

WINNING AT SOCIAL MEDIA

Creative Solutions for Thriving Communities
CCOG Regional Conference · Harris Conference Center · Charlotte
April 12, 2018

YOUR EXPERTS

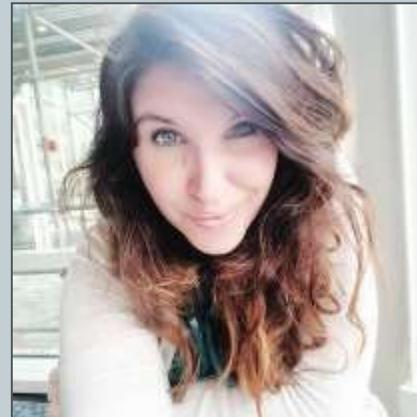
Kim Sellers

- Public Information Officer
- Town of Mooresville



Kaytee Smith

- Digital Media Manager
- NC Department of Natural and Cultural Resources



“Already Having” or “Will Have”
Impact on Local Government
Operations by end of 2016

Web
Accessibility

96%



Social
Media

95%



Citizen
Engagement

91%



KNOW YOUR INTENT

- Social media is any type of technology used to **post, share** or **exchange** information and **participate** in **online** discussions.
- Today, we will focus on social media regarding **government** programs, services, projects, events, activities and other matters of public interest, including municipal **employees'** use of **personal** social media.



KNOW YOUR NUMBERS

- **Demographics**
- **Options**
- **Reach**
 - **Town of Mooresville Social Media Pages:**
 - (10 Facebook Accounts, 3 Twitter Accounts, 2 YouTube Accounts, 1 Vimeo Account, 3 Instagram Accounts, 1 Pinterest Account)
 - **ToM Twitter:** 5,900 Followers
 - **ToM Vimeo:** 44 videos, 1,100 views (annual)
 - **ToM YouTube:** 130 videos, 52,000 views (annual)

KNOW YOUR WHY

To further the **goals** of your organization and **missions** of your departments.

- **Transparency**
- **Civic Engagement**
- **Sharing** Information (esp. Public Safety Messages)
- **Promotion** of Services & Programs

KNOW YOUR RULES

- Before you create or post to a government social media site, obtain **authorization** from the proper personnel/authority.
- Staff using social media are responsible for **complying** with applicable Federal, State and Local laws, regulations and policies.
- Employees representing government via social media outlets must conduct themselves at all times as **representatives** of their government.
- **Before** creating online content, consider the **risks** and **rewards** that are involved.

**BEFORE
CREATING
ONLINE
CONTENT,
CONSIDER THE
RISKS AND
REWARDS THAT
ARE INVOLVED.**



Mooresville Fire & Rescue added 3 new photos.

Published by Kim Sellers [7] · January 18 · Mooresville · 🌐

No matter the situation, as odd as it is, Mooresville Fire-Rescue personnel get the job done. While fighting a structure fire with Shepherd's VFD in less than optimal conditions, Engine 4 slid 80 feet down the road. Fire personnel continued fire suppression, extinguished the fire, and a wrecker was dispatched.



👤 34,318 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👍 🧑‍🚒 🧑‍🚒 Nick Randall, Mary Fraley Nance and 236 others

Chronological ▾

132 Shares



Richard Presley Good job. True dedication to complete the task at hand.

👍 3

Like · Reply · Message · 4w



Angela Montes-Hernandez Be safe out there

👍 1

Like · Reply · Message · 4w



Jamie Binion BE SAFE!!

