Social Media 101:

creating good habits to support public partnership and engagement

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Jess Zimbabwe, ULI Rose Center

Webinar
6 February 2012

Overview:

- Welcome
- ULI Rose Center: who we are/what we do
- Webinar instructions
- Webinar

Urban Land Institute

Rose Center for Public Leadership

Mission:

". . . to encourage and support excellence in land use decision making. By providing public officials with *access to information, best practices, peer networks* and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies."

How this webinar works:

- All callers are muted during the presentation
  - To prevent any audio disruption, please mute your individual line by pressing *6. You can un-mute your line by pressing #6.
- To ask a question-
  - Type your question into the *Question* or *Chat* box, the moderator will review and present your questions to the panelists.

What we'll cover today

1. Some basics of social media and local government
2. Good social media habits for public officials
3. Third party applications that can help generate content

What we won't cover today

1. How to get started by setting up accounts (This is covered in links at the end of the presentation.)
2. Best practices for managing your agency's social media:
   - Managing your internal team
   - Building your network of followers
   - Soliciting input and discourse from your followers

(These topics will be covered in our next webinar, Social Media 102 on March 12th.)

First, some basics

Characteristics of Social Media:

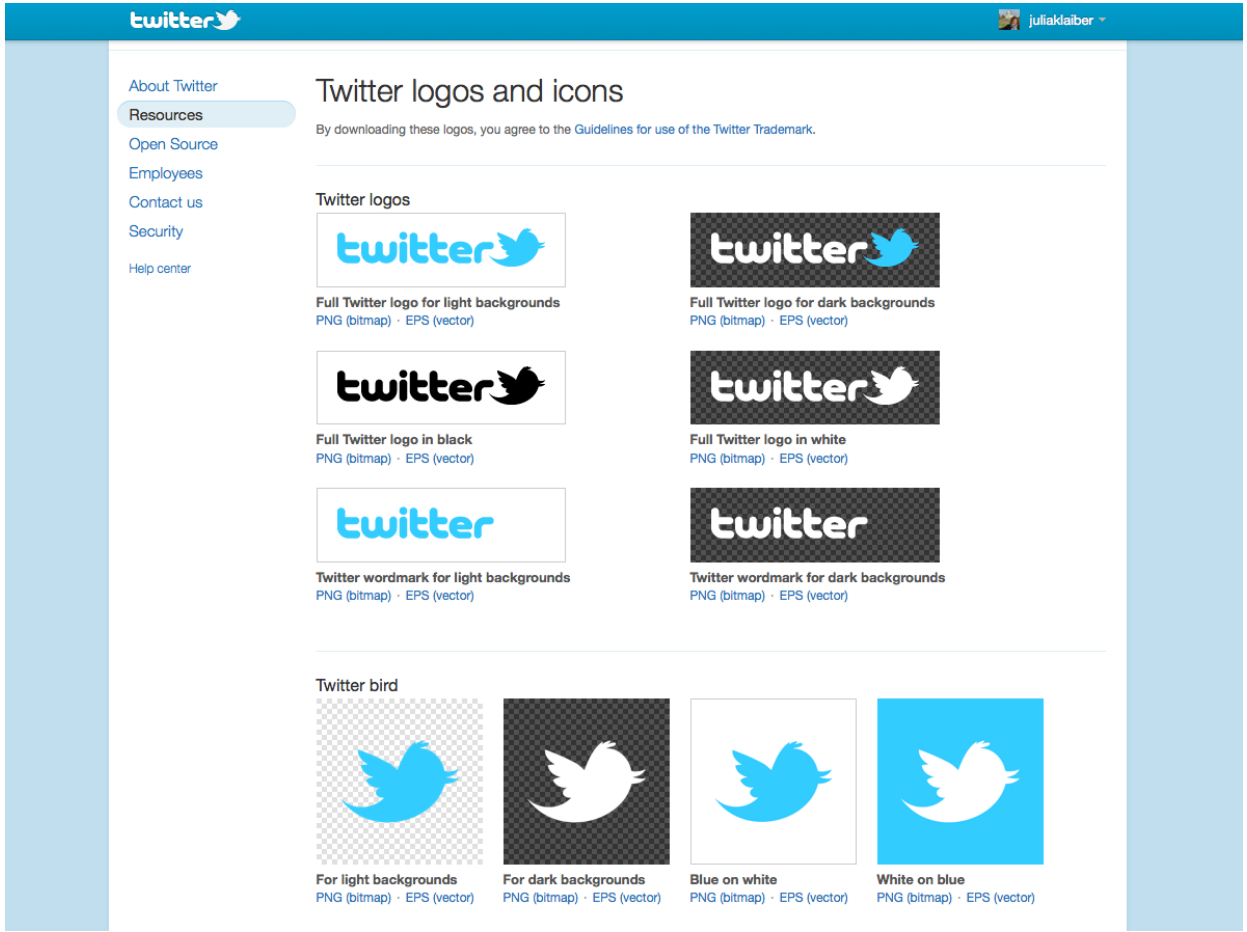
- Interactive rather than authoritative
- Personal rather than institutional

