Building Positive Relationships in the Digital Age

Ken Terrinoni, County Administrator, Boone County, Illinois
Dottie Schindlinger, Governance Technology Evangelist

Monday, September 24
3:30 p.m. – 4:00 p.m.

ICMA Conference Presenters

#ICMA2018
Session Speakers

Dottie Schindlinger
• VP & Governance Technology Evangelist
• BoardDocs (A Diligent Company)

Kenneth Terrinoni
• County Administrator
• Boone County, Illinois
Session Announcements

• Session will last 30 minutes
• We will include a question and answer period at the end of the presentation
• Resources will be shared after the session (sign-up sheet)
How Can We/Do We Connect With Citizens

Social Media
- Facebook
- Twitter

Print Media
- Newspapers
- Editorial, Columns
- Local Magazines
Ways We Connect with Citizens

- Website
- Purpose/Content
- Ease of Navigation
- Bots”, Database of Common Questions
- Blogs
Ways We Connect With Citizens

Public Meetings

• Public Comment
• Before/After the Meeting
• Sound/Visual Quality
• Rebroadcast the Meeting (YouTube/Cable TV)
• Professionalism of the Meeting
…Other Ways We Connect With Citizens

• The “People” Connection
• Microsoft: “Connecting People”
• Local Popular Places
• Open House (Comprehensive Plan)
• Business Events
  • (Chamber Annual Business Expo)
• Government Functions
• Large Events (County Fair, 4th of July Event)
The People Connection/ID the “Mavens”

- “Maven”: One who accumulates knowledge
- “People Specialists” & Information Specialists
- The “Market Maven” learns the knowledge, then wants to tell you about it.
- Knowledge and social skills to start word-of-mouth epidemics (source: *The Tipping Point*, Malcolm Gladwell)
More Items to Consider:

• What is your mission statement as a local government?
• How do you create a coordinated message to promote throughout your organization (especially difficult for counties)
• How do you know you have reached the citizens?
• Manage media relationships
• Accept what you cannot control, use due diligence

Boone County Mission:
Boone County is a boutique county that cherishes its rural heritage, has access to world class transportation options, is receptive to change and committed to deliver quality services in a fiscally responsible manner.
Some Final Thoughts:

Q: How do you connect in the era of social media?

A: The same way you tried to connect before social media
Question & Answer Period

Questions?

Kenneth Terrinoni
ktboone@boonecountyil.org

Dottie Schindlinger
dschindlinger@diligent.com

BoardDocs
info@boarddocs.com