

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

20285 S. Western Avenue, Suite 100
Torrance, Ca. 90501

Thursday, June 12, 2014
10:00 A.M. – 11:30 A.M.

To ensure handouts for everyone, please RSVP your attendance to chandler@southbaycities.org preferably by June 11th

---- AGENDA ----

- I. **Introductions**
 - New attendees provide a brief overview of their services
- II. ***Specialist Showcase: social media success metrics**
 - Torrance: Michael Smith & Jamie Le
 - Guest speaker: Michael DiVirgilio (Hermosa Beach)
- III. **Recap of last meeting's action items**
 - Pamela to send County RFP scope to develop social media policy and timeline to Chandler for sharing – Pamela sent us the policy, it's posted on website
 - We should be thinking about and sharing goals and measures of success for social media use as well as target audiences – Torrance and Hermosa Beach speaking about measuring social media success; Crowdbooster
 - SBCCOG will share SB cities demographics – completed and posted on website
 - Besides Joulebug, SBCCOG will look at other environmental apps and reach out to County of Los Angeles' Pat Bruno – Environmental Program Division of Schools and environmental charter schools – Pamela will send contact info – Pamela indicated that there is no Pat Bruno working at the County
 - SBCCOG will ask the League of California Cities to expand social media list of services – this has been completed and is reflected on their website
 - Post social media policy, security tips from County of Los Angeles newsletter, minutes and Joulebug App video to LinkedIn Group – completed and posted on website
 - Determine if we can invite group to County Leadership Conference on Social Media – May 28 – anybody attend?
 - Email LinkedIn Group monthly featuring new information and reminding them to use it as a communication tool – completed and ongoing
- IV. **LinkedIn group useful?**
 - Is anybody checking in on it?
 - Any issues with using it?
 - Additional ideas for group use?
- V. **Other Issues of Interest**

VI.

Next Meeting?

- Date?
- Possible agenda items:
 - New guest speakers
 - Reaching out to cities who have yet to attend
 - ???