The rise of social media use among city governments

know the lingo

@	PUBLIC MESSAGE
RT	RETWEET
MT	MODIFIED TWEET
DM	DIRECT MESSAGE (PRIVATE)
#	SEARCHABLE KEYWORD

and you'll need some followers

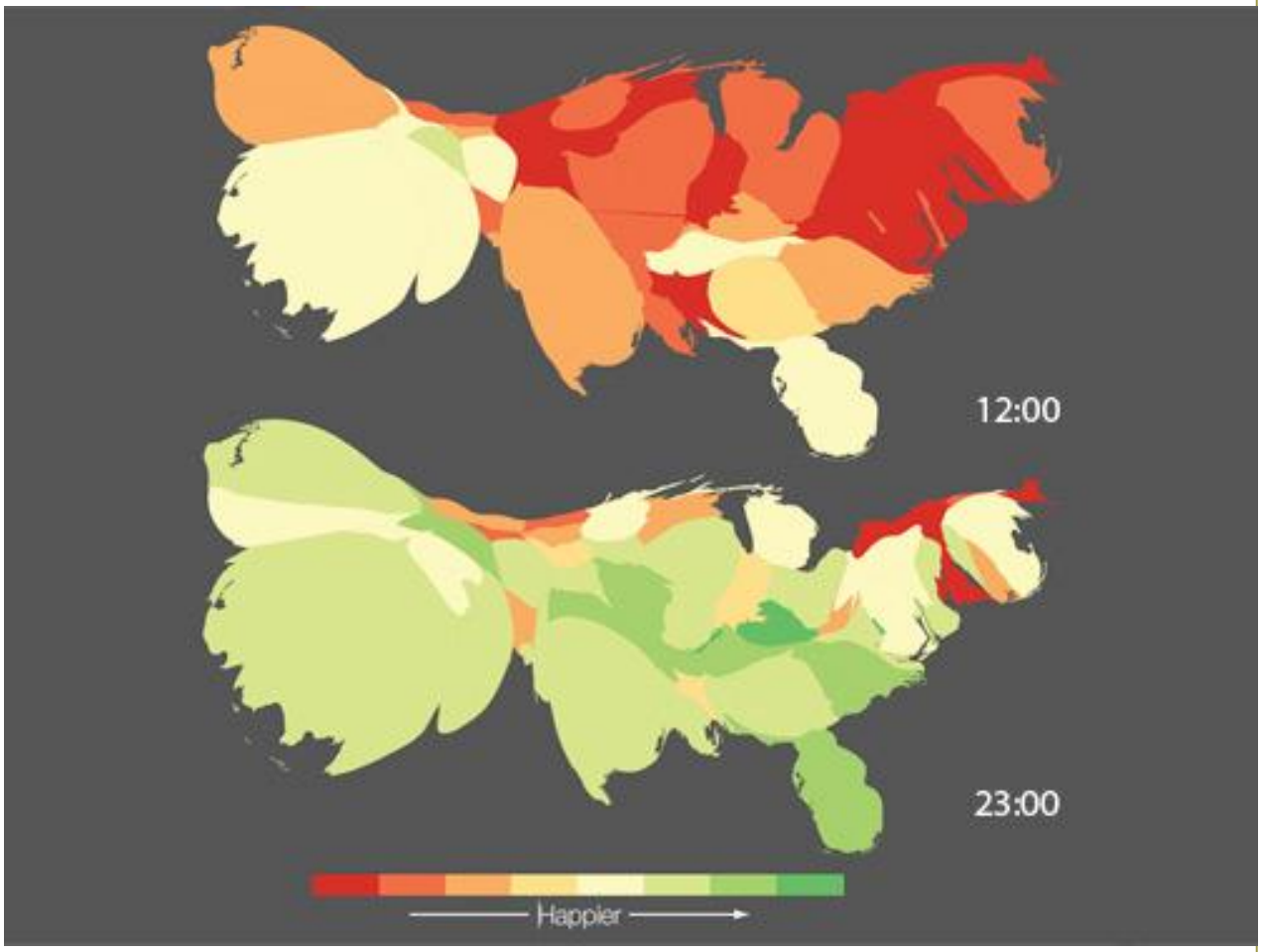


Why should public officials use social media?

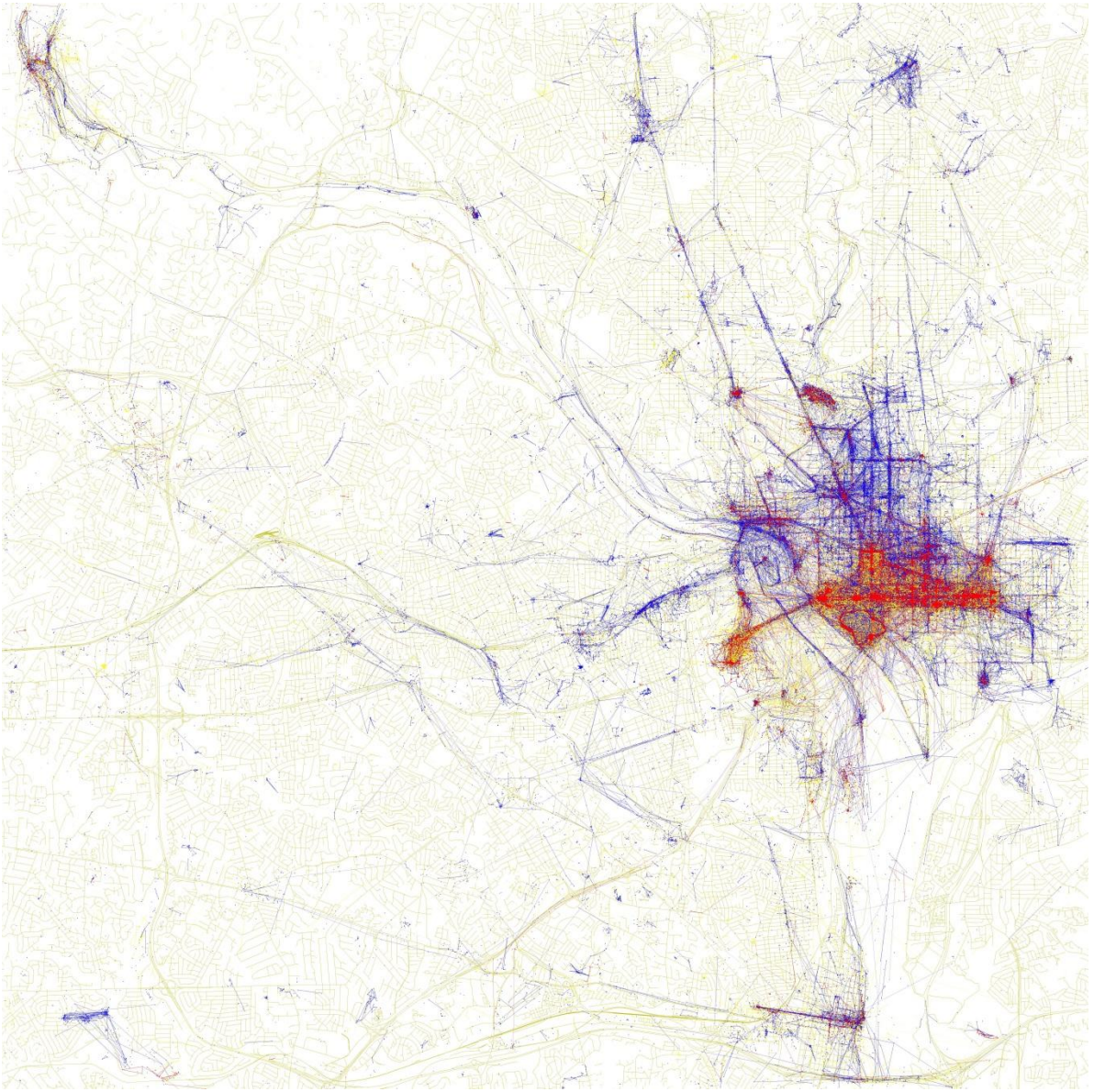
1. To engage citizens
2. To compensate for declining media coverage
3. To participate in the creation of place-based data

