

Social Media Startup

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How Mature is Your SM?

Twinkle in Eye

- No social media. Policy banning social media.

Toddler

- Couple Departments have Accounts
- Posting Happens Once a Month

Teenager

- Department Heads are Aware of SM Strategy
- Policies are Outlined on Expectations and Rules
- Platforms are Branded
- Updates are Pre-Scheduled

Adult

- Centralized Monitoring and Coordination
- Routinely Paying to Boost or Advertise
- Process for Quick Response to SM Inquiries
- SM Platforms Respected on Level of City Newsletters

X Steps On the March to SM Adulthood

- Steps for Starting from Scratch
- Simple Checklist to Run with Your Staff
- Perfect Project for Your Senior Management Analyst

Step 1 - Policy

- Write down your goals for social media
- Estimate your audience for social media platforms
- Get council to support move or understand it at least
- Draft a social media policy addressing city's goal and management process for social media

Step 2 – Management Framework

- Identify staff who will manage or monitor social media
- Set expectations for engagement level and frequency of posting
- Ensure designated staff have the right tools to execute
- Allocate or authorize new resources if needed
- Train staff as needed or provide an ongoing learning resource/mentor to work with

Step 3 – Brand It

- Lock in your city brand on channels or relevance, even those you won't immediately use (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Yelp)
- Use colors and graphics consistent with city website and other city identity
- Draft content and summary information to ensure it is accurate and consistent with the brand
- Place links to official channels on website

Step 4 – Promote It

- Feature new SM channels on existing communication platforms
- Update collateral with icons AND usernames for each SM channel
- Feature SM on homepage slider on website
- Use local press to cover use of SM

Step 5 – Secure It

- Setup a security management process on the social media channels
 - Don't let an employee walk out with the only keys to the SM kingdom
- Adjust HR and IT forms to address social media access rights
- Implement appropriate security tools available on each platforms
 - 2 factor authentication
 - Login alerts

Step 6 – Execute

- Integrate SM platforms into routine communications channels
- Develop a calendar of planned posts and respond to changing circumstance with ad hoc posts
- Monitor channels for mentions or messages directed at your social media channels

Step 7 – Monitor & Measure

- Review results from SM efforts
 - Increase in Followers or Likes
 - Response to postings and post types
 - Impact of SM on web traffic and visits
 - Notable spikes in community interests
- Compare audience with potential audience
- Evaluate erupting platforms and SM channel feature changes

Step 8 – Partner and Connect

- Use offline engagement to drive online sharing with community partners
- Engage in interaction with overlapping water agencies, counties, special districts, public safety

Step 9 – Spend to Amplify

- Spend money to boost a post
- Spend money to run a targeted ad on an event
- Track results and develop your cost/engagement ratio
 - Evaluate that in the context of other communication platforms

Step 10 – Get Rich

- Listen for the canary in the coal mine on local issues
- Respond to customer service requests through social media asks
- Delight residents who don't expect that you are listening by listening and responding to feedback
- Find your city rich with engagement, rich with connections, rich with feedback

Models for SM Management

Internal

- ACM, PIO or SMA assigned SM Management
- Expect ramp up of 15 to 20 hours to Achieve Toddler
 - ~2 Hours/Week at Toddler
 - ~10 Hours/Week at Teenager
 - ~15 Hour/Week at Adulthood
- Size of staff and city will impact efficiency and scope
- Required staff skills: political acumen, smart phone proficiency, skills on backend of SM platforms, understanding of online advertising, photography, videography & sense of humor

Hybrid Outsource

- Some ongoing work with partner needed for context
- Pre-planning and training gains scale
- Monitoring falls to larger group
- Immediate ad hoc postings are more challenging
- More staff support than replacement

Questions/Comments?





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