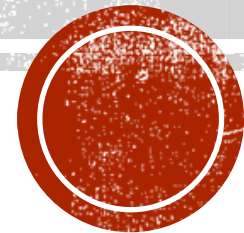
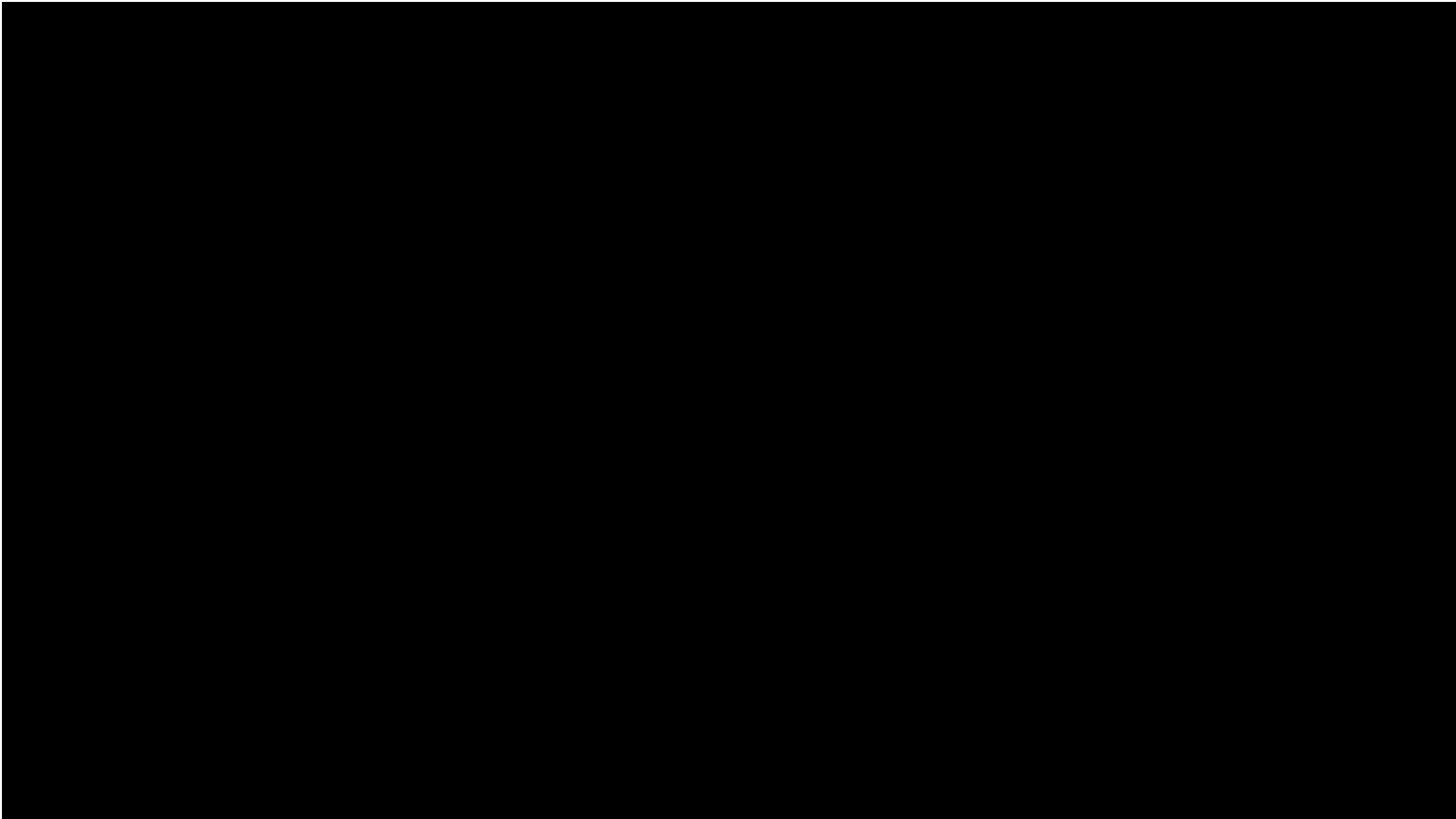


