

Selecting the Right e-Medium for the Message

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- Why am I here?
- What will I accomplish?
- What can you glean from listening to me?
 - Introduction
 - Demographics / usage
 - Social media channels
 - Best practice examples for municipal social media
 - Social Media 101, 201, 300

social media has
overtaken porn as
the #1 activity on the
web

<http://dianehughesdotcom.wordpress.com/2013/06/26/social-media-a-great-video-with-some-surprising-stats/>

highly addictive

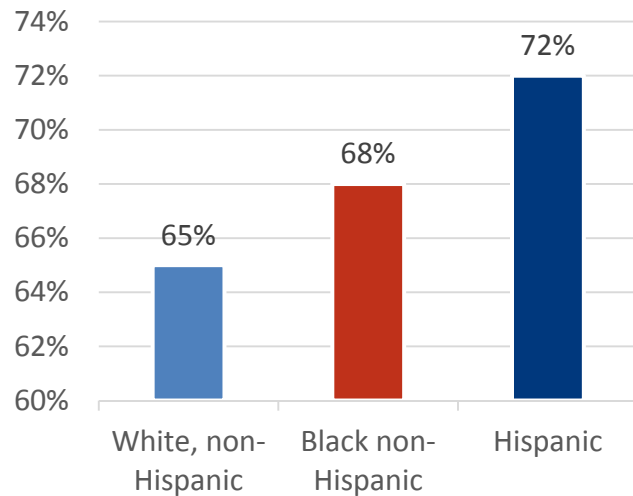
Look at this Instagram (Nickelback Parody)



