

Social Media Working Group
January 25, 2018
Meeting Minutes

Attendees: Jeffrey Robinson (Area G Disaster Management), Kit Fox (Rancho Palos Verdes), Alexa Davis (Rolling Hills Estates), Nancy Martinez (Torrance), Leilani Emnace (Manhattan Beach) Chandler Sheilds, Jacki Bacharach, Marilyn Lyon (SBCCOG)

Introductions:

Kit Fox –

- RPV just passed 9500 subscribers on Nextdoor (1/3 of RPV households)
- Receives private messages and redirects to appropriate City resource
- Discussions on Nextdoor page are “closed” to community response/discussion; push information out as opposed to engage in dialogue
- Considering launching an Instagram for more personalized, sentimental material that would appeal to residents

Alexa Davis –

- Dealing with rumors on Nextdoor (e.g. coyote attacked a horse), dispel rumors, and provide contact information for concerned residents for reporting coyote sightings
- Trying to find balance with engaging community questions without answering everyone’s questions
- City council has expressed interest in more social media engagement; city staff is developing comprehensive media outreach plan
- Hired Media Smith firm to provide comprehensive media consultation
- Looking into e-notification platform called GovDelivery from Granicus
- Considering using Twitter, but not there yet
- Looking into Everbridge emergency notification system

Nancy Martinez –

- Trying to revamp Twitter and Facebook feeds
- Principally use social media to push “Torrance Alerts” (e.g. street closures, traffic collisions) to subscribers; city specific app alternative to Nextdoor, Nixle; testing different policies (e.g. “silent hours”)
- Interactive Communications Office was created 6 months ago to oversee Torrance Alerts
- Curious about how to share content on Instagram as well
- Curious about liking, reposting on social media platforms (as opposed to just posting content) and its benefits
- Engage local residents’ social media posts (e.g. Instagram photos using #TorranceCA) by spotlighting them in city’s e-newsletter
- 24-hour coverage regarding social media platform (e.g. emergency response)

Jeffrey Robinson –

- Trying to be more proactive on Facebook with disaster management posting
- Going to Government Social Media Conference in Denver at the end of April

Leilani Emnace

- Departments manage their own social media accounts (YouTube, Twitter, Facebook, Instagram)
- Switching to Sprout Social from Hootsuite for user interface purposes
- Social Media Marketing World (hosted by Social Examiner) is taking place next month in San Diego; geared towards private sector but attending to see what is around the curve
- Using digital media app Animoto for 2 years, principally internally amongst IT staff; using Canva for graphic design as well
- Successfully still using "Facebook in the Workplace" (Workplace) for internal staff engagement; tried Yammer to lesser success
- Public records request obstacles prevent City from using SnapChat

Meeting Schedule:

- Quarterly, March/April?
- Early morning on Thursdays at the end of the month
- See if Skyping the next meeting will boost attendance
- Ashley Trim, Davenport – potential speaker
- Next meeting: April 26, 2018 at 8:30am