

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

"Getting to Know Each Other"

Minutes

Wednesday, October 30, 2010

10:00 A.M. – 11:30 A.M.

LOCATION: SBESC Office, 20285 S. Western Ave., Suite 100, Torrance, CA 90501

Attendees: Kit Fox (Rancho Palos Verdes), Michael Smith and Jamie Lee (Torrance), Nico De Anda (Hermosa Beach), Pamela Manning and Dominic Osmena (County of Los Angeles), Barry Waite (Carson), Joel Rane (Inglewood) Priscilla Hsu (Coro Fellow), and Chandler Sheilds, Kim Fuentes and Jacki Bacharach (SBCCOG)

---- AGENDA ----

I. *Introductions* - attendees introduced themselves

II. *Social media channels/platforms*

- *What channels/platforms are most/least valuable?*
- *Where's social media being managed in your city, by one or multiple departments?*
- *Is anyone using any social media management tools?*
- *What are the most effective email notification/listserv services?*

Kim Fuentes (SBCCOG) – The idea for this meeting came about from brainstorming with Chandler, who is responsible for social media for the SBCCOG, after noticing increased reach of a Facebook post that was shared by one of our South Bay cities.

Pamela Manning and Dominic Osmena (County of Los Angeles) – The County is trying to tell a story – plan, project, completion, end game (not tangible, but intellectual in social media). County has been tweeting for 1.5 years; end game: social media mutual promotion. Social media can take place of community meetings (i.e. women's leadership promotion through external Twitter handle). They use YouTube as well; Facebook not used yet – initial fear factor because of how large Facebook is (concerned about shelf-life of posts, ability to delete posts, walking staff through policy). Employees are advised to not tweet belligerent comments on department accounts. County wants all 3600 employees engaged on department social media accounts ("take invisibility cloak off"). Employees are encouraged to tweet work-related information during local business hours (on either department or personal accounts). County maintains: "Joe, we see you" social media use policy and monitors activity by follow employees social media accounts related to work. The County is interested in which South Bay cities want to be promoted through social media. They estimate that there are 100 employees frequently engaged in their department-related social media activity. Still hashing out and filtering down social media use and strategy. County has a Mobile app called "The Works" – \$50 yearly subscription: still in development stages of being adopted by member cities and constituents.

Nico De Anda (City of Hermosa Beach) – Hermosa Beach has no social media policy. Recently revamped e-newsletter with Constant Contact; used to pay \$9,000 a year for e-newsletter service. City sends out e-notices and interacts with subscribers (i.e. calendar items, citizens can submit things, community dialogue via strategic planning, community planning). City has little to no Facebook presence (Fire Department and Police Department have Facebook pages). Not looking to expand into

Facebook at the moment. Looking into Granicus – public meeting interactive software (pay service, not cheap). This service can stream public meetings online. City also has a consultant managed website (hermosabeachmovingforward.org/com).

Michael Smith and Jamie Lee (City of Torrance) – Torrance enjoys the free distribution and easy-to-use nature of social media. In their experience, older generations use Facebook more than any other social media platform. City's philosophy: social media is a conversation whereas a website is a monologue. The challenge is to seek out an engaged audience (i.e. how do you respond to messages from public at 5am?). Not a lot of department managers want to manage social media. City has social media policy geared towards two types: one for general use and one for elected officials (from city platform, it is suggested that elected officials refrain from social media use due to potential issues with the Brown Act). General use policy: use city domain in social media account name (citycable@torranceca.gov for example); departments are allowed to create their own social media accounts under these guidelines. Granicus is used for streaming live council meetings; useful for those who don't have Time Warner (certain cable access) and for selecting individual items from agenda. Newspapers are not the only way to the community anymore. City uses YouTube to reach those who use iPhone platform (Granicus would charge \$200 a month). City also uses Ustream to stream something live; YouTube free live streaming is the goal (need a specified number of views). City maintains multiple Twitter accounts (i.e. for jobs, Fire & Police Departments); full list available on website. City feels that it is important to take advantage of all social media platforms, using what works for specified audience. City uses Nixle for public works/safety updates. Nixle is a free, self-subscribing platform that sends notifications (listserv), providing great customized ability to receive emails, texts, or tweets. City uses eNotify – self-subscribed content distributor developed by staff and managed by an intern and a volunteer. City's website is no longer under a webmaster; redesigned as CMS, giving each department their own control of content management. City has bought Facebook ad space (i.e. advertised for contributions to their donor wall)—not worth it. Fans attained were not from Torrance (questions about their validity, bots possibly, which meant no viral ability for their message). City accepts submittals to e-newsletter calendar section on website. City is beginning to use Pinterest (i.e. for its library, potential for parks and other city facilities). Instagram presence is just getting developed—followers can filter photos through hashtagging. City believes that "whatever is said on social media, stays on social media". City has developed mobile app for entertainment, dining, parks, etc. for Torrance area; people can check in for some type of award (still in development, working with GIS).