to engage citizens in governance and decision-making

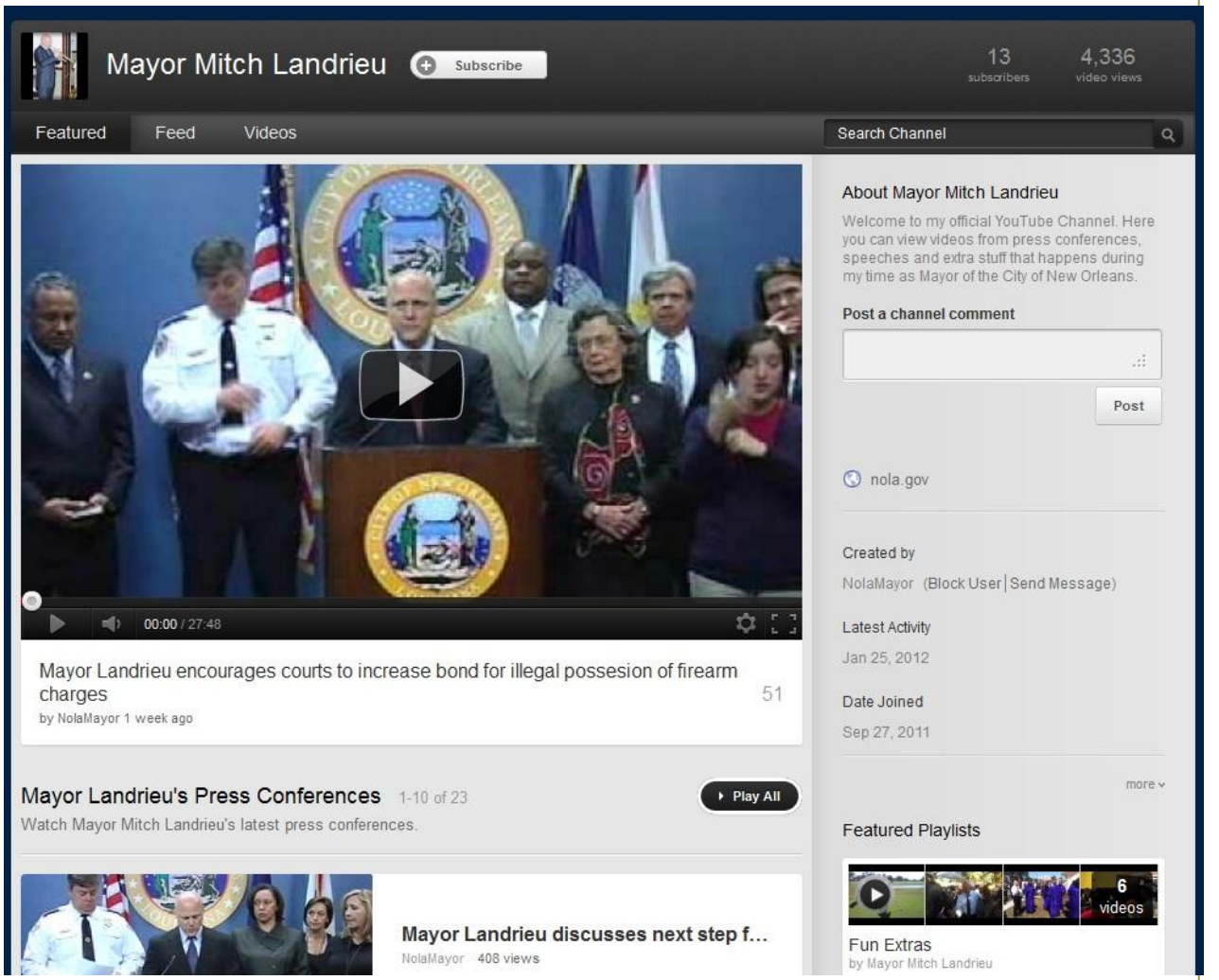
participate in the production of place-based data



participate in the production of place-based data



To compensate for declining media coverage



Good social media habits for public officials (or, 6 social habits to pick up)

social habit #1: RTing

gabe_klein gabe klein
Go Bob! RT @planningindc: Congrats to our Commish Bob Peck, who just rec'd AIA's Thomas Jefferson (cont) tl.gd/escv56
22 Dec

ccoletta ccoletta
Lap dancing ruled not to be tax-exempt art form http://bit.ly/kcGteP
16 Jun

ccoletta ccoletta
RT @jzimbabwe: There goes my business plan. : Lap dancing ruled not to be tax-exempt art form http://bit.ly/kcGteP
16 Jun

