



Local Government Internet Strategies Bringing the Pieces Together

Contract Cities Annual Municipal Conference
May 2011

Overview

- Tripepi Smith Internet Strategy Study: CCCA Member Results
- 5 Key Social Media Points for Cities
- 3 Cold Realities of Internet Strategies



Why Should You Care?

- Maintain Positive Relationships with Residents
 - Poll show people trust the local government. Remind your residents to feel that way
 - Connected residents now pay dividends later (combatting Sacramento or implementing tough budget cuts)
- Keep Track of the Pulse of the People
 - Engage Residents to Listen
 - Stay Ahead of Issues
- An Opportunity to Educate
 - Having clear communication channels now makes it easier to use them when you need them



Part I

CCCA MEMBER INTERNET STRATEGY STUDY



TRIEPI SMITH & ASSOCIATES

Internet Strategy Study Methodology

- Focus On Simple Yes/No Questions
 - Social Media
 - Website Features
 - Elected Connectivity & Email Response
- 67 Cities in CCCA Membership
- Used a Point Weighting System to Subtotal Cities
- Did Not Publish All Rankings to Avoid Unneeded Media Attention
- Invite Surveyed Cities to Request Detailed Results

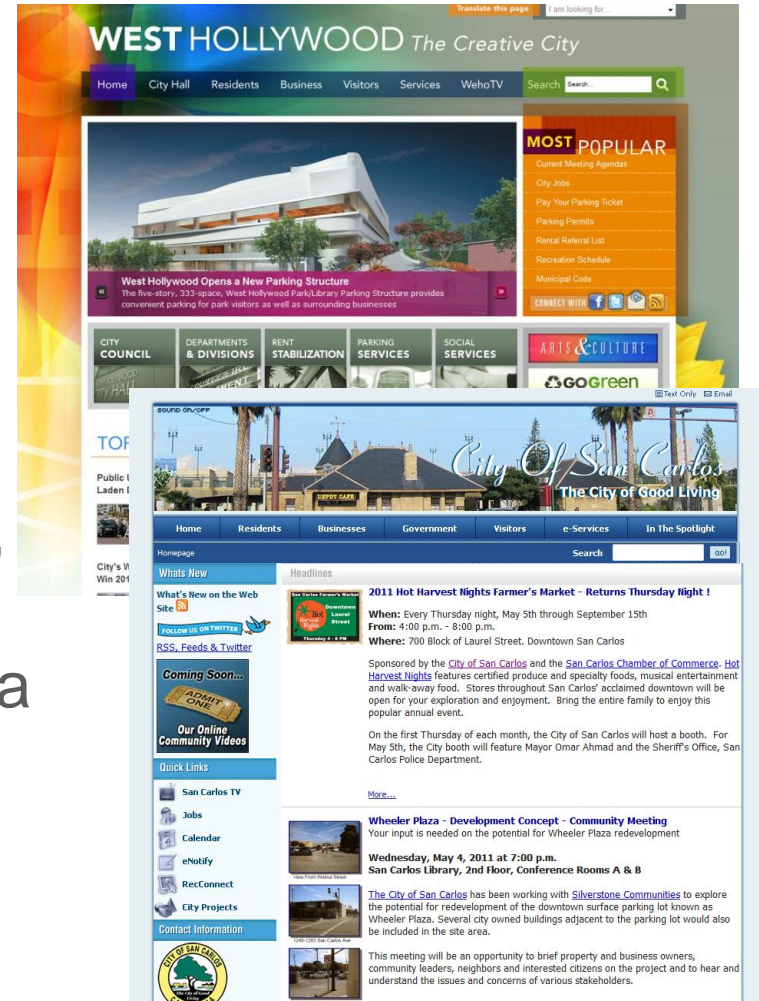


Highlighted Findings

Top Scoring Cities

Perfect Score

1. West Hollywood
2. San Carlos
3. Lancaster, Palmdale
4. Lakewood, Perris, Azusa, Bellflower, Diamond Bar, Long Beach, Santa Clarita



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Highlighted Findings

Friendly URL	Search Results	Twitter	Twitter Use	Facebook	Facebook Use	Council Meeting Video	Search on Site	Elected Email on Site	Elected Email Response	Budget Online	Mobile Accessible	Social Links	Total Points
47	55	19	13	27	19	31	64	51	11	54	7-60*	12	95

Count of Cities Having Feature out of 67 Total

*Two criteria: Optimized for mobile device and viewable for mobile device.