SOCIAL MEDIA

MAKING IT WORK FOR YOUR CITY

Aubrey Weatherford





**RAISE HAND IF YOU HAVE SOME
KIND OF SOCIAL MEDIA FOR
YOUR CITY OR TOWN**



**RAISE HAND IF YOU OR
SOMEONE IN YOUR
DEPARTMENT MANAGES IT**



**RAISE HAND IF YOU HATE
FACEBOOK IN GENERAL**



**“WE DON’T HAVE A CHOICE ON
WHETHER WE DO SOCIAL
MEDIA, THE QUESTION IS
HOW WELL WE DO IT.”**

-ERIK QUALMAN



PUBLIC IMAGE: A PROBLEM FOR EVERYONE

| | Under 10,000 Cities (87) | | | 10-20,000 Cities (25) | | | Over 20,000 Cities (34) | | |
|-------------------------|--------------------------|-------|--------------|-----------------------|-------|--------------|-------------------------|-------|--------------|
| | High | Low | Avg | High | Low | Avg | High | Low | Avg |
| Financial Stability | 9.00 | 2.00 | 7.04 | 7.00 | 5.00 | 6.70 | 10.00 | 7.00 | 7.69 |
| Governing Body | 10.00 | 1.00 | 7.09 | 10.00 | 5.00 | 7.11 | 9.00 | 4.00 | 7.78 |
| Meetings | 10.00 | 1.00 | 7.26 | 10.00 | 1.00 | 6.45 | 10.00 | 4.00 | 7.60 |
| Employees | 8.00 | 10.00 | 7.55 | 8.00 | 5.00 | 6.63 | 10.00 | 5.00 | 7.69 |
| Public Image | 10.00 | 1.00 | 5.99 | 9.00 | 1.00 | 5.84 | 8.00 | 1.00 | 7.03 |
| Crisis Management | 10.00 | 1.00 | 7.46 | 10.00 | 10.00 | 8.52 | 10.00 | 6.00 | 8.48 |
| Economic Development | 10.00 | 0.00 | 6.02 | 8.00 | 5.00 | 7.14 | 10.00 | 7.00 | 8.26 |
| Planning & Goal Setting | 10.00 | 1.00 | 6.27 | 9.00 | 5.00 | 6.58 | 9.00 | 7.00 | 8.05 |
| Administration | 10.00 | 4.00 | 7.32 | 10.00 | 1.00 | 6.76 | 10.00 | 6.00 | 7.83 |
| Communication | 10.00 | 1.00 | 7.00 | 10.00 | 1.00 | 5.76 | 9.00 | 5.00 | 7.23 |
| TOTAL | 97.00 | 22.00 | 69.00 | 91.00 | 39.00 | 67.49 | 95.00 | 52.00 | 77.64 |



MY GOAL

- Create Online Presence for Cities Without
- Improve Public Image by Sharing Good News
- Promote What You Do Well
- Reach the Citizens, Educate on City News
- Reach Outside City Limits, Increase Tourism
- Increase Economic Development



WRITE YOUR OWN STORY



WHAT

WE DO

WELL



WHAT TO WRITE

Be truthful

Be factual

Be kind

Be humorous

Be smart

Be engaging

Be responsive

Don't be rude

Don't be crass

Don't ignore



BY THE NUMBERS

69%

of Americans use Facebook
(PEW Research, 2019)

74%

of those check Facebook every day
(PEW Research, 2019)

43%

of Americans get news from Facebook



Social Media Active Monthly Users 2016



1.55 Billion

If FB was a country it would be the most populated in the world, ahead of China and India



1 Billion

If YouTube was a country it would be the 3rd most populated country behind China, India and ahead of the US



540 Million

4th Most populated behind YouTube and ahead of the US which has 322 Million people



