

# Social Media Startup

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# City Internet Strategy Studies

- Snapshots of City Social Media Use
- Based Entirely on Online Discovery (Resident Viewpoint)
- Covers Social Media and Websites
- Scoring and Report Celebrates Top 10 Scores
  - No Need to Shame Low Scoring Cities

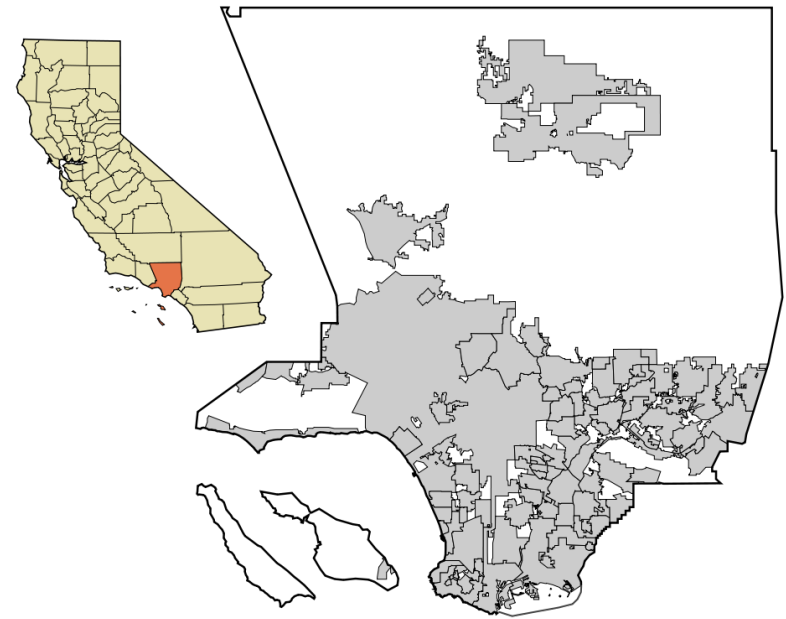
# Study Rating Criteria

- Friendly URL
- Twitter Account
- Verified Twitter Account
- Social Media Policy Linked on Twitter
- Tweet in Last 7 Days
- Twitter Branding
- Pictures in Twitter
- Video on Twitter
- Retweeted Last 30 Days
- YouTube Channel
- Facebook Page
- Facebook Branding
- Facebook Post in Last 7 Days
- Shared Content in Last 30 Days
- Picture in Past 30 Days
- Video Posted in Last 30 Days
- FB Social Media Policy Linked
- FB Verified
- Facebook
- LinkedIn Page
- Search on Site
- Email to Elected Leaders
- Response to Email
- Budget Online
- Website Responsive Design
- Transparency Search
- E-newsletter Available
- E-Notification
- Links to Social Media
- Social Media Policy
- Website Policy
- Video Online
- Using Website Analytics

# LA City Market

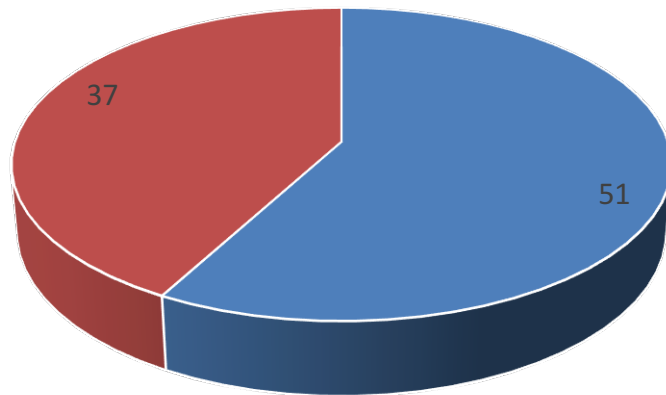
- Diverse Demographics
- 88 Cities
- 8.8 Million People
- City of LA
  - Big City
  - Big Infrastructure
  - Big Politics
- City of Bradbury
  - Quiet Wealthy Suburb
  - 3 City Staff