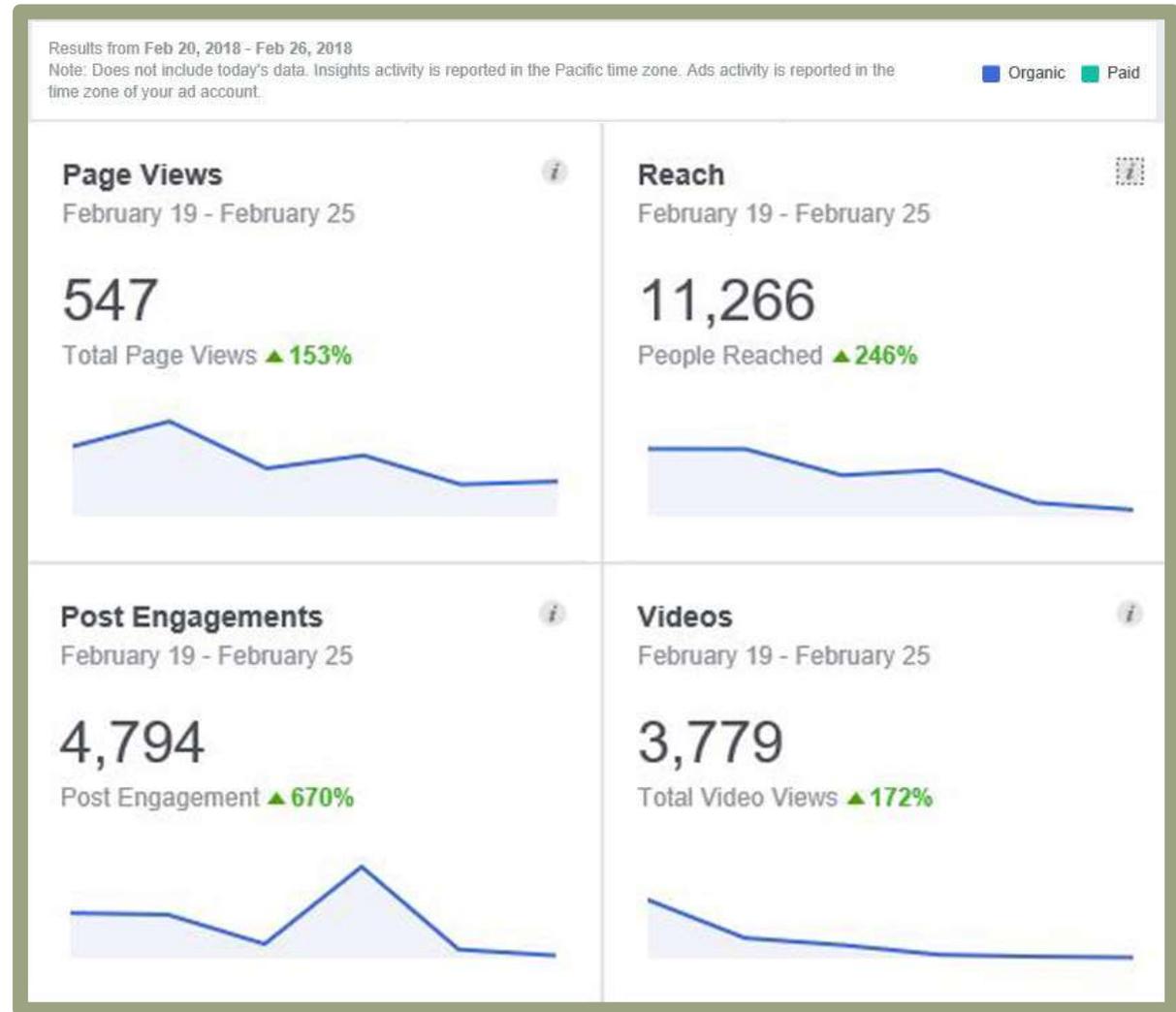
Like · Reply · Message · 4w



Donna Bilton This is why people shouldn't be on the road but bless these emergency responders. Thanks and stay safe!!