400 Million

5th Most populated behind Google+ and still ahead of the US



320 Million

7th most populated in the World behind the US

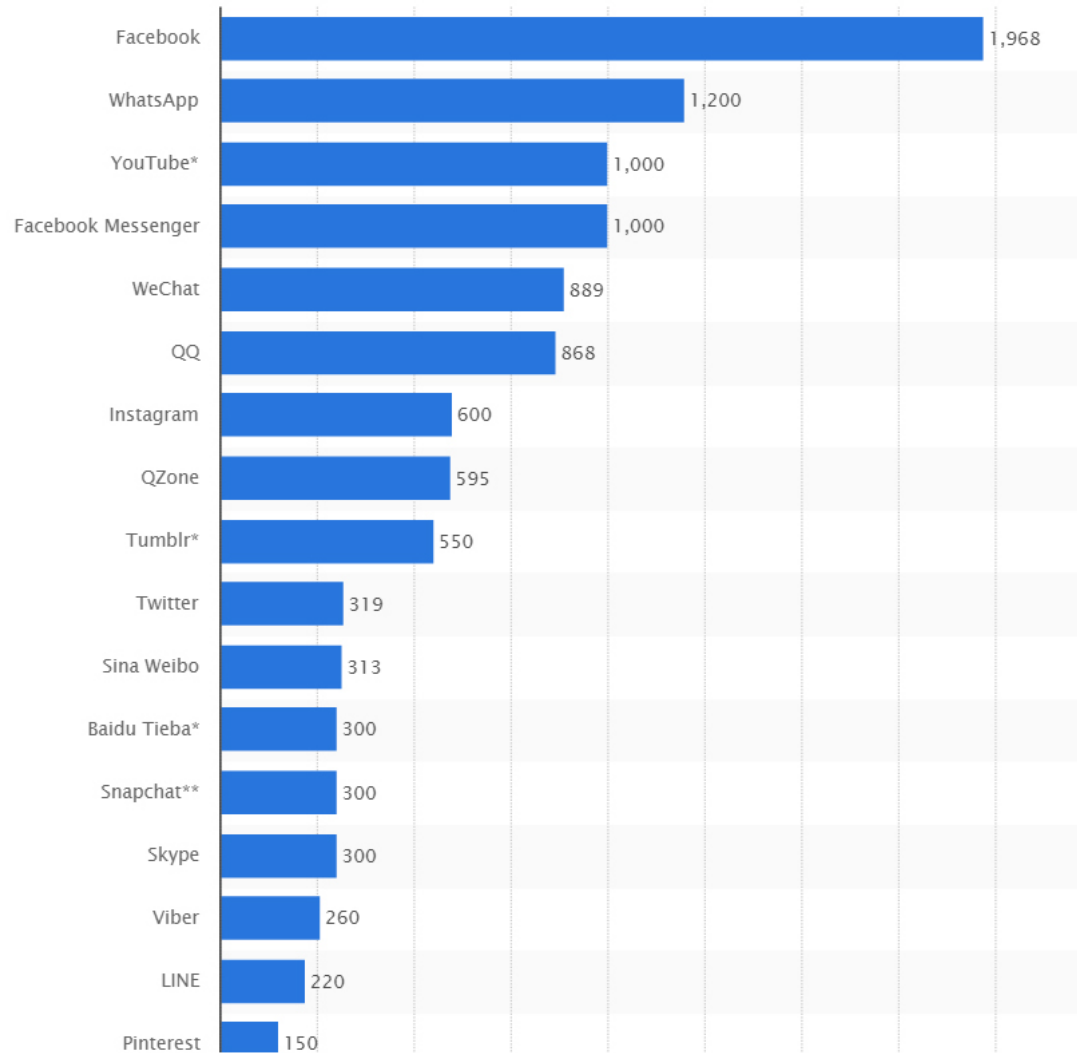


200 Million

10th most populated behind Indonesia, Brazil and followed by Pakistan



Most famous social network sites worldwide as of April 2017, ranked by number of active users (in millions)



ABOUT THIS STATISTIC

This statistic provides information on the most popular networks worldwide as of April 2017, ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at 1.97 billion monthly active users. Seventh-ranked photo-sharing app Instagram had over 600 million monthly active accounts. Meanwhile, blogging service Tumblr had more than 550 million active blog users on their site.

[Show more](#) ▾

SPECIAL FUNCTIONS

Download as ...

