

Social Media Working Group
December 13, 2018
Meeting Notes

Attendees: Jacki Ruiz (Rancho Palos Verdes), Alexa Davis (Rolling Hills Estates), Amy Rocha (West Basin Municipal Water District), Jon Barilone (Tripepi Smith), Ryder Smith (Tripepi Smith), Jacki Bacharach (SBCCOG), Chandler Sheilds (SBCCOG)

Guest Speaker: Jon Barilone, Tripepi Smith

- Tripepi Smith has hosted 12 webinars for League of California Cities – resources available on their website
- Leveraging digital communications for public sector (utilities, cities, etc.)
- Challenges combating negative media coverage thriving on social media—murder in Rolling Hills Estates in May provided challenges for the City trying to push positive messaging regarding prevention of future/similar incidents
- Social media is reliant on visual content
- Customer service and social media go together, and social media managers must manage expectations of social media users

Facebook

- Facebook publicizes response time on organizations' pages for users to view; 90% of responses must be made within a 10-15-minute window to maintain a high rating; multiple social media managers can help tackle these challenges
- People spend 1 hour on average per day on Facebook
- Funneling feedback from social media to senior staff and councilmembers before meetings helps Cities anticipate public comment at city council meetings
- City of Paramount use part-time staff for social media control
- Misinformation being spread in Facebook groups is a challenge for Cities to counteract since they unable to access the group membership and are generally unaware of these groups' existence
- Cities can create Facebook groups directly linked to their pages (invite people to join to enhance community engagement); group content has a better chance of appearing on people's newsfeed than page content does

LinkedIn

- LinkedIn pages for organizations can provide them with additional opportunities to market to prospective employees (e.g. interesting/attractive place to work, access to network of current staff, etc.)

Yelp

- Many Cities are surprised to discover that there are Yelp reviews for their facilities such as City Hall, public parks, etc.; city employees can claim the Yelp page and content through a quick verification process; page is free to create

Nextdoor

- Recommendation for Cities: in addition to maintaining a Facebook page/group, Cities should also create a Nextdoor account (one of the fastest growing social media platforms)
- Nextdoor offers an "Urgent Alerts" feature, which is an effective tool for reaching users
- Cities should develop templates for information to be disseminated quickly for emergency response scenarios

- Nextdoor is positioned to take over the market share of similar emergency response apps (e.g. Nixle, Code Red)
- One of the perks of Nextdoor for Cities is their posts reach their entire constituency, 100% penetration where Nextdoor defaults user accounts to receive everything a City posts (i.e. “opt-out” model); this contrasts with Facebook’s approach
- Cities should reach out to “neighborhood leaders” (first person in a community who creates a Nextdoor account, automatically becoming the “admin” of that neighborhood) in order to disseminate information to community members; these “gatekeepers” are the equivalent of what local publications used to be in terms of spreading news to the community