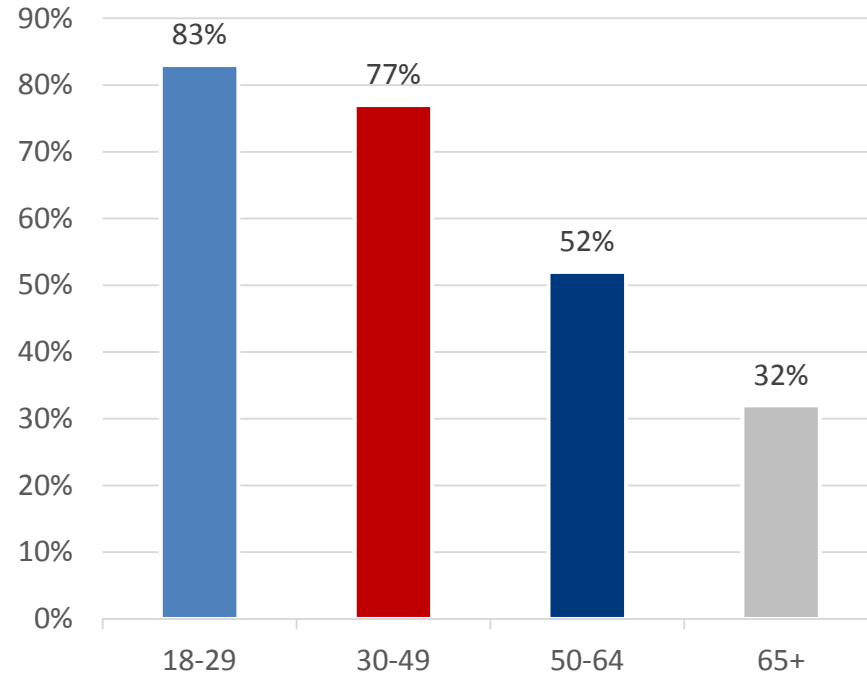
social media demographics

User % Of Each Group

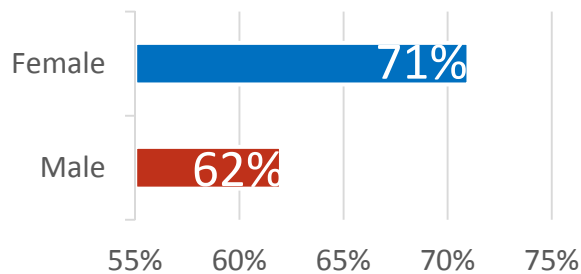
Race



Age

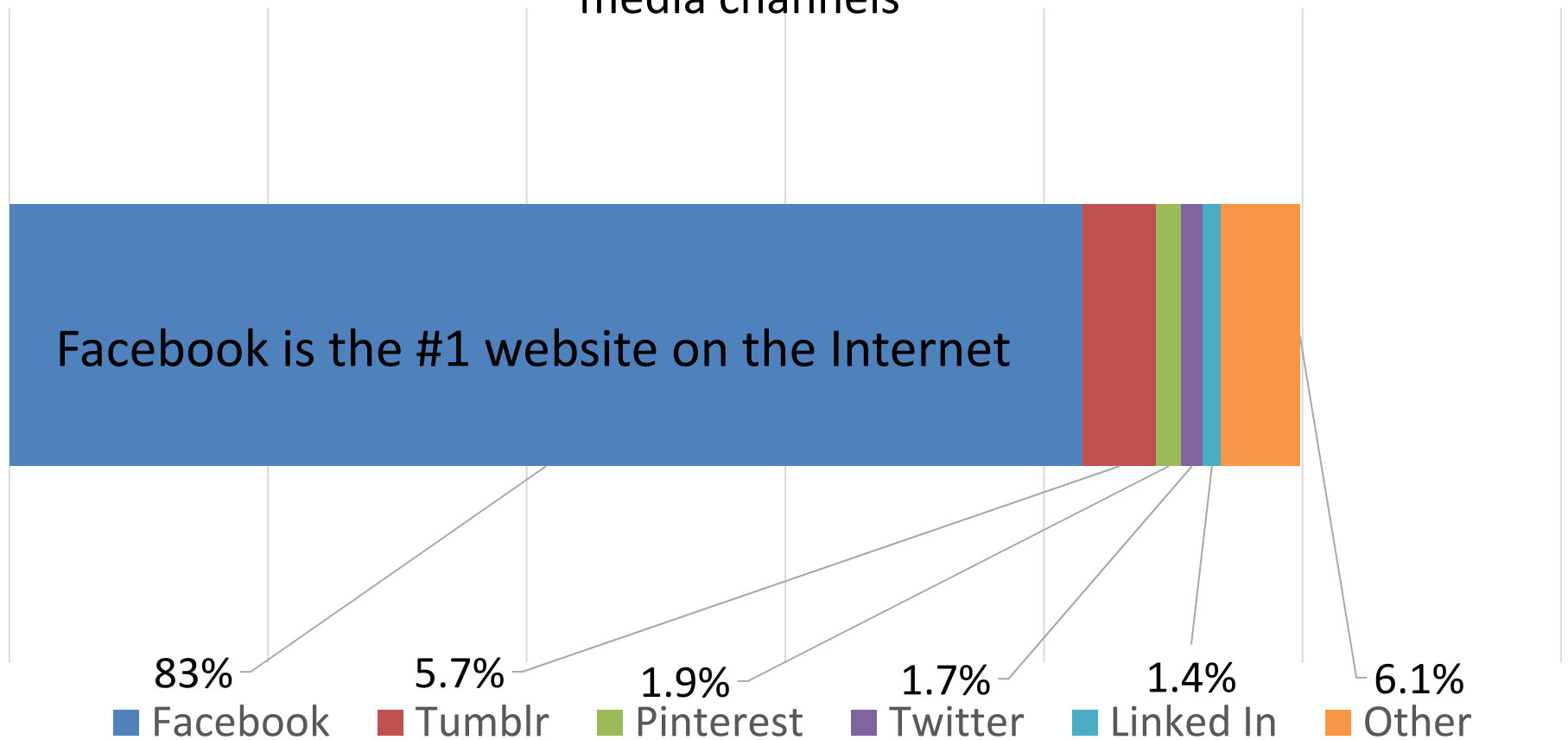


Gender



facebook is king

Share of time spent on various social media channels



SOCIAL MEowDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



AVALUNCH MEDIA

ICMA

social media trends

Visual Marketing

Video

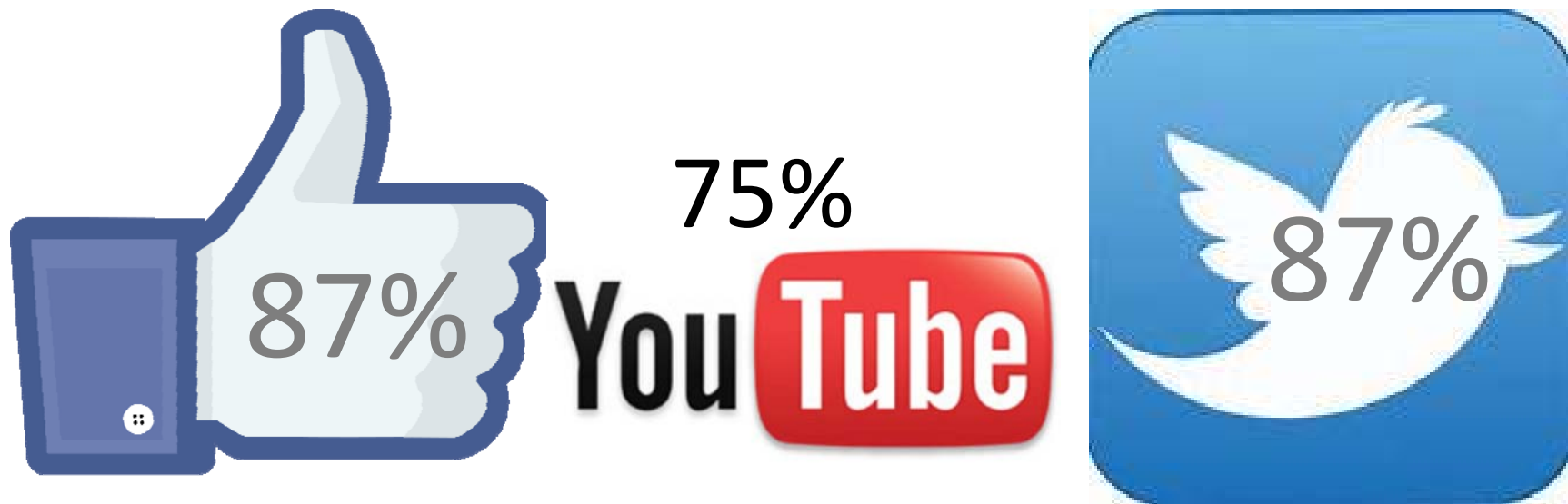
2013

**MOBILE
MARKETING**

55+ Social Media Users

largest 75 cities get social

- Nearly all city sites allowed comments and presented policy content such as discussions of city budgets.



[2012 University of Illinois at Chicago study](#)

