

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

Thursday, May 12, 2016 Minutes

Attendees: Kit Fox (Rancho Palos Verdes), Jesse Reyes (Redondo Beach), Kristen Raig (Rolling Hills), Alexa Davis (Rolling Hills Estates), Joey Garcia, Jill Reed, Alison Sherman and Damian Skinner (Torrance), Aaron Baum, Marilyn Lyon and Chandler Sheilds (SBCCOG), Stephany Santin and Yvonne Mallory (Gardena)

I. Introductions

- *New attendees provide a brief overview of their services*
 - **Greg Robinson** – Representing Palos Verdes Estates' Police Dept. managing Nixle; not yet on Facebook
 - **Damian Skinner** – Representing Torrance and interested in how to harness social media to expand the reach of marketing municipal messages
 - **Kristen Raig** – Representing Rolling Hills and believes that the Red Cross can provide a speaker for the group to address crisis/disaster management with social media

II. Guest Speakers:

- **Stephany Santin** – *City of Gardena, Gardena Direct*
 - City of Gardena has a new app that is free to the public that allows the City to track complaints/issues that residents have and respond/communicate with users
 - Opened to the public in late December/January; currently 150 users
 - Needed to provide real-time information to their departments, inform residents and promote their brand
 - Streamlining the process of residents reporting/connecting with the City via a "Mobile Solution"
 - Residents follow Police Dept. social media more prevalently than City's platforms; this app looks to balance that share of followers
 - Reduction of staff hours and better reporting/metric tracking are among the benefits to the app
 - Allows for enhanced communication between City departments as incidents (e.g. graffiti, illegal dumping, etc.) are being reported on the app
 - Public Stuff Pro is the software used to manage/develop app
 - Allows new users to sign-up via other social media platforms (Facebook, Twitter, Instagram)
 - Reporting through the app allows for extensive mapping of activity that enables the City to target the areas that are most engaged with the app and where certain types of incidents are occurring the most
 - Bus stop maintenance is an example of City staff using the app to notify the pertinent departments of issues that need attention
 - 2-3 days is the expectation for issues to be resolved/attended to; requests are either responded to via "canned responses" or by staff, depending on the nature of the request
 - Initially piloted internally with staff
 - Majority of the requests (complaints) into the app are code enforcement issues; 200 cases initiated through the app have been code enforcement issues
 - The app allows for confirmation that residents requests/issues are being acknowledged by the City; provides an extra sense of reassurance to the community
 - Enables the City to reallocate/focus resources based on feedback from the app
 - Replaced an original system that cost \$10,000 a year while the app now only costs \$9,000
 - Data now through the app vs. prior is much easier to manipulate and less static
 - Time-responsiveness has improved as a direct byproduct of the app
 - App allows for requests to have attachments as well (e.g. photos)

- On the backend, there are permissions that determine which City department staff can see certain requests
 - For example, if a request comes in addressing drug use or prostitution, it will exclusively go to the Police Department's staff (nobody else)
- If residents are going to be out of their neighborhood for a period of time, they can request extra patrols from the Police Department through the app
 - The request will go to the Lt. in the district (there are 3 in Gardena) that the request came from
- App software was purchased by the City, and then further developed/customized in-house

III. More about Facebook

- **Chandler Sheilds** – *Facebook Page Review*
 - There have been some layout changes that affect the way one can manage their Facebook page
 - Pages that you follow on your personal profile now mix pages that your page follows
 - For example, if I manage the SBESC Facebook page, both pages that SBESC follows as well as other pages that I follow on my personal profile now mix together in the same newsfeed
 - Cities have circumvented this issue by creating new Facebook profiles (i.e. duplicate personal profiles that are only used for the City Facebook page(s))
 - Facebook's algorithm changes have significantly decreased the "organic" reach of posts, encouraging users to engage in their "pay-to-play" model
 - SBESC's Facebook page has experimented with "boosting" posts in \$10 increments and has seen substantial increases in reach and engagement, while obtaining new Page likes and exposure to new audiences

IV. LinkedIn Group

- **Chandler Sheilds** - *Report on usage*
 - Hillary Theyer has posted an interesting article in the group that addresses past speaker, Nextdoor and their involvement with municipal agencies (Seattle Police Department is cited in the article)

I. Next Meeting

- July 14th at 3:00 P.M.
- New guest speaker ideas?
 - **Aaron Baum** – the group is interested in hearing about crisis/disaster management with social media and specifically would like to hear from SoCalGas to share its most recent experiences