Social habit #2: the #FF tag

social habit #3: hashtags as connectors

NextMoon Marjanne Pearson
What I Learned from Architect Barbie: Why Can't Architects Wear Pink? @DesignObserver http://sbyd.es/l8S77c » incl info from **#aia2011**
16 Jun

AIANational AIA National
AIA president @CManus continues **#aia2011** theme in a free webinar, Development and City Planning in an Urban World, http://bit.ly/mhlRGf
16 Jun

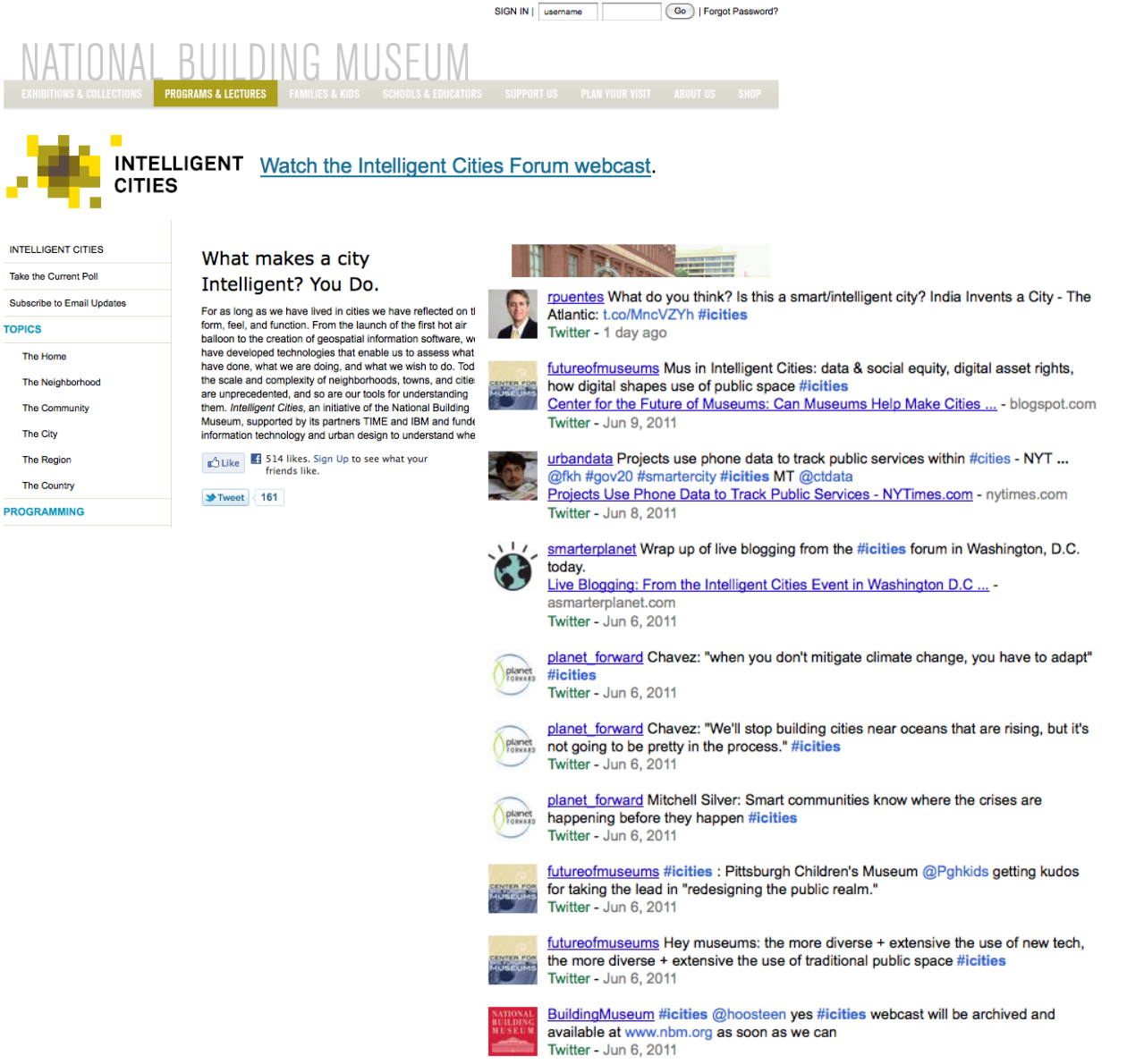
heatherwestpr Heather West
Very Futurama! >> If you missed @VacuumElevators at **#aia2011** ...take a look at these fun, eco-friendly people movers, vacuumelevators.com
14 Jun

DRAlmada David Ricky Almada
Water reclamation circa 1800's. New Orleans. **#aia2011** http://instagr.am/p/Furht/
14 Jun

