

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

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conference

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



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

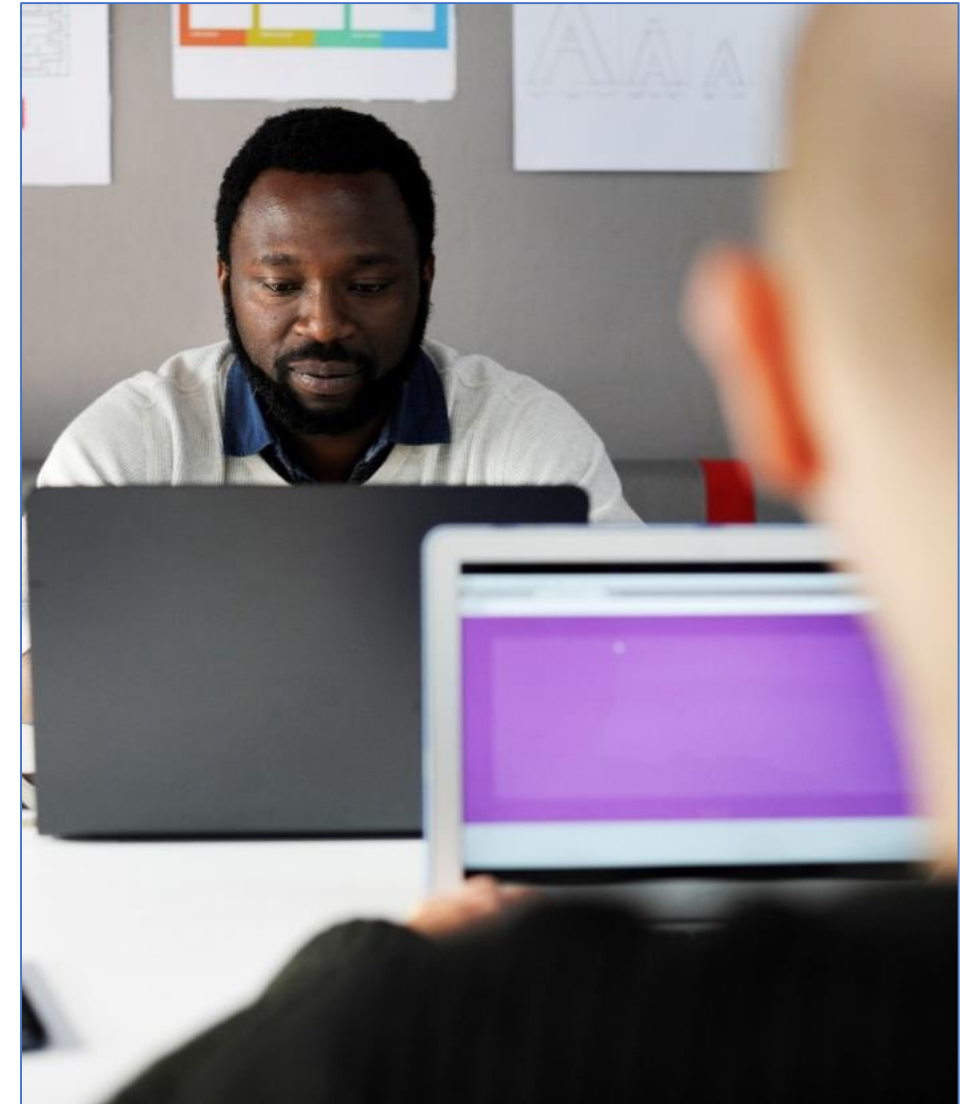
Print Media

- 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?

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