

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

Kristy Dalton

CEO, Government Social Media LLC
& “GovGirl.com” Host









How we talk about

what we do in government is ~~important~~

critical



GOVERNMENT
SOCIAL
MEDIA

The State of Government Social Media



What's New?

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



Citizen Expectations Are Evolving



Jason Wagar

@jasonwagar

 Follow

[@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



311 Toronto 

@311Toronto

 Follow

[@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



288



164



Kris Pangilinan

@KrisReports



+ Follow

10:46pm #DeadRaccoonTO is still here.



RETWEETS
164

FAVORITES
131





**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...

@kristydalton22

#govgirl

kristy@GovernmentSocialMedia.com





2015 SEPT 27-30
seattle
ICMA ANNUAL CONFERENCE KING COUNTY