governments are using social media for everything from handling 311 service requests to hosting real-time interviews with public officials to crowdsourcing ideas around public policies.

Information Week, Feb. 27, 2012

<http://www.informationweek.com/government/enterprise-applications/top-14-government-social-media-initiatives/232601128>

city business



Best Twitter Practices:

- Real-time updates
- Replies & conversation
- Cross-references
- Links to photos

@NYCMayorsOffice
Tweets on city news,
links to press
conferences,
responses to citizen
questions about city
policy, and more.

tourism



Visit Dallas planted giant B and G letters around the city inviting people to put the I in Big. The campaign has been a tremendous success.

Best Facebook Practices:

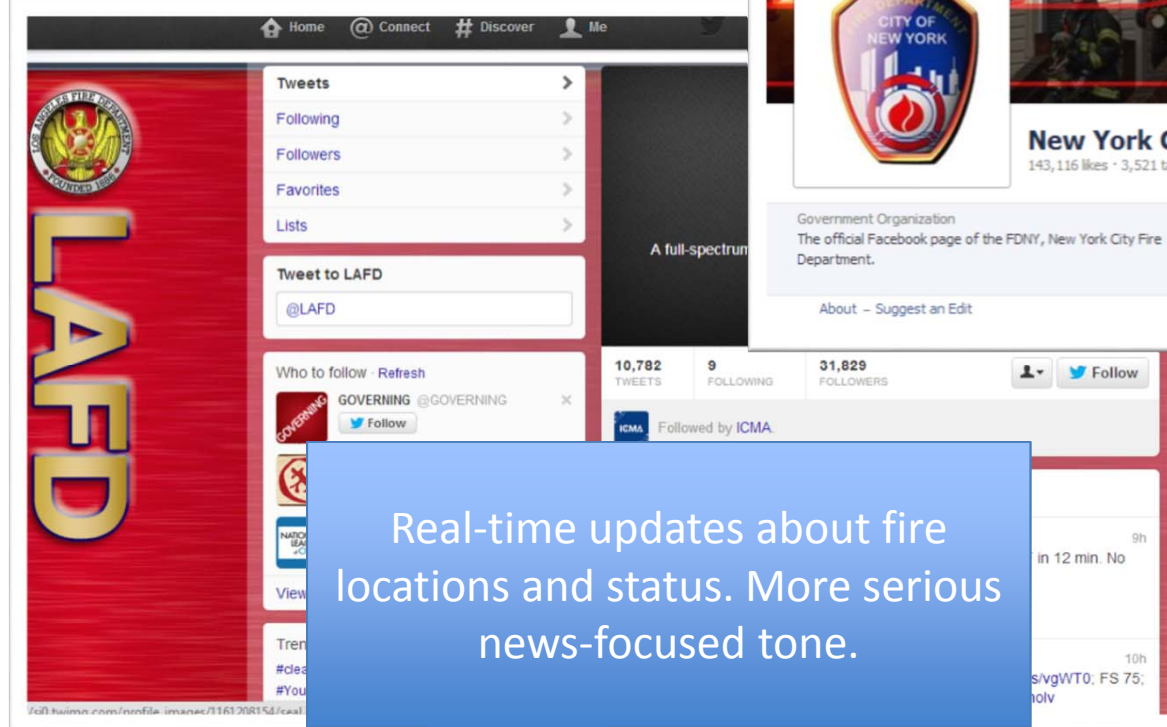
- Visual
- Fun
- Social / involving people
- Quirky / unique