WEST HOLLYWOOD *The Creative City*

Home

City Hall

Residents

Business

Visitors

Services

WehoTV

Search

Search...



West Hollywood Opens a New Parking Structure

The five-story, 333-space, West Hollywood Park/Library Parking Structure provides convenient parking for park visitors as well as surrounding businesses

MOST POPULAR

[Current Meeting Agendas](#)

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[Rental Referral List](#)

[Recreation Schedule](#)

[Municipal Code](#)

CONNECT WITH



CITY
COUNCIL



DEPARTMENTS
& DIVISIONS



RENT
STABILIZATION



PARKING
SERVICES



SOCIAL
SERVICES



ARTS & CULTURE

GOgreen

TOP Stories

Public Urged to be Vigilant in Wake of Bin Laden Death



Sheriff Lee Baca Warns Public to Be Vigilant in Reporting Suspicious Activity in the Wake of Osama Bin Laden Death... [READ MORE](#)

Highlights

City Celebrates Senior Month With Special Events Throughout May



The City has celebrated Senior Month for more than 20 years in honor of its vibrant Senior community. ... [READ MORE](#)

CITY CALENDAR

Tuesday, May 3

- [WAB Club: Woman And Books](#)
- [\(Cancelled\) Business License Commission Meeting](#)

Wednesday, May 4

How to Reach Us

- Directory of Services
- Frequently Asked Questions
- Phone Numbers (Short List)
- Map of WeHo
- Email Subscriptions
- Staff Directory

City Hall » How to Reach Us

STAFF DIRECTORY

Like Ryder Smith likes this.

Paul Arevalo

City Manager

Division: Directors & Managers

Phone: (323) 848-6460

E-mail: p.arevalo@weho.org

Share & Bookmark Print

- Email
- Facebook
- Google
- Twitter
- Delicious
- MySpace
- Stumble Upon
- Digg
- Windows Live
- Reddit

twitter

Search

CityofWestHollyw
@wehocity West Hollywood, CA
We are the City of West Hollywood.
<http://www.weho.org>

Following

- Timeline Favorites Following Followers Lists
- wehocity** CityofWestHollywood
Video: City Council Meeting - May 02, 2011
#westhollywood
5 hours ago
 - wehocity** CityofWestHollywood
News: City Celebrates Senior Month With S
Throughout May <http://bit.ly/kTqKHg> #weho
2 May
 - wehocity** CityofWestHollywood
West Hollywood Weekly Calendar <http://co>
#westhollywood
1 May
 - wehocity** CityofWestHollywood
View: High heels? Dressing like a Hollywood
#westhollywood

facebook

Search

Home Profile Account



Wall Info Our Photos

915 people like this

- Likes See All
- Gay Men's Chorus of Los Angeles**
 - GLAAD (Gay & Lesbian Alliance Against Intolerance)**

City of West Hollywood

Community/Government · West Hollywood, California



Wall

City of West Hollywood
posted the following video: City Council Meeting - May 02, 2011

City Council Meeting - May 02, 2011
The agenda for City Council Meeting dated Monday, 02 May 2011 has been archived. Access it here: http://weho.granicus.com/MediaPlayer.php?view_id=16&clip_id=1349 Download File...
Source: City Videos
Published: 2011-05-02 14:00:00 GMT

6 hours ago via RSS Graffiti · Like · Comment · Share

John Lee likes this.

Write a comment...

- City of West Hollywood**
Did you know we're on Foursquare? We'll be rolling out some cool specials very soon. Give us a follow, check-in and leave your tips!
- foursquare :: Wehocity**
foursquare.com
foursquare

You and City of West Hollywood

Jeff Daar likes this.

People You May Know

- Tessa Dover**
31 mutual friends
Add as friend
- Kacey Klein**
48 mutual friends
Add as friend

Sponsored Create an Ad

California City News
Daily news on the wild world of local government in California.
[californiacitynews.org](http://www.californiacitynews.org)
Like · 954 people like this.

Mission Accomplished

Join the discussion at Ground Zero.

SOUND ON/OFF



Home

Residents

Businesses

Government

Visitors

e-Services

In The Spotlight

Homepage

Search

GO!

Whats New

What's New on the Web Site

FOLLOW US ON TWITTER



RSS, Feeds & Twitter

Coming Soon...