- Graphic (PNG) +
- Excel (XLS) +
- PowerPoint (PPT) +
- PDF +

Options

- Settings +
- Print +
- Research Alerts +



BY THE NUMBERS

- “Facebook” is the world’s top Google search query
- Facebook is the world’s 3rd most visited website, after Google and YouTube
- People spend an average of 11 minutes and 26 seconds on Facebook each time they visit it
- There are more than 10 million Facebook Groups, used by 1.4 billion people monthly
- 79% of Facebook users access the platform only by phone; 19% access via phone and computer; and 1.9% only use a computer
- Video posts earn the highest engagement of any type of content on Facebook



ACCORDING TO FACEBOOK

- At least 1 post per day or you start losing reach
- Change the types of posts regularly (photo, video, link)
- Utilize Facebook Live – getting more engagement & reach
- Should be an active platform, not passive.
- A great way to get facts out quickly
- A way to make “the city” approachable, softens the edge of government
- 80% of posts should be about the community as a whole, human interest, 20% about city notices. Think positive/fun v. necessary.
- A great way to answer questions and correct facts (many times found in gossip)



HOW DO YOU POST SO OFTEN

- Library
- Police
- Fire
- Animal Shelter
- Recycling
- Trash Service
- Streets
- Water
- Schools
- Events
- Parks
- Employee Recognition
- Staff Out Working
- Chamber
- Downtown
- Industry
- Local Business
- Economic Development
- Growth Stories
- Awards
- Weather
- History
- #tbt
- National Days (list)
- Holidays
- Local Events
- Fun Facts
- Necessary Evils (road closing, water line, emergency situation)



FIRST YEAR: 1,617 FOLLOWERS

CITY OF MANNFORD POPULATION: 3,000

Total Page Likes as of Today: 1,617



MANNFORD WORKED




- Point of engagement
- Continually updated
- Ability to review stats
- A link to businesses
- A link to Keystone Lake/Tourism
- A link to the County
- Varied posts
- Showing the community what is in their backyard
- Promotional video in the works
- A way for the community to feel a part of what the city is accomplishing




TOP POST


35,897
REACHED

207 SHARES





 **City of Mannford** with Travis Wilson and 4 others.
Published by  Jordan Henry [?] · January 24 · 

We can't wait for [Yogi Bear's Jellystone Park at Keystone Lake](#) to open for the season on May 15th - that's only about 15 weeks away! Three fishing piers, the basketball court, the sand volleyball court and two playgrounds will open then, and camping and planned activities will begin. Yogi Bear's Water Zone opens Memorial Day weekend, and includes the new Wibit Aqua Park, new activity pool, new splash pool and two 200-foot water slides, as well as paddle board and kayak rental. A rendering of what the completed water slides should look like is below. What are you going to try first at Jellystone Park? Tell us in the comments!



 **Get More Likes, Comments and Shares**
Boost this post for \$3 to reach up to 1,000 people.

35,897 people reached **Boost Post**

   154 79 Comments 207 Shares 



**“EVERYTHING YOU POST ON
SOCIAL MEDIA IMPACTS
YOUR ‘CITY’ BRAND.**

HOW DO YOU WANT TO BE KNOWN?”

-LISA HORN



WHAT IS YOUR CITY BRAND?

- Positive
- Negative
- Crime-focused
- Street closures
- Water line issues
- Agendas & Minutes
- Well-Rounded
- Family-Friendly



**“LISTENING IS THE MOST IMPORTANT
THING A “CITY” CAN DO ONLINE.
IF YOUR BRAND IS JUST BROADCASTING
ITS OWN AGENDA, IT ISN’T TRULY
ENGAGING IN CONVERSATION.”**

-JEREMY GOLDMAN



GOSSIP PAGE 101

- You will get beat up
- There will be false information
- It is hard to combat

- Staff & council should NOT respond on the gossip page
- Watch the commentary and use facts on the city page to get the correct information out

- **HAVE A SOCIAL MEDIA POLICY**



SOCIAL MEDIA POLICY

- Identify rules for staff and elected people
- Clearly state what constitutes inappropriate behavior
- Identify if and when you will hide or delete content or comments
- Post the policy on your page

- Samples Online

- “Comments posted to this page will be monitored. The City of Harrah reserves the right to hide or remove comments, including those that have obscene language or sexual content, threaten a person or organization, support or oppose political candidates or ballot propositions, promote or encourage illegal activity, promote commercial services or products, promote individual causes, websites or social media sites or are not topically related to the particular posting.”