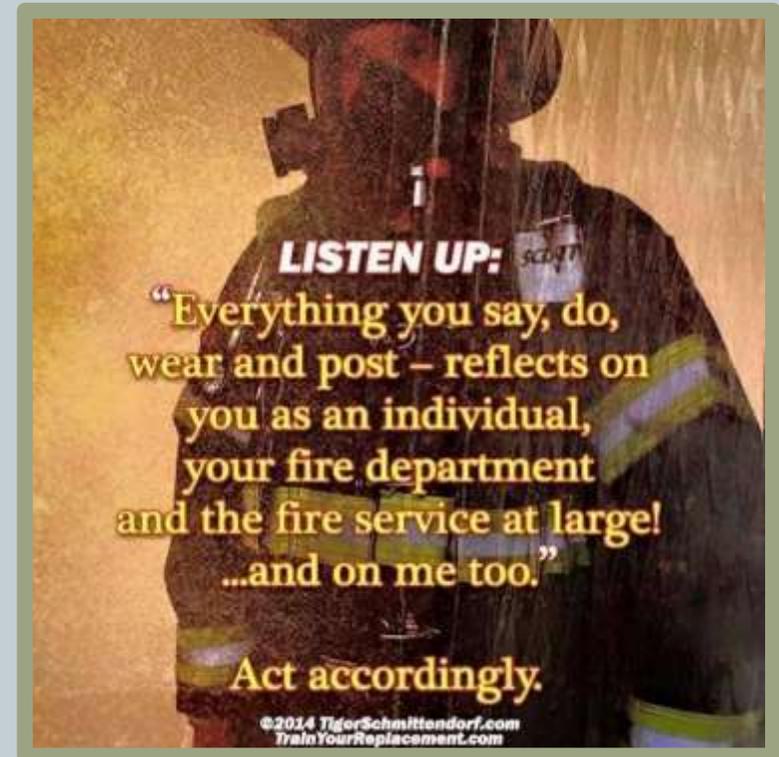
👍 8

**KNOW WHEN
AND HOW TO
REACH YOUR
INTENDED
AUDIENCE.**



PERSONAL SOCIAL MEDIA

- In **personal** use, the employee is speaking as an **individual** and not on behalf of the organization.
- An **employee's** use and comments made on social media sites may be subject to **limited** First Amendment protections.
- Employees should exercise **sound** judgment and discretion so as to **not** reflect **adversely** on the organization.



“EVERYTHING YOU POST ON SOCIAL MEDIA
IMPACTS YOUR PERSONAL BRAND. HOW DO
YOU WANT TO BE KNOWN?”

– Lisa Horn, The Publicity Gal

TROLLS

Ugh....

TROLLS ARE THERE TO GET A RISE OUT OF PEOPLE

They're not polite and can be downright mean. They call names and make accusations and rarely do they sound anything but angry.



And the worst customer service award goes to...

[#BridgeBrothers](#)

TROLLololol 1 hour's ago



You're a complete train wreck [#BridgeBrothers](#)

TROLLololol 58 minutes ago



DO NOT RESPOND IMMEDIATELY



DO SOME DETECTIVE WORK

- Take a second and check their account.
- Do they use bad grammar, spelling and punctuation in posts?
- Do they swear a lot?
- Do they have lots of replies & comments?
- They won't let it go – long drawn out conversations.



Save The Speedway @savethespeedway · 13m



Replying to @MojoCloned @ncculture

Never said they were. At least pick a relevant photo to go with the history article. Everyone knows NWS never had lights or ran night races



#getoffmylawn @MojoCloned · 15m



Replying to @savethespeedway @ncculture

I don't think they're claiming that



hempbylorre and 6 others followed you · 1m



Save The Speedway @savethespeedway · 18m



.@ncculture That photo is not from North Wilkesboro Speedway. NWS never had lights and only ran one event in 2011 under temp lighting

NCDNCR @ncculture

On this day in 1947, the North Wilkesboro Speedway opened its doors to a crowd of more than 10,000 spectators. bit.ly/2qw8rYR



DON'T GET ON THEIR LEVEL



[@Swords&AxesCo](#) Your a terrible company

[TROLLololol](#) 10 minutes ago



[@TROLLololol](#) And you're a terrible speller

[Swords&AxesCo](#) 3 minutes ago



**ALWAYS
HAVE A
PLAN.**

**WHAT
SHOULD
BE IN
YOUR
PLAN?**



INCLUDE INFORMATION LIKE:

- Who in your organization is responsible for responding in the event of a crisis.
- When to respond and when to stay silent.
- When to remove comments.
- Whether or not to remove future scheduled posts.

