

Social Media 101:

creating good habits to support public partnership and engagement



Julia Klaiber, CEOs for Cities
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

facebook

Search

City of Philadelphia
Government Organization · Philadelphia, Pennsylvania

Wall **City of Philadelphia** · Everyone (Most Recent)

Share: Post Photo Link Video

Write something...

City of Philadelphia
Fire Department selects new vendor for EMS patient billing
FIRE DEPARTMENT SELECTS NEW VENDOR Philadelphia, February 2, 2012
– Fire Commissioner Lloyd Ayers announced that the Philadelphia Fire Department has selected a new vendor, Intermedix, for EMS Patient Billing.
...
 Like · Comment · Share · 22 minutes ago

City of Philadelphia
United Way of SE PA & Mayor's Office of Civic Engagement & Volunteer Service launch the Greater Philadelphia Corporate Volunteer Council
United Way of Southeastern Pennsylvania and Mayor's Office of Civic Engagement and Volunteer Service
www.marketwatch.com
 Like · Comment · Share · Saturday at 9:11am ·

5 people like this.
Write a comment

Wall

- Info
- Friend Activity
- Photos
- Notes
- Events
- Links
- Facebook Pages from City ...

About
Smarter, faster, better, greener, fairer...City of Philadelphia government....
More

8,307
like this

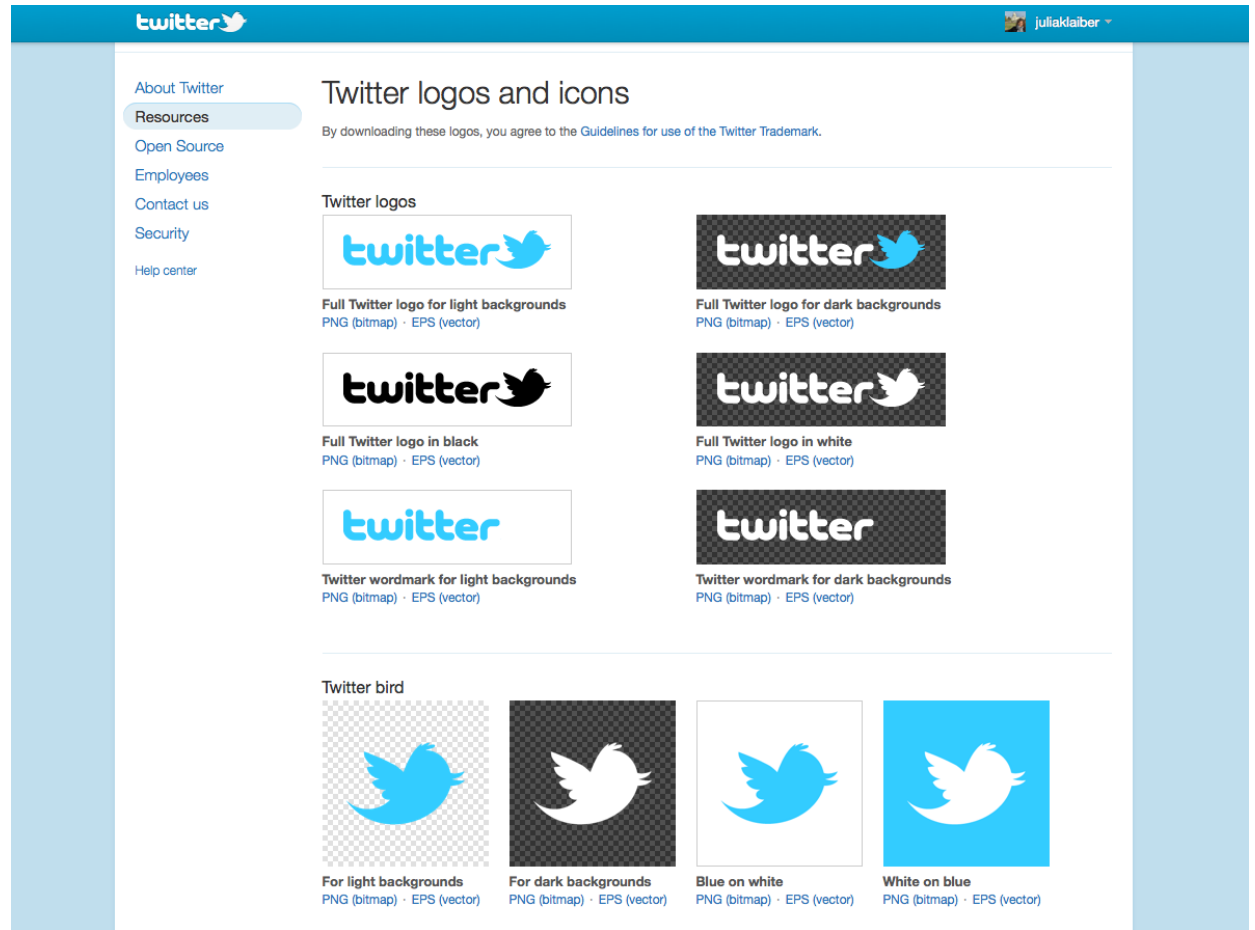
193
talking about this



know the lingo

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

and you'll
need some
followers



The screenshot shows the Twitter brand guidelines page. At the top, there is a blue header with the Twitter logo and the user name 'juliakaiber'. On the left, a navigation menu includes 'About Twitter', 'Resources', 'Open Source', 'Employees', 'Contact us', 'Security', and 'Help center'. The main content area is titled 'Twitter logos and icons' and includes a disclaimer: 'By downloading these logos, you agree to the Guidelines for use of the Twitter Trademark.' Below this, there are two columns of logo options under the heading 'Twitter logos'. The first column shows the full logo in blue on a light background, the full logo in black on a white