SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group
Minutes

Thursday, September 25, 2014

Attendees: Alexander Gurfinkel (Hawthorne), Leilani Emnace (Manhattan Beach), Kit Fox (Rancho Palos Verdes), Anna Acosta-Reyes, Ariana Kennedy and Jesse Reyes (Redondo Beach), Michael Smith and Dana Vinke (Torrance), Kerjon Lee and Pamela Manning (County of Los Angeles), Jeffrey Robinson (Area G Disaster Management), Steve Highter (Sanitation Districts), and Chandler Sheilds, Marilyn Lyon, Kim Fuentes and Jacki Bacharach (SBCCOG)

---- *AGENDA* ----

I.   **Introductions**
- *New attendees provide a brief overview of their services*
    - **L.A. County – Kerjon:** Full services PR firm embedded within the County.
    - **Area G – Jeff:** Uses social media for disaster planning and management.
    - **Redondo Beach Police - Anna & Jesse:** Police department uses Nixle (no Facebook or Twitter due to City policy). Received great tips recently through Nixle to solve a murder case.
    - **Sanitation Districts – Steve:** Sanitation Districts is not using social media at the moment – there is a reluctance to open accounts. Employees have created unofficial Facebook pages for the organization, so they can be associated with their employer via visual representation on Facebook.

II.   **Demonstration and Discussion of Social Media Platforms**
- *Dana walked through the Torrance Library's Facebook page and demonstrate its backend use*
    - Professional Photographer shot background for Facebook page. People are messaging the Library via their Facebook page regarding account issues.
    - Scheduled posts on Facebook page are scheduled when librarian is out of town to keep feed dynamic and relevant.
    - "Overview" on the Insight feature gives a broad look at engagements and coverage for the Facebook page's reach.
    - "Where your Page was Liked" – shows if your page was liked directly from the page or from external references.
    - To increase traction and post reach: post content that is engaging and relative, not just as a commercial for the library.
    - Sees more engagement with photo posts.
    - Follow pages that Facebook suggests to watch; comparable pages that you can compare your page's success to.
    - Most are finding the Facebook page via the City's website, but additionally through the major search engines (i.e. Google, Yahoo, etc.)
    - "People" analytic allows you to see who ("Fans") is following your page (i.e. women, seniors, etc.)
        - You can also track demographics (i.e. what cities are people visiting from).
    - "Email" setting allows emails to be sent to manager as soon as somebody posts or messages the page.

- o Cross-pollination via ConstantContact – send e-blasts that also post to social media platforms.
- o Never had to respond to public records request for material posted on Facebook page.
  - **Leilani** – Manhattan Beach uses ArchiveSocial to backup social media content, specifically to be prepared for public records requests.
- o Important impressions:
  - What types of posts are getting the most engagement?
  - Demographics: who am I reaching, who do I want to reach and how can I make it happen?

- *Kerjon presented the comprehensive social media approach for LA County DPW*
  - o 4,000 employees – lots of different services and thus, a lot to keep track of, a few examples:
    - Representation Management
    - Crisis planning and coverage
  - o Primarily use Twitter (6,000 followers across all handles), YouTube is used as well.
  - o Developed a proprietary social media platform called "SNAP".
  - o Twitter limits the number of characters in handle, which makes it difficult to have a standard nomenclature applied across all accounts/handles.
  - o All videos on YouTube are produced in-house.
  - o Developed an in-house App, "The Works" (free) – public can connect with public works services, public health and parks (similar to SeeClickFix).
  - o Best practices for social media:
    - Strive for authenticity – avoid using technical language when trying to engage stakeholders.
    - Budget appropriate time and resources
    - Identify peak times for different social media platforms so as to get the most "bang for your message".
    - Complement communications strategy with social media strategy.
    - Compliment partners to engage both audiences.
  - o Social broadcasting vs. social media approach
    - Fear of criticism and management strain – reason Facebook pages have not been created.
    - Twitter presence tends to function as a "broadcast" vs. a dialogue.
  - o 800 employees are authorized to tweet on the official division handles on Twitter.
    - Allows executives to have "public face" that they did not have prior – an evolving process that requires extensive monitoring, improving appropriate communication on the medium.
    - Trying to walk the thin line between allowing autonomy when tweeting and deleting/censoring controversial/inappropriate tweets.

III.   LinkedIn Group
- *Report on usage*
  - o **Chandler** – Hillary Theyer has posted some interesting articles in the group. We are continuing to add more members.

IV.   Other Issues of Interest
- *Website style guides/standards*
  - o **Chandler** – Have a look at the document and give feedback so we can discuss at the next meeting.
- *Social media ideas for boosting interest and involvement in the SBCCOG General Assembly as a template for learning*
  - o **Jacki** said that the SBCCOG would be starting in November to engage possible attendees in a dialogue about neighborhoods – the topic of this year's General Assembly using Twitter, Facebook and our e-blast database.

- *Jacki* also reported that she had spoken to someone at Google who works with local governments and social media. He said that he could be a resource to our group but he asked the following questions:
  - *If we could have "nirvana", what would that look like for our social media platforms?*
    - **Alex** – Set up infrastructure for contacting constituency in the event of an emergency – have 87,000 (entire City population) followers with engaged interaction.
    - **Pamela** – Offer "tiers" of interaction that set standards for interacting with the public.
    - **Leilani** – Engagements is the goal and adequate staff is desired to manage social media interaction.
  - *What ideal outcomes are we seeking from our social media strategies?*
    - **Kerjon** – Established relationships with public (multi-year development) before public announcements are made to these people. Sustainably developing deeper engagements with constituents.
    - **Anna** – Difficult to market Nixle and inundation of messages from multiple city departments discourages use. Sees an increase in subscription when important messages are sent out (i.e. "stay in your shell" safety alerts) and through word-of-mouth after the fact.
      - **Kerjon** – Functions well as an internal communication tool for employees.

V.   **Next Meeting?**
- *Date – Thursday, November 20, 2015?*
- *Possible agenda items:*
  - *New guest speakers – Google representative?*
  - *Reaching out to cities who have yet to attend*
  - *Set schedule for all of 2015 meetings*
  - *How do we educate Council Members about social media?*
- *Action Items for Next Meeting*
  - Feedback on SBCCOG's "Website Design and Content Standards"