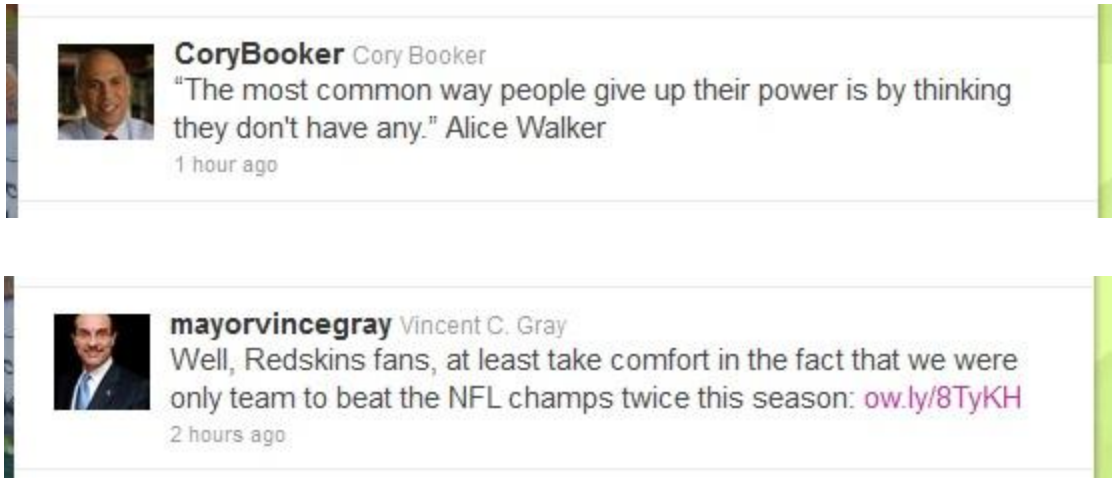
randydeutsch Randy Deutsch
Our generation's 'Learning from Las Vegas?' What I Learned from Architect Barbie bit.ly/krTjNg **#AIA2011** #architects #design
13 Jun

social habit #4: hashtags for irony or humor

social habit #5: live tweeting



Social habit #6: Share *Something*



(oh, and sharing ≠ announcing)

HUDNews HUD News
Read more about the Homeowner Bill of Rights President @BarackObama mentioned this morning ow.ly/8OtFh #HUD
1 Feb

HUDNews HUD News
New #HUD blog post: A new platform for jobs & housing in Washington, DC ow.ly/8AZl0
20 Jan

HUDNews HUD News
Check out the #HUD Section 3 Business Registry! ow.ly/8xV2L
18 Jan

HUDNews HUD News
The Jan issue of #HUD's Ecowise newsletter is now available online @ ow.ly/8q3y7
11 Jan

share something: quotidian observations

jeremycliu Jeremy Liu

Hmm, a lobster roll in Oakland at the Coliseum...having lived in Boston for 20 yrs not sure how I feel about this. http://twitpic.com/5c6fsr

16 Jun

mattyglesias mattyglesias

DC chillin, airport taxi line chillin.

1 hour ago

gelatobaby Alissa Walker

I just spent 25 minutes coming up with an appropriate caption for this R2-D2 cookie jar I saw. Let me know how I did: flickr.com/photos/gelatob…

12 Jun

share something: innovations, a special find, a picture

share something: engaging in a debate

share something: engaging in a debate

Huntsville, Alabama

What will it look like? The new Fire Station 18 at 6535 Greenbrier Road, just north of the Target Distribution Center.

Like · Comment · Share · January 26 at 9:09am ·

10 people like this.

1 share

Thornton Chrysler Dodge Jeep Looks great, has that modern feel!
January 26 at 9:29am · Like

Christine Ginty I know those are supposed to be clouds but it looks like it's on fire...
January 26 at 9:32am · Like

Lou Bryant Hovatter Flat roof! Leaks! Maintenance & money! Mmmmmmmm
January 26 at 12:44pm · Like

David Button There won't be any trees behind it (if that's what those are). Nothing but cotton fields! And if you only knew about the "value engineering." That's the fancy way of saying you're cutting corners.
January 26 at 10:39pm · Like

Huntsville, Alabama We are doing everything we can to make sure the building looks nice, is functional, and provides value for your tax dollars. Any suggestions are welcome!
January 27 at 11:41am · Like

Write a comment...

share something: give a little personality

Third Party Apps…

…to help you manage content:

- Tweetdeck
- Hootsuite

…to help you generate content:

- Foursquare
- Delicious
- Flickr
- Yfrog or twitpic

Third parties apps that can help you manage content:

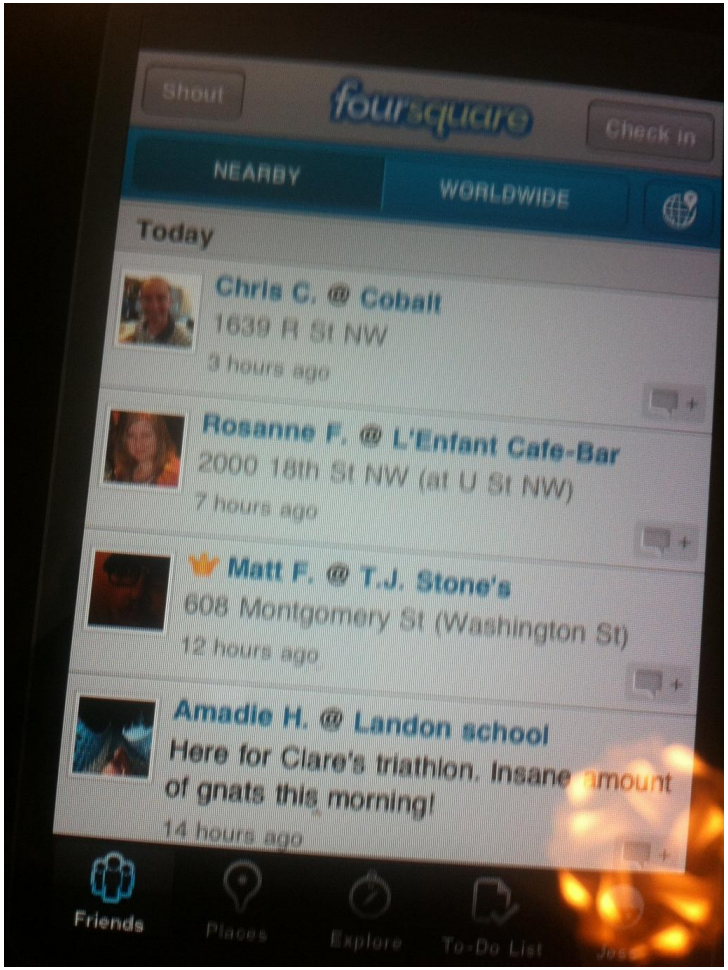
tweetdeck

Third parties apps that can help you manage content:

