

# Social Media: Telling the Story of Local Government

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Management Partners

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City of Kansas City



**ICMA 2016 | SEPT 25-28**

**KANSAS CITY**

102nd ANNUAL CONFERENCE



Hi, I'm Kevin...

...and I'm Chris





**Avinash Kaushik**

@avinash



Follow

OH: Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise its not better.

RETWEETS

154

LIKES

154



10:39 AM - 2 Mar 2009



154



154



**Avinash Kaushik**, Digital Marketing Evangelist – Google

<http://www.kaushik.net/avinash/>

# A Conversation?

- More like millions of conversations, 24-7-365
- Some are about you
- They are constantly shaping your brand, for better or for worse
- Doesn't matter if you're "doing" social media—it's happening whether you're there or not

# Join the Conversation

- Meet people where they are
- Make immediate contact
- Build a shared identity
- Engage in the democratic process
- Become the “go to” source for information about your organization

# KC old vs new logo-



KANSAS CITY  
MISSOURI

.....  
OFFICIAL



.....  
MONIKER











 Kansas City, MO   
@KCMO



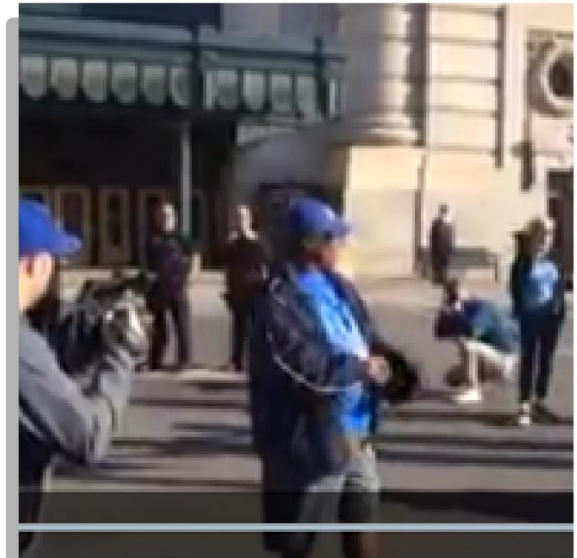
That Slugger is like 12' tall. Hoping we get some love from [#KCTrueBlue](#) [#goroyals](#) [@Royals](#) [#WorldSeries](#)



 Kansas City, MO   
@KCMO



How Blue are You for the [#Royals](#)? We want to know! Enter our [#KCTrueBlue](#) photo contest: [kcmo.gov/how-blue-are-you](http://kcmo.gov/how-blue-are-you)



 Kansas City, MO   
@KCMO



The first pitch has started!  
[#RelayTheWay](#)

# Hashtag Contest

City Council & budget staff discuss proposed budget

- A. #Budget2016
- B. #YourMoney
- C. #KCBudgetChat
- D. Create your own hashtag

# Who Uses Social Media?

## Who uses social networking sites

% of internet users within each group who use social networking sites

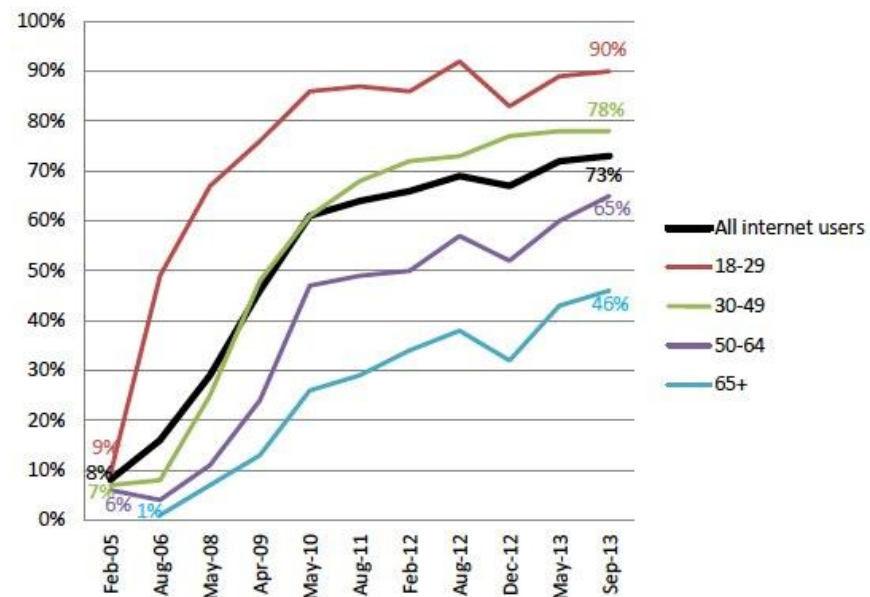
All internet users	74%
a Men	72
b Women	76
a 18-29	89 <sup>cd</sup>
b 30-49	82 <sup>cd</sup>
c 50-64	65 <sup>d</sup>
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.  
 Note: Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER

## Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites, over time



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

# Two Policies

- For employees
  - As representatives of the jurisdiction
  - To understand what is private
  - To segregate work and personal
- For organization
  - Roles and responsibilities
  - Policies and procedures

# Strategy

- Assignments
- Purpose
- Content pipeline
- Drive traffic to other online services