Kit Fox (City of Rancho Palos Verdes) – Rancho Palos Verdes has just started with a monologue-like presence (message feature has been disabled on Facebook page) on social media, mainly using a listserv for subscribers. City created a Facebook page for its 40th Anniversary event. Experimented with Facebook ads and hit target audience, but did not generate that many more "likes", activity, etc. City is looking to make 40th Anniversary page representative of City going forward (posting about other events and applying broader uses). No prevalent Twitter presence, but listserv has cross functionality with tweeting. City has a LinkedIn page. No social media use policy; only 2 people who manage social media.

Barry Waite (City of Carson) – Carson's social media presence is a mixed bag of social media use, but is predominantly on Facebook – Carson Pulse (economic development page), Carson Center (events at community center), and Parks and Recreation. Two posts removed in entire history of social media use—conversation on the page is civil, self-regulated by contributors. City's policy is to always reply to comments. Carson Pulse Facebook page posted job opportunity on FB page: 895 people reached in one day; another time, page was messaged by resident about Halloween event in the city—communication is effective on Facebook. City has found that posting pictures does not lead to increased audience exposure—more hits for text-only posts. Providing immediate feedback on what people think—engaged users contribute old photos of the city after being asked by City. City rarely post pictures of elected officials on Facebook. City uses Twitter to distribute Public Information updates.

Joel Rane (City of Inglewood) – Inglewood Library has an RSS Feed (Really Simple Syndication which is a way to easily distribute a list of headlines, update notices, and sometimes content to a wide number of people.) that connects to book catalog (Polaris): contacts subscribers

when a new book comes to the library (cross posts to Twitter). Library also has Facebook page; posts events to calendar. Library views Facebook as a platform that has peaked. Twitter is used as a newsfeed, a way to cultivate information, not necessarily to communicate. City's webpage is lethargic, hard to promote/update department programs on webpage. Thus, it became easier to post events on Facebook page.

III. *How can we share our resources?*

- *Recognition on social media:*
 - *How can the SBCCOG/SBESC and the South Bay cities leverage each other's social media followings to expand the reach of the message that we are trying to broadcast?*
 - *Searching out one another is an important first step*
- *Communication prior to community events, workshops, ceremonies, etc.*
 - *Coordinating beforehand is important in order to promote/broadcast with plenty of lead time*
 - *Having an agreed upon, direct line of communication (direct messaging via Twitter vs. email for example) can enhance social media strategy and relationships*

Jacki Bacharach (SBCCOG) – Can SBCCOG serve as a resource for city job and event postings in the South Bay?

Kit Fox (City of Rancho Palos Verdes) – City tries to cross promote with groups whom the city is affiliated with; guidance would be helpful from other agencies on what social media they are using (i.e. Pinterest, Instagram, etc.).

Barry Waite (City of Carson) – Providing a glossary of South Bay cities' social media accounts on SBCCOG website would be helpful.

Michael Smith and Jamie Lee (City of Torrance) – Visitors can go onto the City's website and post to online calendar (content gets vetted then placed onto city e-newsletter).

Nico De Anda (City of Hermosa Beach) – Best practices and social media policies: sharing these would be helpful to smaller cities.

IV. *Where do we go from here?*

- *Possible future meeting topics:*
 - *Suggestions for other cities' social media presence/strategy*
 - *Possible guest speakers/attendees: SBCCOG partners, industry leaders/experts, etc.*
 - *Showcasing social media use policies currently in place (i.e. Los Angeles County and City of Torrance)*
 - *What social media platforms/channels are Councilmembers using?*
- *Should we meet regularly and if so, how often?*

Kim Fuentes (SBCCOG) – What is the best way to share information and to communicate? Would guest speakers at future meetings be helpful?

Michael Smith (City of Torrance) – Guest speakers that are in the social media "trenches", do it professionally (i.e. dealing with metrics, etc, management tools) would be ideal for group. Group should meet quarterly or semi-annually.

Pamela Manning (County of Los Angeles) – It would be good to meet on a basis that updates each city's progress (LinkedIn group could be good resource for this).

Nico De Anda (City of Hermosa Beach) – Hermosa Beach would like to have guest speakers that could talk about emergency notification systems and listserv services (i.e. Nixle) would be interesting to hear.

Jacki Bacharach (SBCCOG) – Next Steps for Group and Cities:

- Social media accounts: send them to SBCCOG in order to develop city social media glossary page.
- Send SBCCOG best practices and/or social media policies for group review/discussion.
- SBCCOG will review LinkedIn group as resource for group to communicate during the interim period before next meeting.
- Next meeting to be tentatively held on March 26, 2014 at noon.