hootsuite

Third parties apps that can help you generate content:

foursquare



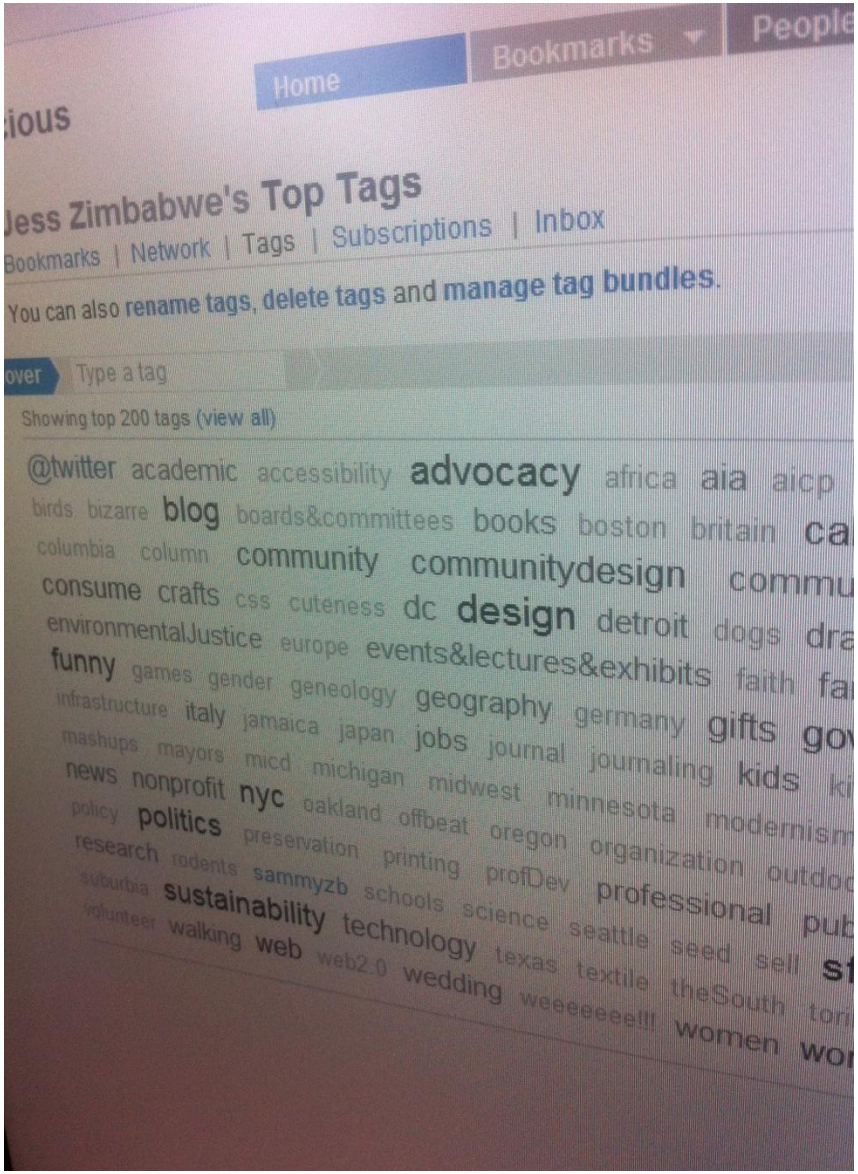
Museum of Fine Arts Boston, MA

Local university student? Chances are your uni has already paid for you... Check the website for details. (it's free for Northeastern, MIT, Harvard, BU for sure)

Dec 5, 2010 | Done by 31 people

Third parties apps that can help you generate content:

delicious



Third parties apps that can help you generate content:

flickr

flickr from YAHOO!

Home | You | Organize & Create | Contacts | Groups | Explore | Upload

sfplanning's photostream

Sets | Galleries | Tags | People | Map | Archives | Favorites | Profile | sfplanning is a contact (edit)