Our Online Community Videos

Quick Links

San Carlos TV

Jobs

Calendar

eNotify

Headlines



2011 Hot Harvest Nights Farmer's Market - Returns Thursday Night !

When: Every Thursday night, May 5th through September 15th

From: 4:00 p.m. - 8:00 p.m.

Where: 700 Block of Laurel Street. Downtown San Carlos

Sponsored by the City of San Carlos and the San Carlos Chamber of Commerce. Hot Harvest Nights features certified produce and specialty foods, musical entertainment and walk-away food. Stores throughout San Carlos' acclaimed downtown will be open for your exploration and enjoyment. Bring the entire family to enjoy this popular annual event.

On the first Thursday of each month, the City of San Carlos will host a booth. For May 5th, the City booth will feature Mayor Omar Ahmad and the Sheriff's Office, San Carlos Police Department.

More...



Wheeler Plaza - Development Concept - Community Meeting

Your input is needed on the potential for Wheeler Plaza redevelopment

Wednesday, May 4, 2011 at 7:00 p.m.

San Carlos Library, 2nd Floor, Conference Rooms A & B



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Social Media, Security and Connecting to Family

BY RYDER, ON MAY 1ST, 2011

My notes and comments from my presentation at Claremont McKenna College on April 30, 2011. The subject: social media, privacy issues and connecting with family. . . . → Read More: [Social Media, Security and Connecting to Family](#)



LEAVE A COMMENT FACEBOOK, SECURITY, SOCIAL MEDIA, TWITTER

LATEST POSTS

- [Social Media, Security and Connecting to Family](#)
- [Orange County City Internet Strategy Analysis - April 2011 Release](#)
- [Content Rules!](#)
- [Orange County City Internet Strategy Analysis - October 2010](#)
- [SCAN NATOA Conference Presentation](#)

Study Available for Download:

<http://www.triepepismith.com/articles/>



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Part II

5 KEY SOCIAL MEDIA POINTS FOR CITIES



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Secure Your Brand

- Feature Official Social Media Links on Website Home Page
- Create a Page Dedicated to Social Media
 - Outline different social media channels, if applicable: City, Parks and Rec., Police Department
- Optimize your Logo/Seal for Twitter and Facebook
 - Note thumbnail versus regular logo image sizes
- Secure a Vanity URL for Facebook Page
- Match your Twitter account to Friendly Domain Name



← Back to Home

+ Save this search

Results for cityofstanton

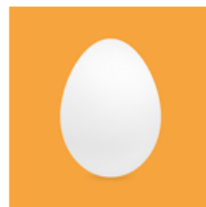
Tweets Tweets with links Tweets near you **People**

Results for: **cityofstanton**



CityofStanton City of Stanton, CA

This account is for sale.



City of Artesia

@CityofArtesia

This account is for sale!



+ Follow



Timeline Favorites Following Followers Lists



@CityofArtesia hasn't tweeted yet.



About @CityofArtesia

0

Tweets

0

Following

0

Followers

0

Listed

Following 0

About Help Blog Mobile Status Jobs Terms Privacy
Businesses Media Developers Resources © 2011 Tw



Engage The Public

- Follow other influential organizations
 - Don't just broadcast... **Listen**
 - Following others usually results in them following you
- Setup key word searches and hash tags
- Focus content on city related matters
 - Avoid spamming the public
- Update no less than every seven days



Leverage Tools

- Use Power Tools



- Share Social Media Responsibilities with Team
- Use Monitoring Features to Listen
- Look for Mobile Platform Options



Know Social Media's Limits

- Facebook and Twitter are huge, but not ubiquitous
 - 500,000,000+ Active Facebook Users / 50% on FB any given day
 - 115,000,000 Twitter Accounts Worldwide (many are inactive)
- Many people are not using social media
 - Good ol' websites still need to be used
 - Don't expect to stop placing content on your website



Track Your Influence

- The Internet delivers a rich set of data on your digital presence.
 - Review your website stats
 - Leverage Google Analytics or equivalent
 - Facebook Pages features Insights stats
 - Track your mentions and re-tweets on Twitter



Monthly Active Users

243 ↓ 0.82%

Daily New Likes

3 ↑ 200%

Total Likes

2,203 ↓ 0.05%

New Likes?