background, and the wordmark in blue on a light background. The second column shows the full logo in blue on a dark background, the full logo in white on a dark background, and the wordmark in white on a dark background. Underneath, the 'Twitter bird' section shows four variations: a blue bird on a light background, a white bird on a dark background, a blue bird on a white background, and a white bird on a blue background. Each logo option includes a caption and file format information (PNG (bitmap) · EPS (vector)).

twitter


juliakaiber


About Twitter
Resources
Open Source
Employees
Contact us
Security
Help center


Twitter logos and icons


By downloading these logos, you agree to the [Guidelines for use of the Twitter Trademark](#).


Twitter logos



Full Twitter logo for light backgrounds
PNG (bitmap) · EPS (vector)


Full Twitter logo in black
PNG (bitmap) · EPS (vector)



Twitter wordmark for light backgrounds
PNG (bitmap) · EPS (vector)



Full Twitter logo for dark backgrounds
PNG (bitmap) · EPS (vector)

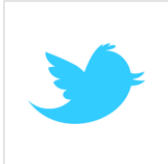

Full Twitter logo in white
PNG (bitmap) · EPS (vector)



Twitter wordmark for dark backgrounds
PNG (bitmap) · EPS (vector)

Twitter bird


For light backgrounds
PNG (bitmap) · EPS (vector)


For dark backgrounds
PNG (bitmap) · EPS (vector)


Blue on white
PNG (bitmap) · EPS (vector)


White on blue
PNG (bitmap) · EPS (vector)



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



Alderman_Moreno Alderman Joe Moreno

Photo: Come to my community meeting, honoring six heroic police officers, TONIGHT... 6:30 p.m., at Pulaski... tumblr.co/ZG2GLyFjxpK-

1 Feb



OPinDC OPinDC

OP testifying at Council roundtable at 10:30 on our Streetcar Land Use Study. Study available here: ow.ly/8NXit Watch live:...

1 Feb



HTinWDC Harriet Tregoning

"@GreengreaterDC: Online event Sat. at 9:45 on goo.gl/GNOIJ. Join Smithsonian, Island Press for Greening Greater Washington.

10 Sep



HTinWDC Harriet Tregoning

All day we are crowd sourcing ideas for Sustainable DC [#greengreaterdc](https://www.greengreaterdc.org) Or at www.sustainable.dc.gov