events

Best practices:
Reinforce event branding.
Generate buzz with social contests.
Event photos.
Maintain connections over the year.

Best Practice – 70-20-10 Rule
Brand Building: 70%
Sharing : 20%
Promoting: 10%

safety



Real-time updates about fire locations and status. More serious news-focused tone.



Coverage Includes:
Safety tips, historical photos, news, memorials

Twitter ideal for real-time updates, traffic

community building

The image shows a screenshot of the San Francisco 311 Facebook page. The page header features a large background image of the San Francisco skyline. On the left is the 311 logo with the text "SAN FRANCISCO AT YOUR SERVICE". The page title is "San Francisco 311 Customer Service Center". Below the title, it says "467 likes · 5 talking about this · 11 were here". The navigation bar includes "Photos", "Likes", "Map", and "SF311 Service Requ...". A callout box on the left says "Best practice: Be social – support real-world activities and connect with people." A callout box on the right says "Special tab to report a problem and request service".

Best practice:
Be social – support
real-world activities
and connect with
people.

Special tab to report
a problem and
request service

parks & recreation

City of Boulder
Boulder sits 5,430 feet above sea level and is surrounded by a greenbelt of city trails and open spaces.
Boulder, Colorado · www.bouldercolorado.gov

9 Boards 91 Pins 0 Likes [Follow All](#)

Repins from
BoulderPage
Visit Boulder
Jamie Harkins

Beautiful Boulder
16 pins

Pearl Street Mall
13 pins

CU
13 pins

Spring Tulips
20 pins

Follow **Follow** **Follow**

Best of Boulder Colorado
Colorado Photo Share

Best practice: Pinterest users love projects and activities. Showcase your craft guild and highlight activities and fitness opportunities in your community .

Showcase your visual assets using a visual medium like Pinterest. Community boards let others pin.

getting started

- 1.0
 - Listen
 - Establish goals & policies
 - Plan
 - Schedule
 - Focus / streamline
 - 70/20/10 rule
 - Outsource



raising the bar

- 2.0
 - Monitor & report
 - Find your voice
 - Grow audience
 - Showcase success stories
 - Automated tools
 - Reputation Management / Crisis Management
 - Collaboration on documents, ideas, events for the organization



imagine the possibilities

- 3.0
 - Regular blogging
 - Twitter as EMS channel
 - Twitter as voting mechanism
 - Facebook as public discussion forum
 - Podcasts / YouTube



<http://www.firebellymarketing.com/wp-content/uploads/2013/07/36-rules-social-media.png>

a few resources

NEWS / TRENDS

- Mashable
- SlideShare
- HubSpot
- Marketing Profs

GOV SOCIAL MEDIA TRENDS

- Gov Loop
- Gov Delivery
- State Tech

MONITOR/REPORTING

- Hoot Suite
- Radian6
- Klout
- Google Alerts
- Social Mention
- Tweetdeck

Please share your favorites with me!

Questions/Comments?

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