts, commenting and even using digital icons that express reactions to communications (i.e., emojis) made by other members of the legislative body.

AB 992 - SIGNED INTO LAW SEPT. 2020

Second, a single contact between one public official and another normally would not constitute a prohibited serial meeting. However, AB 992's social media prohibitions go further. It prohibits a member of a legislative body from responding "directly to any communication on an Internet-based social media platform regarding a matter that is within the subject matter jurisdiction of the legislative body that is made, posted, or shared by any other member of the legislative body." Now, if one public official posted a comment in response to another public official's social media post about an agency issue, that could be a Brown Act violation, assuming the two serve on the same legislative body.

MORE INFO:

GOOGLE "BBK AB 992"

SOCIAL MEDIA POLICIES

THE POLICIES YOU NEED

1. **General:** describing the purpose of the district's social media use, and guidelines for moderation of comments
2. **Posting and interacting:** who has the authority to post on behalf of the district, and guidance to how staff can interact with comments and other posts by citizens
3. **Internal:** outlining the expectations for use of personal social media while on district time / using district tools

THERE'S A POLICY FOR THAT...

Creating a rogue social media page using district logo and name without permission



San Mateo County Harbor District

May 4, 2018 · 🌐



Welcome to the unofficial San Mateo County #HarborDistrict Facebook page, posting news and updates about one of the #BayArea's least understood elected bodies! We are a group of concerned #SanMateoCounty citizens who want to shed light on the workings of this #taxpayer-funded agency which has control over valuable public assets on our #coast!

THERE'S A POLICY FOR THAT...

Posting offensive personal opinions while clearly an employee, or on district time

Robin Ladue Given what a certain member of your crew has publicly posted, as a person of color, I would NEVER want to be "helped" in an emergency by your department.

Like · Reply · 6h

THERE'S A POLICY FOR THAT...

Deleting "offensive" posts

An Indianapolis suburb removed social media pages for the city and its police department after a lawsuit accused it of violating residents' First Amendment rights by removing posted comments.

"When a government entity opens up a space for public comment, it cannot regulate those comments based upon someone's viewpoint," Mensz said. The women are not seeking compensation, but want their comments reposted. According to the ACLU, the two women's posts posed valid questions about crime reporting in the city...

THERE'S A POLICY FOR THAT.

Spending the whole day at the office catching up with your old college buddies on Facebook...

WHEN YOU'VE BEEN POSTING ON SOCIAL MEDIA AT WORK ALL MORNING



AND YOUR BOSS LIKES YOUR PICTURE

MORE SOCIAL RESOURCES

Example policies and more resources:

engage.getstreamline.com/social



WEEK 6:
USING YOUR WEBSITE AND
EMAIL CAMPAIGNS TO GET
THE WORD OUT

#SpecialDistrictStories

