Life Well Run: Telling the Story of Local Government through Social Media

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How we talk about what we do in government is important critical

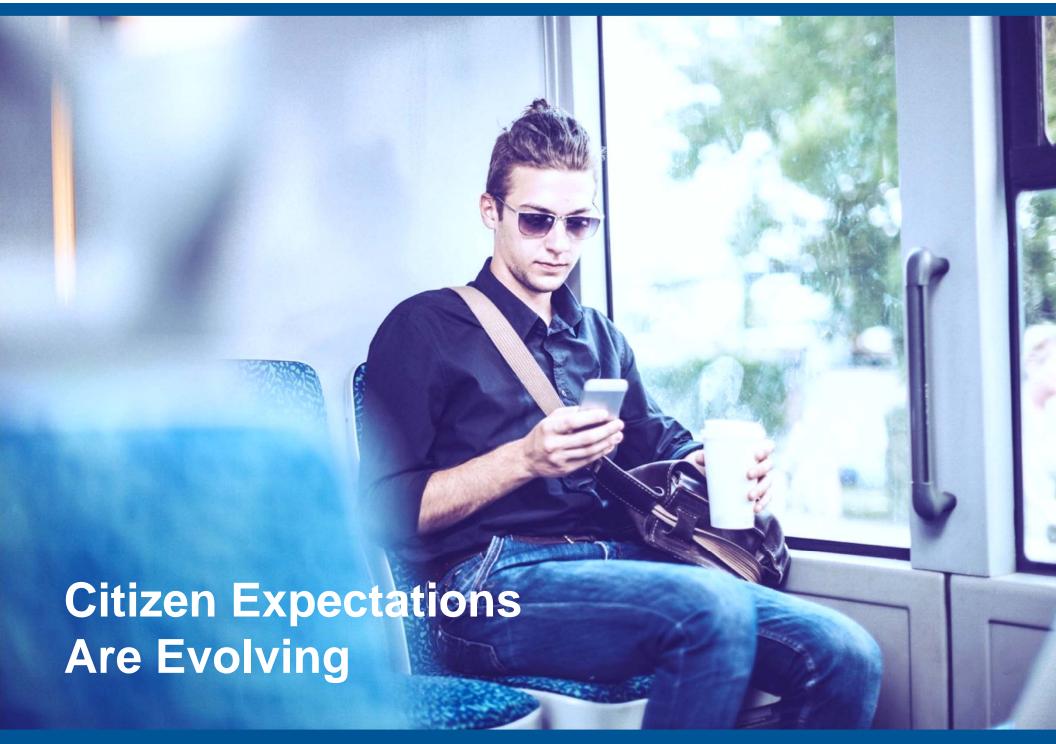


The State of Government Social Media

What's New?

- #GSMCHAT
- Increased Association Training
- Government Social Media Organization







Jason Wagar @jasonwagar



@311Toronto There's a dead raccoon on the sidewalk outside 819 Yonge (at the SE corner of Church).

6:05 AM - 9 Jul 2015



♠ 1,102 ★ 688







@jasonwagar Thank you for letting us know. This was reported a short while ago and Animal Services has been notified. ^de

6:17 AM - 9 Jul 2015



1 288 ★ 164









10:46pm #DeadRacoonTO is still here.





















Government Social Strategy is Evolving, too!



What does leadership support of government social media efforts look like?

- Empowering non-social staff to monitor SM (Tools like Topsy, Social Mention, Google Alerts, Advanced Twitter Search)
- Integrate SM discussions into broader initiatives (Strategic SM can solve challenges, #NCOtweetup, #WantedWednesdays)

The conversation continues...

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