

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

Thursday, October 8, 2015 Minutes

Attendees: Jeffrey Robinson (Area G Disaster Management), Katie Casey (Hermosa Beach), Christopher Barreiro, Joel Rane and Bri Webber (Inglewood), Stephanie Kou and Jessica Vincent (Manhattan Beach), Kit Fox (Rancho Palos Verdes), Jesse Reyes (Redondo Beach), Alexa Davis (Rolling Hills Estates), Alison Sherman (Torrance), Brett White (West Hollywood), Pamela Manning and Andrea Driscoll (County of Los Angeles), Chris Meadows (L.A. County Sheriff's Department), Jacki Bacharach, Kim Fuentes, Marilyn Lyon and Chandler Shields (SBCCOG)

I. Introductions

- *New attendees provide a brief overview of their services while returning attendees share something significant from their city's social media use since the last meeting.*
 - **Katie Casey** – Recently used municipal and local media with city staff and elected officials to proactively change public perception of a new facility (law-enforcement training facility) that was dubbed a “shooting range” by outside media outlets; the City is finally creating official social media accounts.
 - **Alison Sherman** – Representing City of Torrance's Waste Management Department.
 - **Christopher Barreiro and Bri Webber** – Representing branches of the City of Inglewood's Library Division.
 - **Jessica Vincent** – Accompanying Stephanie Kou from the City of Manhattan Beach.
 - **Andrea Driscoll** – Accompanying Pamela Manning from the County of Los Angeles.

II. Guest Speakers:

- **Sergeant Chris Meadows** – *L.A. County Sheriff's Department, Social Media Coordinator*
 - With the department for 20 years; worked previously with the City of Manhattan Beach.
 - Got into social media investigations with the department, analyzing and identifying graffiti work.
 - In 2011, was in charge of the newly created “Electric Communication Triage Unit” that extended into social media outreach and surveillance—mixed results upon initial launch.
 - The department needs to hire 1500 Deputy Sheriffs—created a website catered to hiring, further pushing the recruitment on social media platforms.
 - LASDHQ Twitter Account:
 - 43,000 followers
 - Catering to career recruitment
 - #TBT, feel-good stories featured on this platform—focus of social media policy after consulting assessment to lighten the feed and encourage people to follow and engage with the department on social media
 - Disaster communication platform as well
 - Nixle alerts are synced up to Twitter (and other social media platforms), which are regionally targeted
 - Captains delegate regional twitter account responsibility within their department
 - Lomita branch is very proactive with social media use
 - Social media accounts such as Twitter are generating the lead on breaking incidents (e.g. shootings)—before incidents are phoned into the department, they are identified on social media
 - Mass increases in following tends to follow a crisis
 - Department will use social media platforms to prevent potentially illegal incidents from taking place
 - For example, the department will tweet/comment on a social media account that is advertising a party with potential drug-use
 - LASDTalk Twitter Account:
 - 3,800 followers

- Platform that encourages discussion with the community and other law enforcement departments
 - #poltwt – Global hashtag advertising law enforcement “ride-alongs” with “tweet-along” campaign
 - Sheriff’s Department teaches a two-day social media class for employees and municipal employees are invited to attend if space is available.
 - Full classes constitute 40 attendees
 - In addition to law enforcement staff, audiences span multiple municipal departments (e.g. fire departments, life guards, city etc.)
 - Use Eventbrite to take registration for classes
 - Works with the social media “community watch” platform, Nextdoor.
 - Noticed that typically safer/less crime concentrated in communities with more users on Nextdoor than cities with high crime rates
 - Therefore, encourages the use of Nextdoor to cities and communities, esp. with high crime rates
 - GeoFeedia, a geo-targeting social media management platform, is the only paid-for social media service that the department uses; everything else is free.
- **Brett White** – *City of West Hollywood, Digital Media Coordinator*
 - Been with the City since 1996.
 - Primarily manages the website and social media.
 - City is an early adopter—been on Facebook and Twitter since 2008; won some social media awards.
 - Total of 33 accounts across 12 platforms.
 - Facebook, Twitter and Instagram are the main platforms.
 - Roughly 12,000 followers on Twitter
 - Staffed by Digital Media Coordinator (DMC – Brett) and an intern
 - Other Division staff are trained by DMC
 - Divisions are allowed to open new accounts on different platforms as long as they notify and receive training from DMC to launch them
 - The City adopted a social media policy back in 2011
 - Why and how we use social media
 - Comments/censorship protocols
 - Does not address employee personal use which is covered in other electronically-focused policies established at the City
 - Record keeping amounts to saving email notifications and screen shots while the City currently uses Archive Social.
 - Archive Social has archived everything the City has published in social media since accounts were established
 - Around a couple thousand dollars a year for subscription
 - Proactively monitoring online conversations taking place on social media that do not necessarily trigger account notifications (e.g. @mentions, hashtags, tagging, etc.).
 - Most of the engagement comes via Twitter
 - Use Hootsuite; convenient way to monitor conversations taking place on Twitter
 - Use I-Phone to monitor social media accounts when out in the field
 - City staff and elected officials recognize the importance of having a social media presence for the City.
 - Department heads and elected officials will direct social media message drafting to DMC (e.g. DMC will compose tweet responses for them to conversations/questions directed towards them on social media)
 - Reporting back to executive management and elected officials is crucial in maintaining their “buy-in”
 - By nature, governments are “boring”.
 - Once your creative and engaging content is starting to get traction with followers, your important messages will gain traction too
 - Being responsive is important; try to engage initially with “Trolls” and try and take the conversation “off-line”; if that does not work, then just ignore them
 - Consider using paid “ads” on Facebook and Twitter to reach more people—they are cost-effective
 - Leverage your influencers—reach out to accounts that have large and engaging followings
 - Approached a popular “drag queen” city resident with a large social media following to help with a PSA—posted the PSA on this individual’s social media platforms and saw a huge spike in views (almost 500,000 views)

III. **LinkedIn Group**

- **Chandler Shields** – Users continue to share interesting articles and generate discussion; continuing to reach out to guest speakers to join the group as well.

V. **Other Issues of Interest**

- **Jacki Bacharach** – All of the social media policies are now posted in a central location on the “Social Media Working Group” page of the SBCCOG website—
<http://www.southbaycities.org/committees/social-media-working-group>.

VI. **Next Meeting**

- **January 14th at 3:00 P.M.**
- *Potential new speakers for next meeting:*
 - Jacki Bacharach – Reporters from news media in the South Bay
 - Katie Casey – Lisa Jacobs from the Easy Reader
 - Alexa Davis – Scott Grossberg, California Joint Powers Insurance Authority (JPIA)