- City of Cudahy
  - 90%+ Latino
  - More Dense than Manhattan



# LA County City Twitter Use

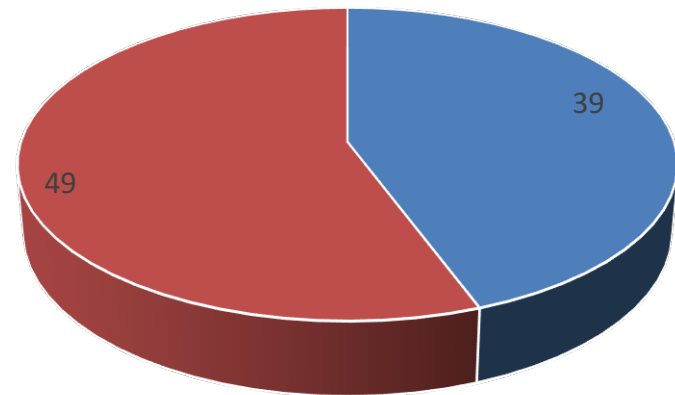
Twitter Account



■ Yes

■ No

Active Twitter Account

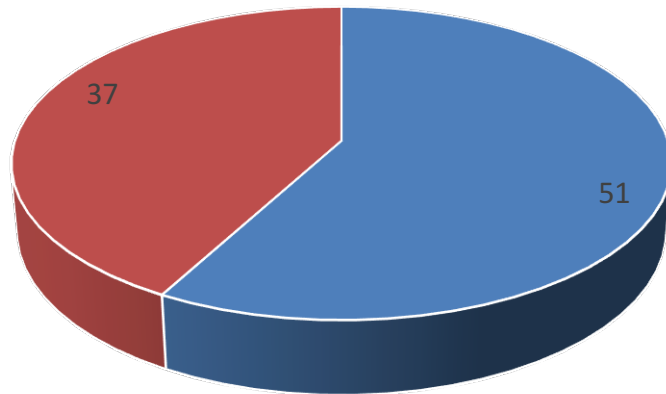


■ Active

■ Inactive/None

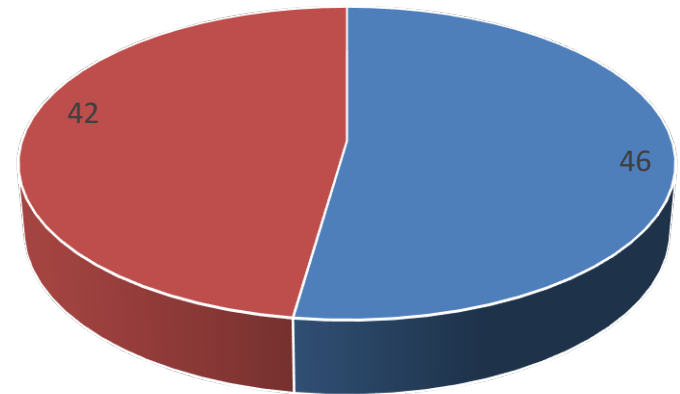
# LA County City Facebook Use

Facebook Account



■ Yes ■ No

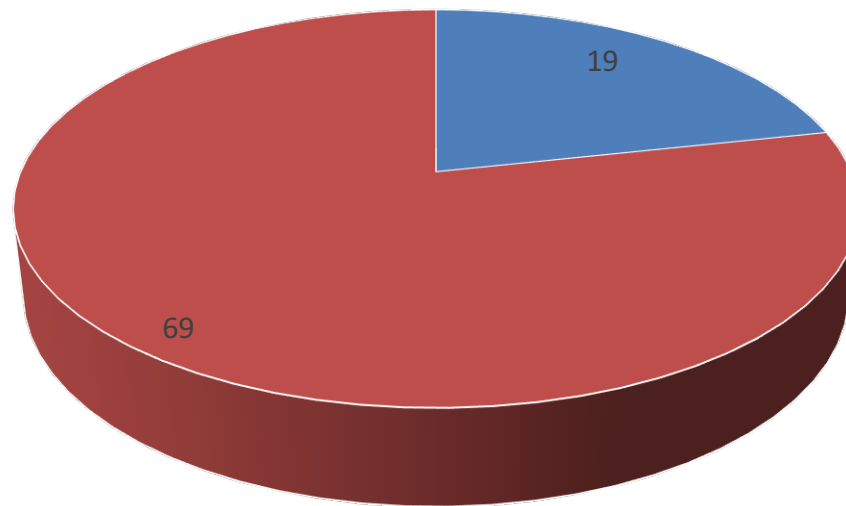
Active Facebook Account



■ Active ■ Inactive/None

# LA County City FB Engagement

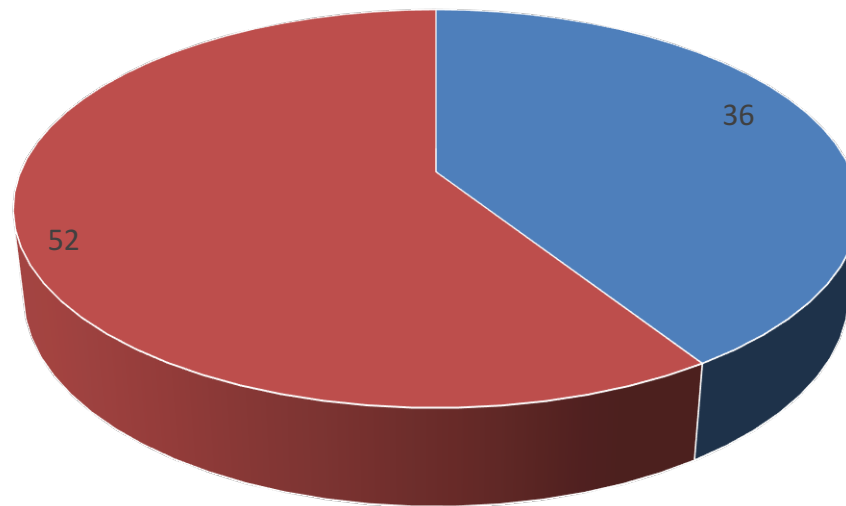
FB Posting Shared in Last 30 Days



■ Shares ■ No Shares

# LA County City SM Policies

Social Media Policy on Website, or FB/Twit SM Channel



■ Policy ■ No Policy



# How Mature is Your SM?

Twinkle in  
Eye

- No Social Media. Policy Banning Social Media.

Toddler

- Couple Departments have Accounts
- Posting Happens Once a Month

Teenager

- Department Heads are Aware of SM Strategy
- Policies are Outlined on Expectations and Rules
- Platforms are Branded
- Updates are Pre-Scheduled

Adult

- Centralized Monitoring and Coordination
- Routinely Paying to Boost or Advertise
- Process for Quick Response to SM Inquiries
- SM Platforms Respected on Level of City Newsletters
- Used as Tool for Media Engagement
- Tells Stories about Projects and Events

# 10 Steps On the March to SM Adulthood

- Steps for Starting from Scratch
- Simple Checklist to Run with Your Staff
- Perfect Project for Your Senior Management Analyst

# Step 1 - Policy

- Write down your goals for social media
- Estimate your audience for social media platforms
- Get council to support move or understand it at least
- Draft a social media policy addressing city's goal and management process for social media
  - Evaluate state public records act requirements
- Select social media platforms

# Step 2 – Management Framework

- Identify staff who will manage or monitor social media
- Set expectations for engagement level and frequency of posting
- Ensure designated staff have the right tools to execute
- Allocate or authorize new resources if needed
- Train staff as needed or provide an ongoing learning resource/mentor to work with

## Step 3 – Brand It

- Lock in your city brand on channels or relevance, even those you won't immediately use (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Yelp)
- Use colors and graphics consistent with city website and other city identity
- Draft content and summary information to ensure it is accurate and consistent with the brand
- Place links to official channels on website

## Step 4 – Promote It

- Feature new SM channels on existing communication platforms
- Update collateral with icons AND usernames for each SM channel
- Feature SM on homepage of website