COMMON QUESTIONS

- Can I just delete comments?
- Can I hide comments?
- Can we turn comments off completely?
- What about Facebook messages?
- What is the difference in Facebook & Instagram?
- We have an election coming up (bond issue, sales tax), should we post about it?



ELECTIONS



FIND YOUR TEAM — ENGAGE & EDUCATE

- Chamber of Commerce
- Main Street
- Downtown District
- School District
- Local Business
- Employees
- Council
- Local Press



BE RELEVANT, REAL, READY

- **Relevant**: What do your citizens care about? What are their questions? How can you help them? What do they need to know to be good, informed citizens?
- **Real**: Be truthful in what you share, and as transparent as allowed.
- **Ready**: Be prepared to answer questions and engage with your community. Be prepared to use social media for an emergency situation.

By building trust in the day-to-day, your citizens will turn to you when it is critical.



BE AWARE OF WHAT YOU POST

- Copyright: Get images from reputable sources
 - Better yet – take your own photos
- Negative Comments
 - Can I delete or hide?
- Watch What You Share



LEARN FROM YOUR PEERS

Follow other cities, in Oklahoma and beyond.

Roanoke, VA

Round Rock, TX

Gilbert, AZ

Enid

Stillwater

Oklahoma City

Broken Arrow

Follow other local pages to
know what else is going on.

Chamber Business Groups Civic Groups



CONTEST



HWY 97 Challenge!



Nice job Sand Springs!

Thanks for participating in our prize-filled Highway 97 Challenge with our friends at the City of Sapulpa. We upped our 2020 U.S. Census response several key points and kept our lead through May 1st contest deadline! Way to represent Sand Springs!

It's not over! Please make sure you've completed your 2020 U.S. Census to secure our community's share of federal funding and more. It's easy. Simply complete the census online today at <http://my2020census.gov/> or by mail with the form sent to your residence. You can also call 844-330-2020 and speak with a census operator. Be sure to include everyone living in your household. Your submission is private and confidential.



| HWY 97 Challenge (as of 5/02/20) | Latest Response Rate (INCOG.org) : |
|----------------------------------|------------------------------------|
| Sand Springs | 61.8 % |
| Sapulpa | 57.4 % |

