

# Local Government, Social Media, Web Strategy Bringing the Pieces Together



# Overview

- Tripepi Smith Internet Strategy Study: Orange County
  - Results & Observations
- 5 Key Social Media Points for Cities
- 3 Spooky Realities



Part I

# OC INTERNET STRATEGY STUDY



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# Internet Strategy Study Methodology

- Focus On Simple Yes/No Questions
  - Social Media
  - Website Features
  - Elected Connectivity & Email Response
- 34 Cities in Orange County Only
- Used a Point Weighting System to Subtotal Cities
- Did Not Publish Rankings to Avoid Comparisons
- Invited Surveyed Cities to Request Detailed Results



# Highlighted Findings

## – Top Scoring Cities

- Newport Beach, Tustin, Dana Point, Brea, Buena Park & Fullerton

– 29 of 34 Cities had email for mayor or council on their websites (forms don't count)

– 18 of 34 Cities had online council meeting video (Granicus)

– 27 of 34 Cities had a friendly URL (cityofirvine.org v. www.ci.seal-beach.ca.us)



# Highlighted Findings

- 21 of 34 Cities have Twitter Accounts
  - 10,700+ Followers (includes duplicates)
  - 8,209 Tweets
  - 14 of 21 Tweeted in last 7 days
- 17 of 34 Cities have Facebook Pages
  - 18,723 “Likes” of those Pages
  - 12 of 17 Updated in Last 7 Days
  - 9 of 17 have Vanity URL’s ([facebook.com/cityoftustin](https://www.facebook.com/cityoftustin))

# Highlighted Findings

Study Available for Download:

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



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 web 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



# Twitter Name Squatting

The screenshot shows a Twitter search results page for the query 'cityofstanton'. The search bar at the top contains 'cityofstanton'. Below the search bar, there are navigation links: '← Back to Home' and '+ Save this search'. The main heading is 'Results for cityofstanton'. Below this, there are tabs for 'Tweets', 'Tweets with links', 'Tweets near you', and 'People', with 'People' selected. The results section shows 'Results for: cityofstanton'. A single result is displayed: a profile picture of a white egg on a green background, the name 'CityofStanton', the location 'City of Stanton, CA', and the bio 'This account is for sale.' with a red underline under the text. To the right of the bio are a green checkmark icon and a dropdown menu icon.

# 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

- Popular tools include: TweetDeck, HootSuite, CoTweet
- Allow more than one person to handle broadcasts and general social media responsibilities
- Provides monitoring options and multi-account monitoring through a single interface
- Some include mobile options for PIO's that are 24/7



# Know Social Media's Limits

- Facebook and Twitter are huge, but not ubiquitous
  - 150,000,000 US Facebook Users
  - 75,000,000 Twitter Accounts Worldwide (many are inactive)
- Lot's of people are not using social media
  - Good old 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
  - Track your mentions and re-tweets on Twitter