- Use local press to cover use of SM

# Step 5 – Secure It

- Setup a security management process on the social media channels
  - Don't let an employee walk out with the only keys to the SM kingdom
- Adjust HR and IT forms to address social media access rights
- Implement appropriate security tools available on each platforms
  - 2 factor authentication
  - Login alerts

# Step 6 – Execute

- Integrate SM platforms into routine communications channels
- Develop a calendar of planned posts and respond to changing circumstance with ad hoc posts
- Monitor channels for mentions or messages directed at your social media channels



# Step 7 – Monitor & Measure

- Review results from SM efforts
  - Increase in Followers or Likes
  - Response to postings and post types
    - Shares, Clicks, Retweets
  - Impact of SM on web traffic and visits
  - Notable spikes in community interests
- Compare audience with potential audience
- Evaluate erupting platforms and SM channel feature changes

# Step 8 – Partner and Connect

- Use offline engagement to drive online sharing with community partners
- Engage in interaction with overlapping water agencies, counties, special districts, public safety

# Step 9 – Spend to Amplify

- Spend money to boost a post
- Spend money to run a targeted ad on an event
- Track results and develop your cost/engagement ratio
  - Evaluate that in the context of other communication platforms

# Step 10 – Get Rich (with Engagement)

- Listen for the canary in the coal mine on local issues
- Respond to customer service requests through social media asks
- Delight residents who don't expect that you are listening by listening and responding to feedback
- Find your city rich with engagement, rich with connections, rich with feedback

# Models for SM Management

## Internal

- ACM, PIO or SMA assigned SM Management
- Expect ramp up of 15 to 20 hours to Achieve Toddler
  - ~2 Hours/Week at Toddler
  - ~10 Hours/Week at Teenager
  - ~15 Hour/Week at Adulthood
- Size of staff and city will impact efficiency and scope
- Required staff skills: political acumen, smart phone proficiency, skills on backend of SM platforms, understanding of online advertising, photography, videography & sense of humor
  - Interns/Volunteers are a sub-optimal solution

## Hybrid Outsource

- Some ongoing work with partner needed for context
- Pre-planning and training gains scale
- Monitoring falls to larger group
- Immediate ad hoc postings are more challenging
- More staff support than replacement
- Someone is paid to just focus on this work
- Leverage multi-agency experience
- Constant learning has better scale

# Questions/Comments?

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