CENSUS TRACKER HWY 97 challenge

Sapulpa: 49.6%

Sand Springs: 54.5%

As of April 18, 2020. www.incog.org



CONTEST

Capture Christmas in **SAPULPA**



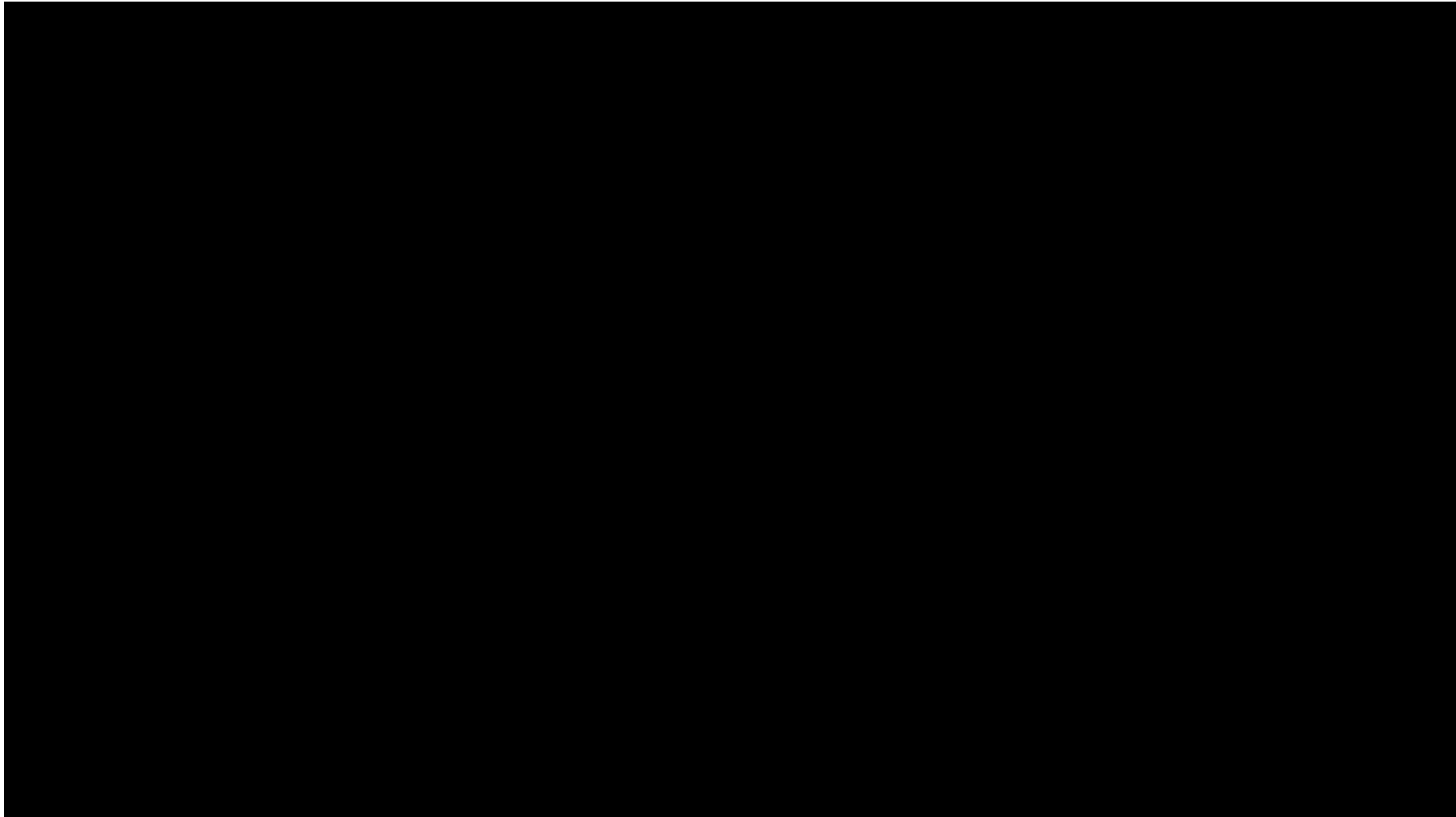
*It's A Wonderful
SAPULPA*

Take Christmas photos at these Sapulpa photo spots & share them here!

Martha's Corner
City Hall Ornament
Sapulpa Merchants
Creek County Court House
Crossroads of America
Christmas Parade
Carriage Rides
Jingle Bells Giveaway
Or any of your favorite Sapulpa spots!



VIDEOS (YOU DON'T HAVE TO BE A PRO)



VIDEOS (PROMO.COM)



THE POTENTIAL REACH



Sand Springs Police Department

Published by Mike Carter [?] · August 21 at 7:26am · 🌐

SSPD DOs and DON'Ts for today's eclipse event.

1. DO NOT park on major roadways in order to watch it.
2. DO NOT drive with eclipse glasses on.
3. DO NOT call our dispatch to find out the time of the eclipse. It will be approximately 1:07 p.m. at it's max in Sand Springs.
4. DO NOT call us about your neighbor not having eclipse glasses on their dog, cat, horse etc.
5. DO NOT steal, fight, or otherwise commit crimes during the event. We want to watch it too.
6. DO NOT call us to report your Sun as missing.
7. DO be safe
8. DO have a wonderful time watching this rare event.



Get More Likes, Comments and Shares

Boost this post for \$3 to reach up to 1,100 people.