Daily

Total

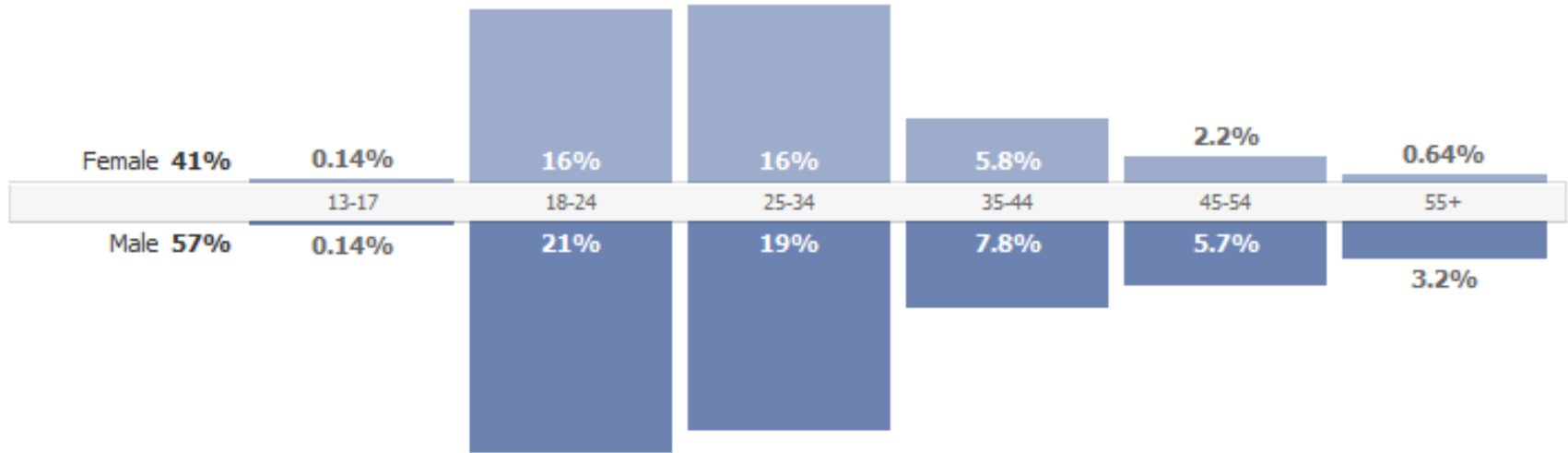
Like Sources?

New Likes Unlikes



Demographics

Gender and Age



Part III

3 COLD REALITIES OF SOCIAL MEDIA



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You Are Not In Control

- You operate in their world and are subject to their rules.
 - Twitter UI Changes
 - Facebook Privacy Policy Changes
 - LinkedIn Group Feature Reductions



Privacy is a Concern

- Clearly state risks and note third party nature of these tools, even if it seems obvious.
 - “The city made me do it.”



Social Networking

ADD THIS   

The City of Fullerton has launched pages on two of the most popular social networking sites in an effort to expand means of communicating with and providing information to its “customers” – the citizens of Fullerton. [Read the Press Release.](#) Read the City's [Social Media Policy](#).

Facebook

[City of Fullerton, CA](#)

The City of Fullerton's Facebook page.

[Fullerton Library](#)

[Fullerton Pooch Park](#)

[Fullerton's Comment Policy](#)

RSS

[Fullerton Homepage News](#)

[Downtown](#)

[Fullerton Market](#)

[Museum](#)

[Music](#)

[Press Releases](#)

Twitter

[FullertonCA](#)

Get news from the City of Fullerton.

[FullertonHelp](#)

Sign up for this Twitter account to send the City information about graffiti, potholes and other issues you find while you're out and about.

Twitter is a third party application that is not owned, maintained, or controlled by the City. Any disruption in service to <http://twitter.com> could delay messages to and from <http://twitter.com/FullertonHelp>. In case of an emergency you should call 911.

YouTube

[City of Fullerton](#)

[Social Media Policy](#)



Everyone Has a Soapbox

- Social Media is bi-directional and does not require a license
- City gadflies/critics/aspiring candidates can engage cities very publicly on the city's turf
 - Followers of cities on Twitter and Facebook are more likely to be highly engaged citizen (i.e. they vote or have regular contact with elected officials)
- Strong, clearly stated social media policies should be in place prior to embarking on an active social media effort
 - However, securing ID's and branding can precede the policy (time is of the essence)



Things You Must Remember

- Secure your social media identity or someone else will
- The social media tools and capabilities are changing rapidly so you will need to review your strategy/efforts on a quarterly basis
- Social media is about society. It appeals to the natural instincts of people to communicate, interact and engage, only it makes this process 100x faster and easier to do



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