panel 12

Central Corridor Project Storefront Charrette, June 22-25, 2011

© All rights reserved

Uploaded on Aug 16, 2011

0 comments

panel 10

Central Corridor Project Storefront Charrette, June 22-25, 2011

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0 comments

panel 1

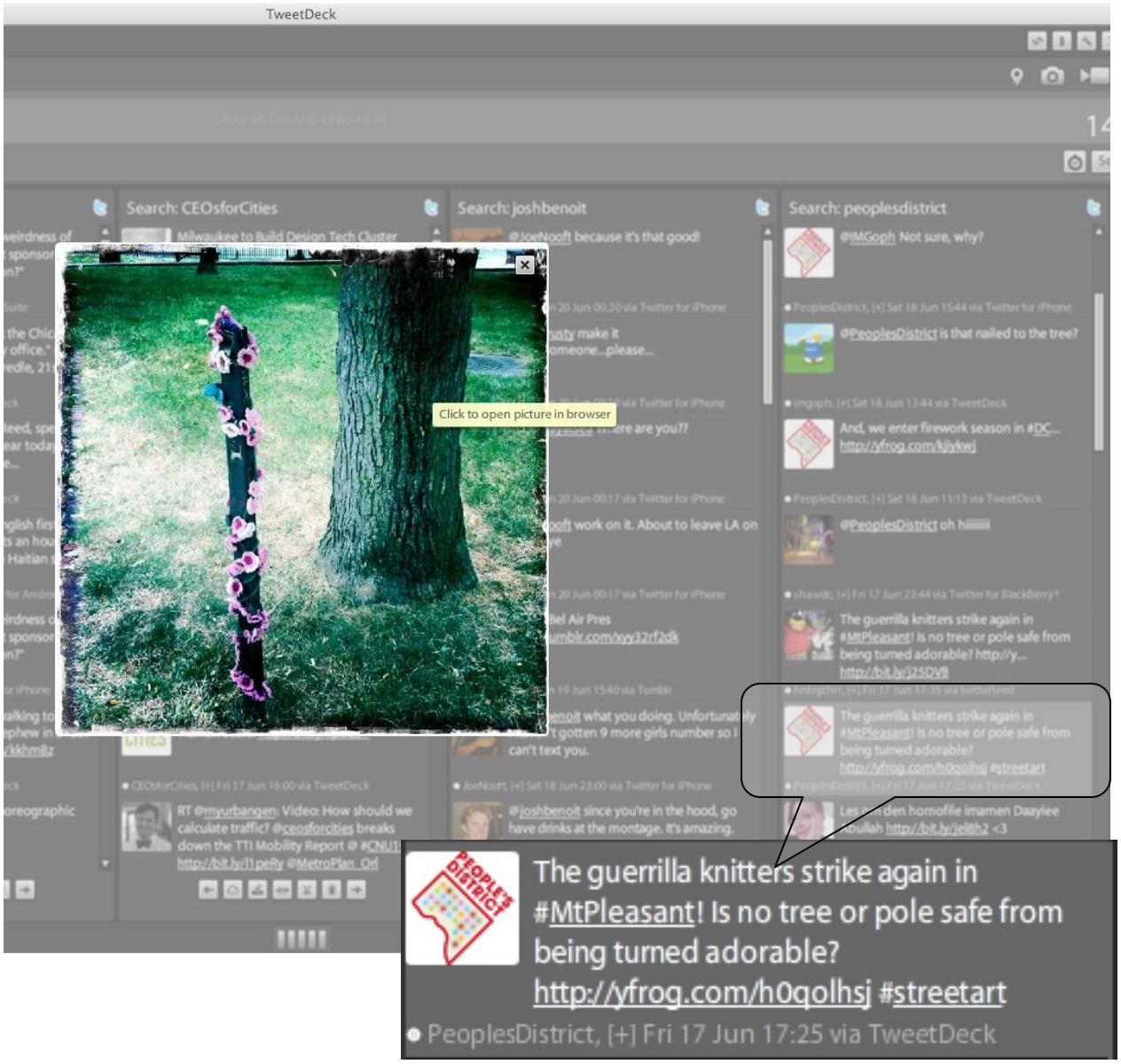
Central Corridor Project Storefront

DSCN5390

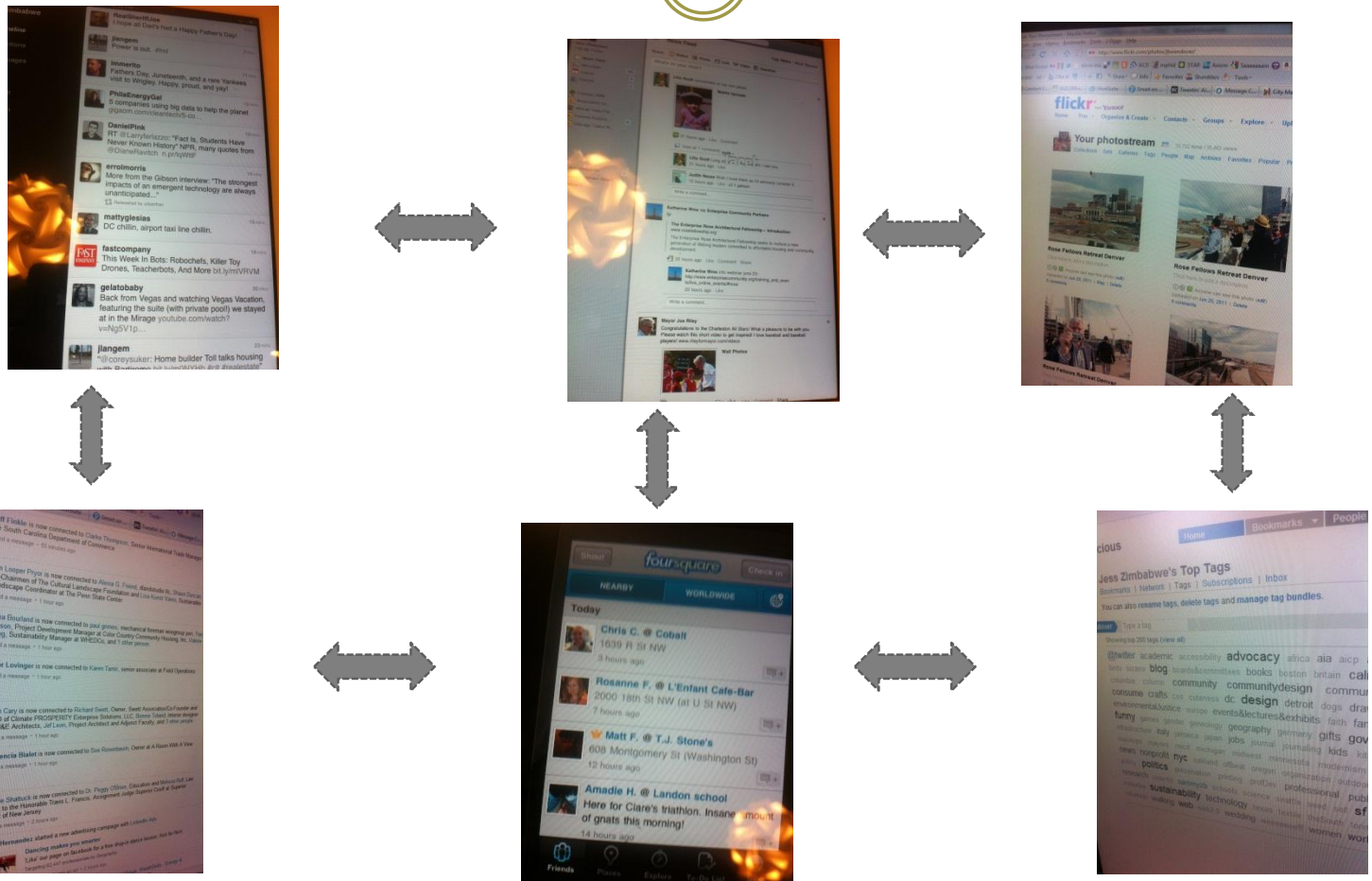
Central Corridor Project Storefront

Third parties apps that can help you generate content:

yfrog or twitpic

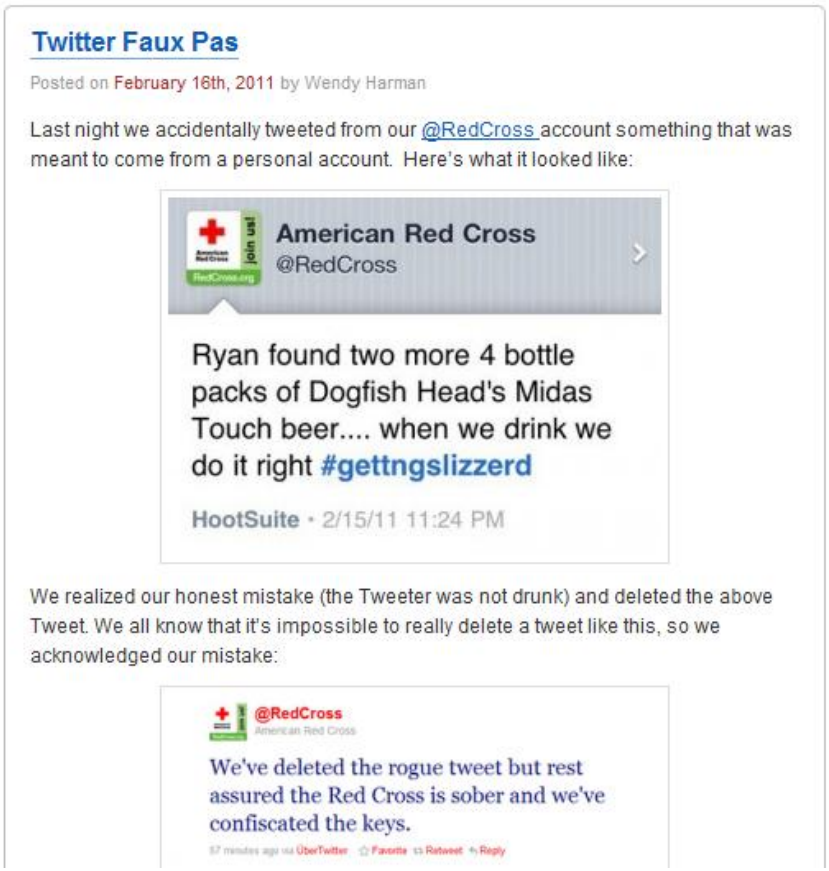


good practice: connect accounts



good practice: cross-promote

good practice: distinguish accounts



Twitter Faux Pas

Posted on February 16th, 2011 by Wendy Harman

Last night we accidentally tweeted from our @RedCross account something that was meant to come from a personal account. Here's what it looked like:

American Red Cross
@RedCross

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #gettngslizzerd

HootSuite · 2/15/11 11:24 PM

We realized our honest mistake (the Tweeter was not drunk) and deleted the above Tweet. We all know that it's impossible to really delete a tweet like this, so we acknowledged our mistake:

@RedCross
American Red Cross

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

Additional resources

Sample local government social media policies (from the Institute for Local Government):