10 Sep



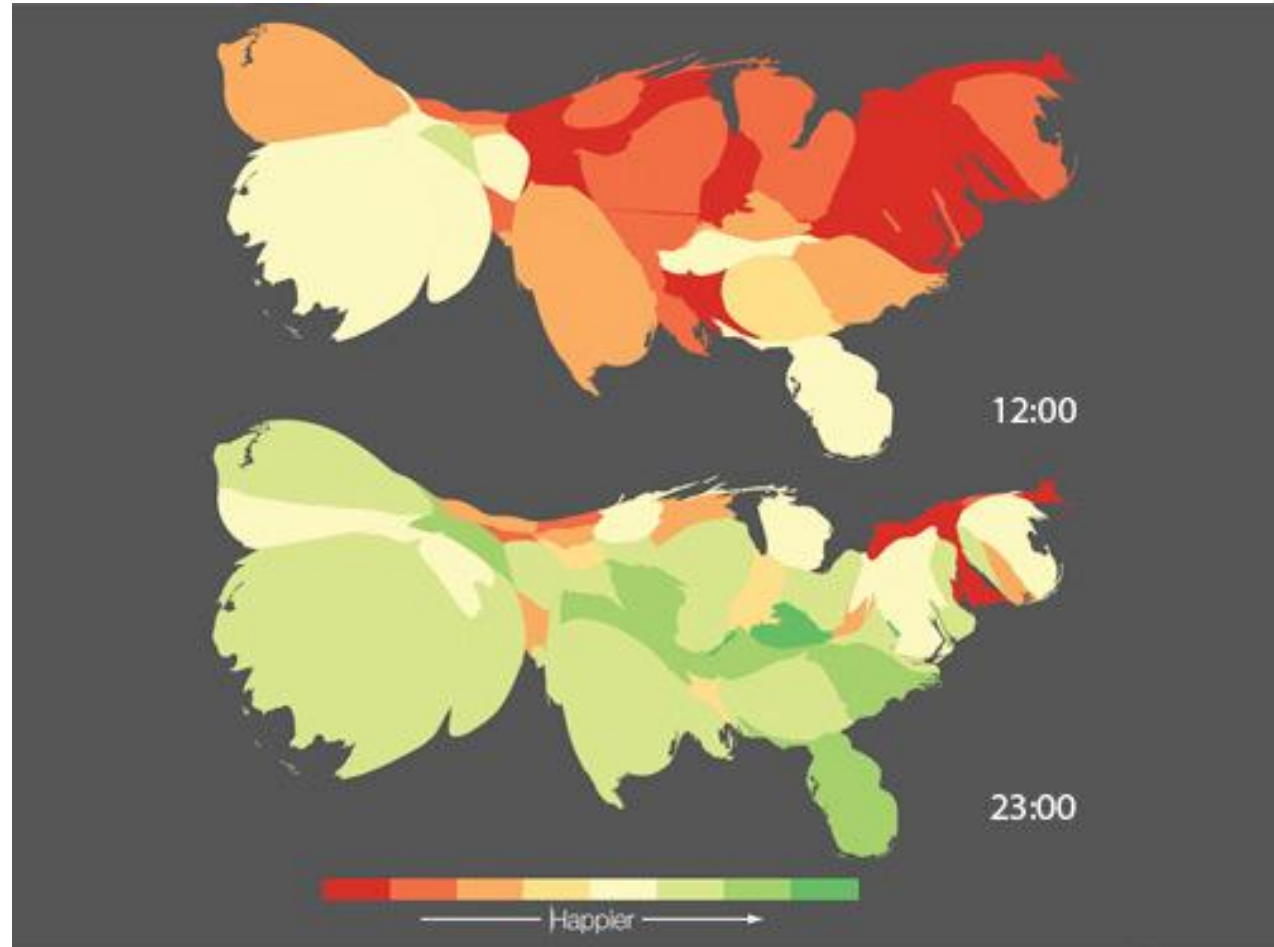
HTinWDC Harriet Tregoning

At Smithsonian event all day! [#greengreaterdc](https://www.greengreaterdc.org)

