

Newsroom to YouTube: Scalable Community Engagement

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#ICMA2018

ICMA
conference

BALTIMORE
104th Annual Conference
SEPTEMBER 23-26 **2018**



TOPIC TAKEAWAYS

- Embrace and Harness Today's Technology
- Develop a Multi-Dimensional Approach to Community Outreach & Communication
- Make Sure “They” (Your Residents) Hear YOUR Message
- Engage & Build Trust With Your Community



The “On Demand” World In 2018

- You Can NEVER Provide Too Much (or Enough) Information
- The “Ease of Access” is Paramount
- Photos AND Video Are The New “Text”
- How to Get “Your Message” Out.....In Rapid Fashion!



THEN.....



SOUTH MIDDLESEX DAILY NEWS - MAY 10, 1977

NOW.....



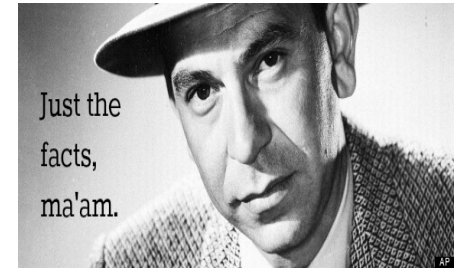
Today's Technology Demands That YOU Adapt



- News Today Is Delivered “As It Happens”
- The Need For Community Leaders To Report & Update IS Real
(If YOU'RE Not Reporting, SOMEONE ELSE Is)
- Plan Ahead! Develop Protocols For Any Type Of Incident/Event:
 - “What” To Say
 - “How” To Say It
 - “When” To Say It

“WHAT” To Say

- **As Much As Possible**
 - **Factual Details {Verify Info....Do Not “Wing It”}**
 - **Where Can Help/Assistance Be Received**
 - **What “We” Expect From The Community During The Incident**
- **Alleviate Fears & Help Resolve Uncertainty**
 - **Resolution/Mitigation/Response Measures Being Undertaken**
- **Provide Timelines**
 - **Expected Incident Duration & Resolution**
 - **When The Next Update(s) Will Happen**



“HOW” To Say It

- **Choose The Right Media & Know Its Audience, Capacity & Limitations**
 - **Twitter – Breaking News & Alerts**
 - **Facebook – Use Town/City Page To Expand On Immediate Info.**
 - **Facebook LIVE – Immediate Large Scale Incidents; Community Events**
 - **YouTube – Video Reference Library of Community Messages**
 - **City/Town Web Site – Operational Updates, Calendars & Contact Points**
 - **Mass Telephone Notifications – Emergency Notifications**
- **Photos & Video Tell The Best Stories**
- **Be Concise....But Not Robotic Or Guarded**
- **Be “Yourself”! Leave The Sensationalism To Those Who Win Emmys**



“WHEN” To Say It

- **The Nature Of The Incident/Event Dictates Timing**
 - **Health & Safety Precautions & Preparation Considerations**
 - **Security & Safety Needs Of Responders & Public Factors**
 - **Long Duration Events Require Multiple Updates**
- **Research, Discuss, And Review With Your Team**
- **Avoid Unnecessary Delays – But Don’t Rush**
- **Monitor Broadcast & Social Media – Correct The Misinformation**