http://www.ca-ilg.org/socialmediapolicies

National Resource Center for Human Service Transportation Coordination (a collection of resources on public participation and social media)
http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=2336

Government 2.0: How Social Media Could Transform Government
by Mark Drapeau, January 5, 2009
http://www.pbs.org/mediashift/2009/01/government-20-how-social-media-could-transform-gov-pr005.html

Mashable: **How to set up a Facebook page**
May 22, 2011 by Lauren Drell
http://mashable.com/2011/05/22/how-to-facebook-page/

A Beginner's Guide to Twitter
By Joe Brockmeier / January 9, 2012 11:00 AM
http://www.readwriteweb.com/enterprise/2012/01/a-beginners-guide-to-twitter.php

How to Create a Flickr Group
http://www.wikihow.com/Create-a-Flickr-Group

Please join us for:

Social Media 102:
leveraging social networking and media outlets to improve communities and policymaking

Monday, March 12th at 1:00p eastern

Registration is now open:

http://www.uli.org/rosecenter

Julia
@juliaklaiber
jklaiber@ceosforcities.org

@CEOsforCities

Jess
@jzimbabwe
jess.zimbabwe@uli.org

@ULIrosecenter

Give us your Feedback!

- **Email us –** rosecenter@uli.org
- Complete our survey via Survey Monkey

Keep informed and learn more about our programs:

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