10 Sep

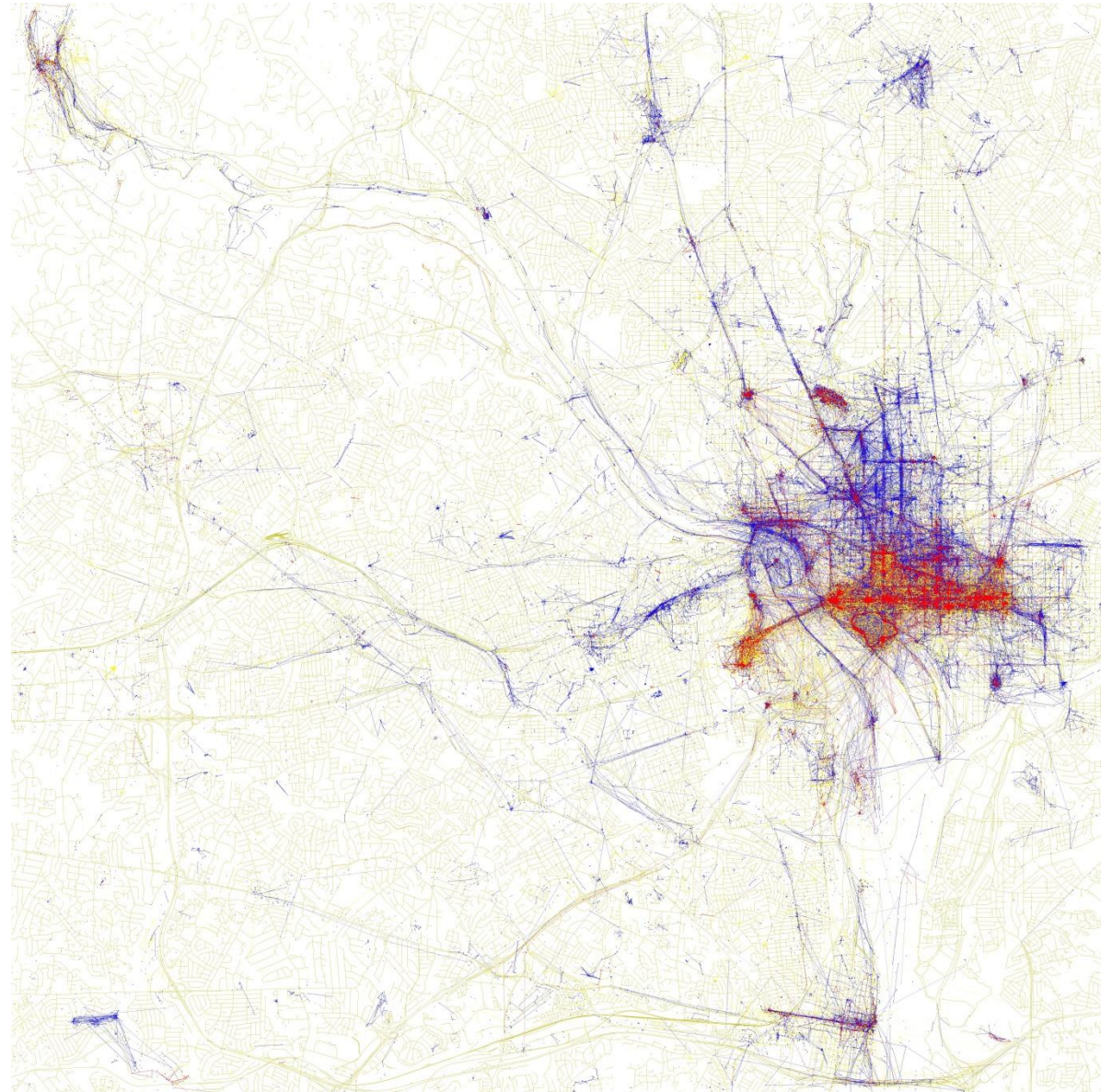


participate
in the
production
of place-
based data





participate
in the
production
of place-
based data



To compensate for declining media coverage

Mayor Mitch Landrieu [+ Subscribe](#) 13 subscribers 4,336 video views

Featured Feed Videos Search Channel

About Mayor Mitch Landrieu
Welcome to my official YouTube Channel. Here you can view videos from press conferences, speeches and extra stuff that happens during my time as Mayor of the City of New Orleans.

Post a channel comment

[Post](#)

[nola.gov](#)

Created by
NolaMayor (Block User | Send Message)

Latest Activity
Jan 25, 2012

Date Joined
Sep 27, 2011

[more v](#)

Featured Playlists

[Fun Extras](#)
by Mayor Mitch Landrieu 6 videos

Mayor Landrieu encourages courts to increase bond for illegal possession of firearm charges 51
by NolaMayor 1 week ago

Mayor Landrieu's Press Conferences 1-10 of 23 [▶ Play All](#)
Watch Mayor Mitch Landrieu's latest press conferences.

Mayor Landrieu discusses next step f...
NolaMayor 408 views

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



chiarchitecture Chicago Architecture

"@ULIRoseCenter: #FF Chicago edition @LeeBey @CDOTNews @ChicagoCTO @Gabe_Klein @BlairKamin @ChiArchitecture @ChicagoClimate..."/>

10 Jun



OPinDC OPinDC

@bogrosemary Thanks for the #FF and a #FF for @bogrosemary too!