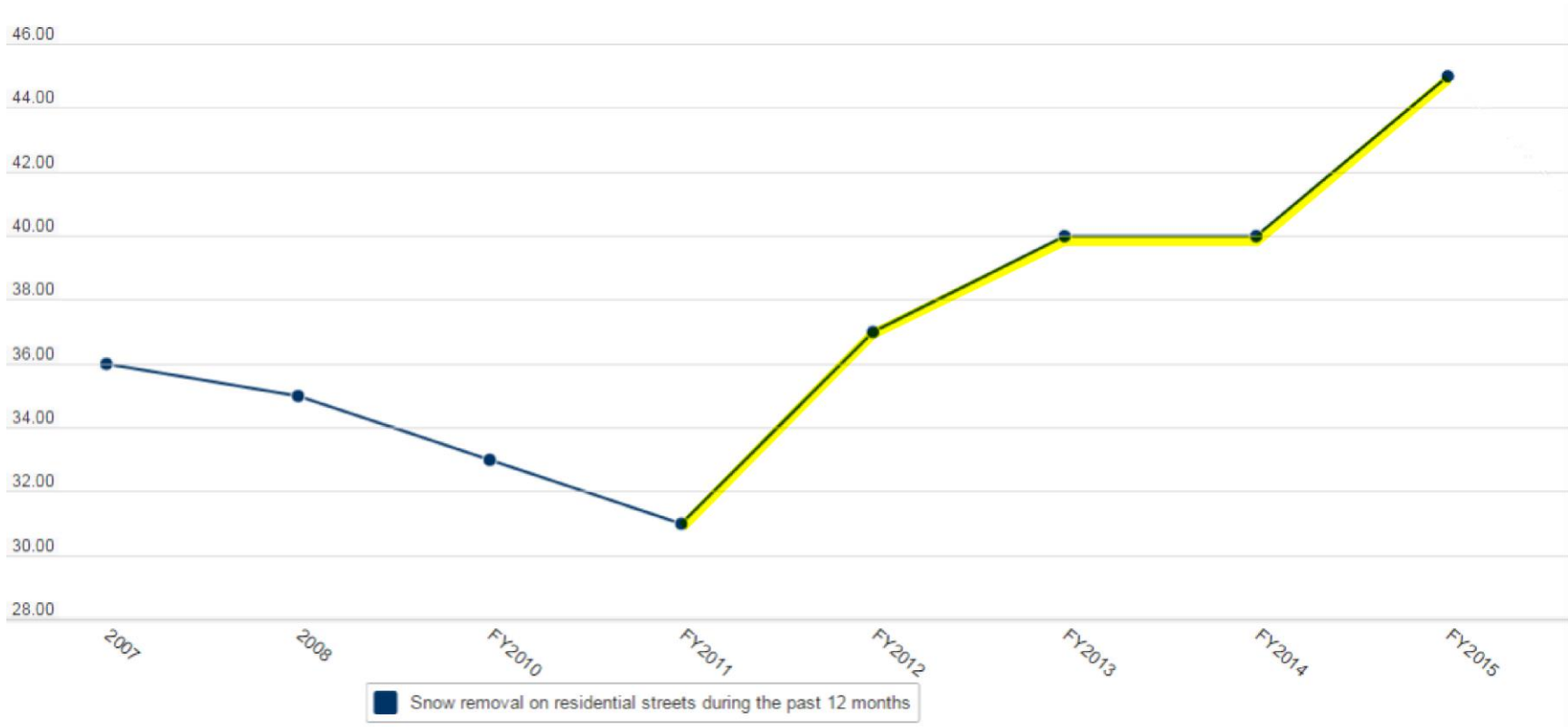
# Measuring Success

- Reach & Penetration—Views, subscribers, “likes,” “shares”
- Level of Engagement—Click-through rates, participation in online activities, citations
- Experience & Opinion—Satisfaction, user ratings, mentions, comment tone



“Part of what makes the Kansas City  
tweeter along distinctive is **ITS VOICE**,  
which is not precisely that of a  
police officer, but close. The tweeter  
is present but usually not involved;  
**AMIABLE BUT ALSO FRANK.**”

# Satisfaction – UP 14% over 4 years!



You believe in Customer Service, right?





# “Telling Stories”

A policy has been set

A street will be closed

An event will be held

A showcase of an individual employee

A building will be built

A storm is coming

# Where to Start?

Network	Uses	Try
<b>Facebook</b>	Personal	Share content and answer questions (5-10/week)
<b>Twitter</b>	Networking, news	Share information in real time, retweet relevant content, create list of local leaders (3+ day)
<b>YouTube</b>	Videos, specifically cat videos	Upload short content on news and events, keep library of meeting videos (1-2/week)
<b>LinkedIn</b>	Professional	Post jobs, agency information, content about working in your field (2-4/month)
<b>Instagram</b>	Photographs	Share pictures of parks facilities, events, ceremonies (1-2/week)



**Governor Jay Nixon** ✓  
@GovJayNixon



Voting in [#JCMO](#) this morning. Make sure to cast your ballot & make your voice heard [#Election2014](#)

# Beware the Social Media Snowball



#SocialSnowball

# #DeadRaccoonTO



**One Concerned Citizen:**

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



**The City:**

[@jasonwagar](#) Thank you for letting us know. This was reported a short while ago and Animal Services has been notified.



[@311Toronto](#) Excellent, thanks!  
Poor fella had a rough night.



Rest dear raccoon.  
Help is on the way  
from the city.

### Citizen Engagement: "Rest dear raccoon. Help is on the way from the City."



#DeadRacoonTO



Drake's  
Reaction



#DeadRacoonTO  
donations



The City  
finally arrives!

# Frequent Fliers

- 1.) Rapid Response
- 2.) Educate & Engage
- 3.) Communicate & Counsel

**MAKE IT A PRIORITY**

**BE AUTHENTIC**

**KEEP FEEDING IT**



# GovGirl

Secret Identity

**Kristy Dalton**

Twitter

**@KristyDalton22 #GovGirl**

YouTube

**[www.youtube.com/user/](http://www.youtube.com/user/GovGirlBlog)**

**GovGirlBlog**

Government Technology

**[www.govtech.com/govgirl/](http://www.govtech.com/govgirl/)**

# Questions/Comments?

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