225,379 people reached

[Boost Post](#)

👍❤️👍 1.8K

144 Comments 1.6K Shares



👍 Like

💬 Comment

➦ Share

225,379 People Reached

7,713 Reactions, Comments & Shares

3,028

👍 Like

961

On Post

2,067

On Shares

145

❤️ Love

58

On Post

87

On Shares

2,356

😂 Haha

855

On Post

1,501

On Shares

27

😱 Wow

6

On Post

21

On Shares

527

Comments

164

On Post

363

On Shares

1,650

Shares

1,613

On Post

37

On Shares

39,472 Post Clicks

1,441

Photo Views

19

Link Clicks

38,012

Other Clicks

NEGATIVE FEEDBACK

81 Hide Post

22 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



FACEBOOK TIPS & TRICKS



CITY OF SAND SPRINGS, OKLAHOMA

RESOLUTION NO. 21-05

**A RESOLUTION RELATING TO THE RETENTION OF
PUBLIC RECORDS OF THE CITY AND RELATED ENTITIES**

WHEREAS, the City of Sand Springs has not updated its policies concerning the retention and destruction of public records in recent years.

WHEREAS, state statute (11 O.S. 22-131) provides specific guidance for a number of public records, but allows each local municipality to determine the retention policy for records not specifically regulated by state law;

WHEREAS, some electronic records are not currently covered by any state law or city policy and a clear policy in regard to those records is in the best interest of the residents of the City of Sand Springs;

WHEREAS, flexibility to determine a retention process for unidentified records will assist with the overall operations of the City and better serve the public.

THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAND SPRINGS, OKLAHOMA, AS FOLLOWS:

1. The attached records retention schedule is adopted as the records retention schedule of the City.
2. The City Manager is authorized to enact additional policies for any records not listed or regulated by state law to ensure an adequate retention time period
3. The City Manager is authorized to scan municipal records as originals as authorized by 11 O.S. 22-132, and to retain electronic copies in lieu of paper copies, and the destruction of the paper copy is authorized upon retention of the electronic copy.
4. The City Council further finds that all personnel records of employees who report directly to the City Council should be maintained as confidential personnel records and should not be publicly disclosed without an affirmative vote to do so by the City Council or by a signed release by the employee directing the public disclosure of their confidential personnel records.
5. For all employees of the City who report to the City Manager, the City Manager is authorized to establish those procedures that are necessary to protect the confidential nature of personnel records, and to only release records in accordance with state law, the policies of the City, and/or the consent of employee, all as determined within the sole discretion of the City Manager.

RECORD RETENTION



RECORD RETENTION & SOCIAL MEDIA

2020 Record Retention Policy

| DEPARTMENT | DESCRIPTION | RETENTION TIME/STORAGE LOCATION | CITATION |
|-----------------|---|---|--|
| All Departments | Action Center Records Complaints (work orders) regarding service and requests for service. | 2 years | |
| All Departments | Contracts totaling \$5,000 and below Contracts \$5,000 and below may be signed by Department Head; said department responsible for retention and storage of contract | Term of the contract plus five (5) years from the last transaction date; stored in departmental files | Open Records Act |
| All Departments | Electronic Mail and Text Messages, Electronic Audio Files and Browsing History Including any message or electronic message sent or received by a public official or employee using a city email account or electronic device paid by public funds, or while created while on duty with the city, may be deleted upon receipt unless required to be maintained by state law. | May be deleted upon receipt unless required to be maintained by state law | City of Sand Springs, Resolution No. 19-33 |
| All Departments | Policy and Procedure and/or Training Manuals Internal rules and regulations of the municipality sometimes separated by department. May include step-by-step procedures used as training manual for job. | Immediate upon replacement by new policy | Current Practice |
| All Departments | Social Media Including but not limited to Facebook, LinkedIn, Twitter, Instagram or other similar platforms, any post, content, message or comment initiated on behalf of the City is authorized to be removed, destroyed and not retained after five days. The City is not responsible for maintaining posts, comments or messages by any person not affiliated with the City | 5 days | City of Sand Springs, Resolution No. 19-33 |
| All Departments | Voice Mail Messages recorded on the city phone system may be deleted upon receipt unless required to be maintained by state law. | May be deleted upon receipt unless required to be maintained by state law | City of Sand Springs, Resolution No. 19-33 |



QUESTIONS

Aubrey Weatherford

Aubrey@municipalok.com