3 Feb



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/mhIRGf>

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



RepWeiner Anthony Weiner

Next chapter : GOP tries to squirrel out of their support for ending Medicare. [#NoDisrespectToSquirrels](#)

25 May



social habit #5: live tweeting

SIGN IN | | | [Forgot Password?](#)

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INTELLIGENT CITIES

[Watch the Intelligent Cities Forum webcast.](#)

INTELLIGENT CITIES
Take the Current Poll
Subscribe to Email Updates
TOPICS
The Home
The Neighborhood
The Community
The City
The Region
The Country
PROGRAMMING

What makes a city Intelligent? You Do.

For as long as we have lived in cities we have reflected on it form, feel, and function. From the launch of the first hot air balloon to the creation of geospatial information software, we have developed technologies that enable us to assess what have done, what we are doing, and what we wish to do. Tod the scale and complexity of neighborhoods, towns, and cities are unprecedented, and so are our tools for understanding them. *Intelligent Cities*, an initiative of the National Building Museum, supported by its partners TIME and IBM and fundt information technology and urban design to understand whe

Like 514 likes. Sign Up to see what your friends like.

Tweet 161



[ruentes](#) What do you think? Is this a smart/intelligent city? India Invents a City - The Atlantic: [t.co/MncVZYh](#) #[cities](#)
Twitter - 1 day ago



[futureofmuseums](#) Mus in Intelligent Cities: data & social equity, digital asset rights, how digital shapes use of public space #[cities](#)
[Center for the Future of Museums: Can Museums Help Make Cities ...](#) - [blogspot.com](#)
Twitter - Jun 9, 2011



[urbandata](#) Projects use phone data to track public services within #[cities](#) - NYT ...
[@fkx #gov20 #smartercity #cities](#) MT [@ctdata](#)
[Projects Use Phone Data to Track Public Services - NYTimes.com](#) - [nytimes.com](#)
Twitter - Jun 8, 2011



[smarterplanet](#) Wrap up of live blogging from the #[cities](#) forum in Washington, D.C. today.
[Live Blogging: From the Intelligent Cities Event in Washington D.C. ...](#) - [asmarterplanet.com](#)
Twitter - Jun 6, 2011



[planet_forward](#) Chavez: "when you don't mitigate climate change, you have to adapt" #[cities](#)
Twitter - Jun 6, 2011



[planet_forward](#) Chavez: "We'll stop building cities near oceans that are rising, but it's not going to be pretty in the process." #[cities](#)
Twitter - Jun 6, 2011



[planet_forward](#) Mitchell Silver: Smart communities know where the crises are happening before they happen #[cities](#)
Twitter - Jun 6, 2011



[futureofmuseums](#) #[cities](#) : Pittsburgh Children's Museum @Pghkids getting kudos for taking the lead in "redesigning the public realm."
Twitter - Jun 6, 2011



[futureofmuseums](#) Hey museums: the more diverse + extensive the use of new tech, the more diverse + extensive the use of traditional public space #[cities](#)
Twitter - Jun 6, 2011



[BuildingMuseum](#) #[cities](#) @hoosteen yes #[cities](#) webcast will be archived and available at [www.nbm.org](#) as soon as we can
Twitter - Jun 6, 2011



Social habit #6: Share *Something*



CoryBooker Cory Booker

"The most common way people give up their power is by thinking they don't have any." Alice Walker

1 hour ago



mayorvincegray Vincent C. Gray

Well, Redskins fans, at least take comfort in the fact that we were only team to beat the NFL champs twice this season: [ow.ly/8TyKH](https://www.ow.ly/8TyKH)

2 hours ago



(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/8AZI0](#)

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



jeremyliu 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>

[/5c6fsr](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



estria Estria

Here's a can of fresco pigment that once used in Diego Rivera's studio <http://instagr.am/p/DL3xQ/>

15 Apr



peregrinedc Peregrine Espresso

Lots o' marble for [@pitangogelato](#) on the Hill. Their space should look drastically different very quickly. <http://yfrog.com/h83qdaemj>

10 minutes ago



MrCleanSF Mohammed Nuru

One thing I love about driving through the city is seeing beautiful victorians like these. yfrog.com/nyg06fnj

16 Nov



share
something:
engaging in a
debate



S_Goldsmith Stephen Goldsmith

A [@NYTimes](#) forum asks "Is [#privatization](#) a bad deal for cities and states?" <http://nyti.ms/i6frgP>

4 Apr



MarketUrbanism Market Urbanism ↻ by [stevevance](#)

Chicagoans: Are the parking garages [@BlairKamin](#) criticizes (bit.ly/iuFETV) mandated by zoning, or do devs build them because they want to?