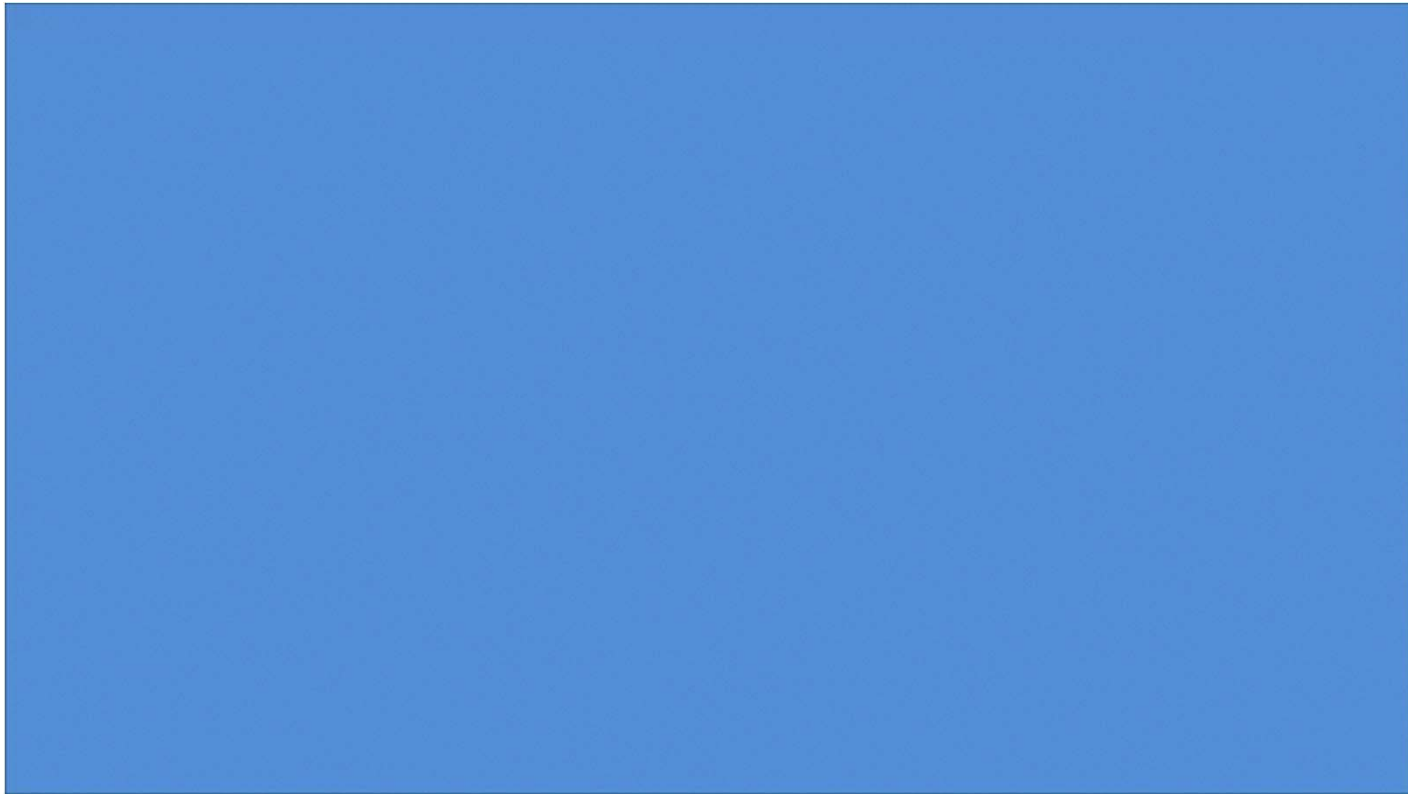
AVOID THE BIGGEST MESSAGING PITFALL!

Beware Of The “Boy Who Cried Wolf” Syndrome





MEDWAY LIVE VIDEOS – March 2018





MUNICIPAL MEDIA: PROVIDE, PROMOTE, & PRAISE

- **Provide Needed & Relevant Information, Alerts & Instructions**
- **Promote Organizational Services, Goals & Mission**
- **Praise Your Team – The Ones Who Are Getting “It” Done**

An aerial photograph of Baltimore, Maryland, showing the harbor, city buildings, and a marina. A banner is overlaid on the top center of the image. The banner has a dark blue section on the left with the ICMA logo and 'conference' in white, and a white section on the right with 'BALTIMORE' in large red letters, '104th Annual Conference' in smaller black letters, and 'SEPTEMBER 23-26' in black. The year '2018' is written in large red letters to the right of the date. At the bottom right, there is a dark blue curved banner with the hashtag '#ICMA2018' in white.

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