Monthly Active Users

**243** ↓ 0.82%

Daily New Likes

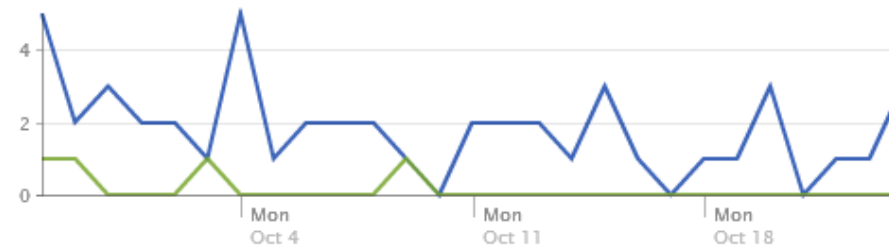
**3** ↑ 200%

Total Likes

**2,203** ↓ 0.05%New Likes<sup>?</sup>

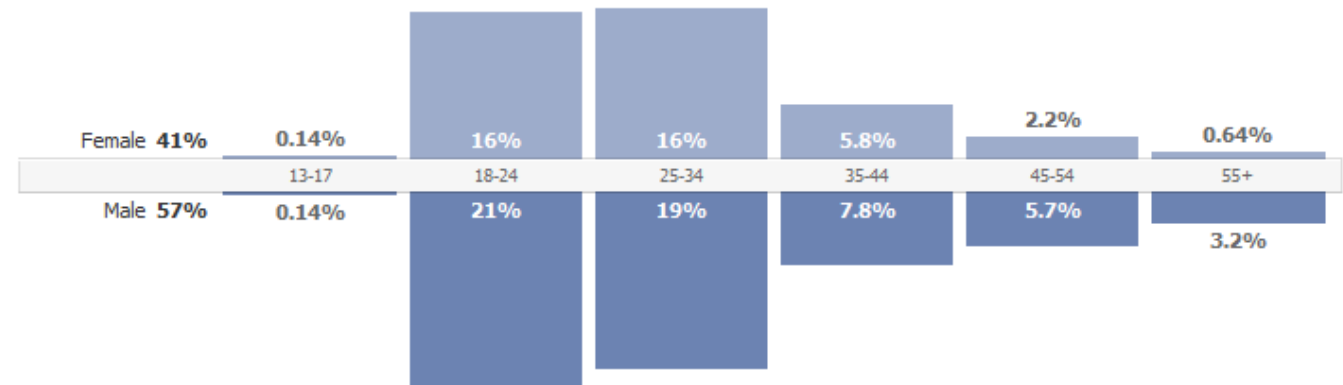
Daily

Total

Like Sources<sup>?</sup> New Likes Unlikes

## Demographics

## Gender and Age



## Countries

**2,008** United States  
**17** United Kingdom  
**14** Hong Kong  
**11** Spain  
**8** Japan  
**8** Taiwan

## Cities

**313** Claremont  
**240** Los Angeles  
**93** New York  
**75** San Francisco  
**75** Seattle  
**70** Washington

## Language

**2,094** English (US)  
**54** English (UK)  
**19** Spanish  
**9** French (France)  
**4** Portuguese (Brazil)  
**3** Spanish (Spain)



Part III

# 3 SPOOKY REALITIES



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# You Are Not In Control

- You operate in their world and are subject to their rules.

Example: Twitter Redesign Kills Custom Backgrounds





## CityofTustin

✓ Following @ @ +

Also followed by @ctyofav, @CityofDanaPoint, @City\_of\_Irvine, and 3 others

October 18th is the last day to register to vote in the upcoming election. Let your voice be heard and register... <http://fb.me/IPLEV1GV>

about 3 hours ago via Facebook

Did you know that homework help for elementary school students is available free of charge at the Tustin Library...  
<http://fb.me/G9JxpFT5>

12:00 PM Oct 12th via Facebook

Don't miss the Council Forum on Weds, Oct. 13th starting at 6:30 p.m. in the City Council Chambers. Meet the...  
<http://fb.me/Ls4Wmkie>

12:43 PM Oct 11th via Facebook

Name City of Tustin  
Location Tustin, CA  
Web <http://www.tustin...>  
Bio The official twitter account for the City of Tustin; Building our future, Honoring our past

1,909 following 2,006 followers 117 listed

Tweets 289

Favorites

Lists  
[@CityofTustin/tustin-mentions](#)  
View all

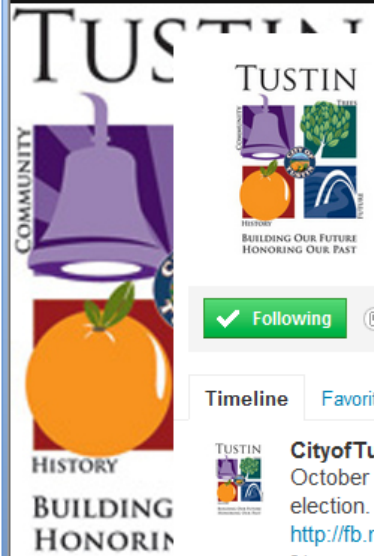
Actions  
[block CityofTustin](#)  
[report for spam](#)

You both follow



Following





# City of Tustin

@CityofTustin Tustin, CA

The official twitter account for the City of Tustin; Building our future, Honoring our past  
<http://www.tustinca.org/>

CityofTustin

289	1,909	2,006	117
Tweets	Following	Followers	Listed

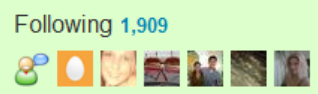
Following [Share] [Settings]

Timeline Favorites Following Followers Lists

**CityofTustin** City of Tustin  
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11 Oct



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Businesses · Media · Developers · Widgets · © 2010 Twitter



# 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](#)



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# 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



# Contact Information

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[linkedin.com/in/rydertoddsmith](https://linkedin.com/in/rydertoddsmith)

