Newsroom to YouTube: Scalable Community Engagement

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#ICMA2018
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
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