WHAT ARE YOUR OPTIONS

Hide, Delete, Report, Ban, Mute,
Block

IGNORE

ESTABLISH A
COMMENTS POLICY

Your social media properties should link to usage and behavior guidelines, and these guidelines should clearly articulate what is or isn't allowed by topic.

Otherwise trolls will find a way around them and argue their points.

COMMENTING POLICY FOR UC DAVIS SOCIAL MEDIA CHANNELS

At UC Davis, we strive to create an online environment that is welcoming, mutually respectful and inclusive, consistent with the [University's Principles of Community](#).

You are free to discuss and disagree with others regarding topics relevant to the purpose of the social media platform, but please don't use ethnic and racial slurs, hateful speech, personal attacks, abusive language, nudity, or pornography.

UC Davis reserves the right to block or remove the content of any post that violates UC Davis policies.

For your own personal safety, please refrain from posting personally identifying information, as your comments are visible to the public.

Comments posted to UC Davis social media channels do not represent the opinions of UC Davis.

UC Davis abides by [Facebook's Terms and Conditions](#) and asks you to do the same when participating in this community.

For questions, comments, or to report abuse, send a message to socialmedia@ucdavis.edu.

While we encourage fans to share thoughts and opinions on CDC's social media pages, we expect that this will be done in a respectful manner.

CDC does not agree with or endorse every comment that individuals post on our pages. Our goal is to share ideas and information with as many individuals as possible and our policy is to accept the majority of comments made to our profiles.

Therefore, a comment will be deleted if it contains:

- Hate speech,
- Profanity, obscenity or vulgarity,
- Nudity in profile pictures,
- Defamation to a person or people,
- Name calling and/or personal attacks,
- Comments whose main purpose are to sell a product,
- Comments that infringe on copyrights,
- Spam comments, such as the same comment posted repeatedly on a profile,
- Other comments that the CDC Social Media team deems inappropriate.

All links posted as comments on CDC posts will be reviewed and may be deleted.

Repeated violations of the CDC comment policy may cause the author to be blocked from the CDC's social media profiles.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.

Please contact SocialMedia@cdc.gov if you have any questions.

ESTABLISH LANGUAGE

“Please be kind and keep the conversation civil and polite; we do not tolerate abuse, profanity, threats or spam,” is clear enough and provides justification for dealing with inappropriate interactions.

RESPONDING



And the worst customer service award goes to...
[#BridgeBrothers](#)

[TROLLololol](#) 1 hours ago



You're a complete train wreck [#BridgeBrothers](#)

[TROLLololol](#) 58 minutes ago



[@TROLLololol](#) We're really sorry to hear you had this experience. Can you please brief us on the issue and we'll be glad to assist you.

[BridgeBrothers](#) 10 minutes ago



Source: Jeff Bullas

TAKE THE CONVERSATION OFFLINE



[@MobileGiantCo](#) you switched my plan without authorization, which nullified my 14 grace period. Thanks -_-

[TROLLololol](#) 26 minutes ago



On top of that my service has been crappy. I've been a customer for years and this is such a disappointment.

[TROLLololol](#) 24 minutes ago



[@TROLLololol](#) Oh no! Please send us a DM with your contact info so we can get things sorted out!

[MobileGiantCo](#) 20 minutes ago

ADMIT WHEN YOU'RE WRONG



We sincerely apologize for the previous Tweet. That message does not represent our brand in any form. Apologies for anyone who was offended.

[TollCoffeeCo](#) 10 minutes ago

We are sorry you feel that way.

We fully understand your concern.

Thanks for bringing the issue to our attention.

This is not associated with our mission.

KEEP A RECORD

- Take a screenshot.
- Save it.
- Tell a coworker or supervisor.
- Document it.



Snip.it

“The high road is the only road in social media, whether you’re handling customers with a legitimate gripe, or trolls with no intention of a happy outcome. Being responsive, responsible, and respectful online (and in private) has a great side benefit: it builds a community of social media followers who will respect and stand by you. When trolls do come along, it will be difficult for them to spew their bile for long in a positive and supportive community.”

-- Danny Bradbury, *The Guardian*