18 Jun

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! Mmmmmmm

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



ChicagoCTO John Tolva

Our Chief Data Officer, [@ChicagoCDO](#), welcomed a baby girl this afternoon, incrementing the city's nerd factor by one. Congrats, Brett!

29 Dec



MayorSamAdams Mayor Sam Adams

Help find cat: Otis. RT [@sarahbott](#) ...our cat, Otis is missing from NE Dekum & 17th - 10 year old orange tabby!

pic.twitter.com/GoAKcB74

4 Feb

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**

The screenshot displays the TweetDeck application interface, which is a multi-column tool for managing social media content. The interface is divided into three main columns, each with a different search filter:

- Column 1: All Friends** (User: juliakaiber)
 - Tweet 1: "Oooh, we're doing #ArchitectFilmName now? I like y'all." (Retweeted by walkerartcenter)
 - Tweet 2: "Agreed RT @ericas: @gabe_klein, v. sad story. Biking in Chi so far has felt more dangerous than DC--cars getting (cont) http://tl.gd/b4q75f" (Retweeted by gabe_klein)
 - Tweet 3: "Will forensic neuroscience totally reshape our legal system? http://theatln.tc/mvIKke by @davidagleman" (Retweeted by TheAtlantic)
 - Tweet 4: "Awesome two photos of the same vantage point in Columbia Heights from 2004 and 2011 - tinyurl.com/3mpetu3" (Retweeted by PoPville)
 - Tweet 5: "Speaking 6/23 NYC event for Le Méridien Hotels on 'A New Perspective on Creativity'. 1st 100 to RSVP can attend! lemeridien@prconsulting.net" (Retweeted by Richard_Florida)
 - Tweet 6: "I refuse to let this DC teaching kitchen not happen. 1 hour left. Need only \$2k: http://ow.ly/5iHQU Can you chip in just \$10?" (Retweeted by floridagirilindc)
 - Tweet 7: "RT @TheAtlanticWire: Donate to #Wikileaks and win a date with Julian Assange http://theatln.tc/mALN25" (Retweeted by TheAtlantic)
 - Tweet 8: "GOOD How can we help working adults go back for a college degree? Classes that start at midnight. http://su.pr/9DSrSy" (Retweeted by GOOD)
 - Tweet 9: "Part of Bunnymede Lane will be closed" (Retweeted by [unintelligible])
- Column 2: Search: ccoletta**
 - Tweet 1: "RT @digitalafrican: 'Designing Tomorrow' - Natl Bldg Museum showcases optimism, futurism & dreamy design ideas of '30s. http://ow.ly/Sizf" (Retweeted by ccoletta)
 - Tweet 2: "@ccoletta @CJGabbe Nice pic of Chicago lakefront. Wish I was back up there today but it is a cool 82 at the moment in Memphis." (Retweeted by jwieronski)
 - Tweet 3: "@ccoletta @CJGabbe Relevant: http://t.co/9JHPPUE" (Retweeted by JustinHaugens)
 - Tweet 4: "RT @CJGabbe: Chicago's Lakefront is just fantastic. http://twitpic.com/5bhcpq" (Retweeted by ccoletta)
 - Tweet 5: "RT @ccoletta 'Obamacare.' Grow up. You are like little kids calling names. Could we have an adult discussio... (cont) http://deck.ly/~8imUx" (Retweeted by FWBikeCommuter)
 - Tweet 6: "RT @ccoletta: And what is clean coal? Please. Someone explain it to me. #fb" (Retweeted by jbahe)
 - Tweet 7: "RT @ewpollard: unicorn poop RT: @ccoletta: And what is clean coal? Please. Someone explain it to me." (Retweeted by JoshMNewman)
 - Tweet 8: "@ccoletta http://goo.gl/FziYW" (Retweeted by griffenkopes5)
 - Tweet 9: "RT @ccoletta: RT @dhuvsigal: We shouldn't" (Retweeted by [unintelligible])
- Column 3: Search: CEOsforCities**
 - Tweet 1: "RT @brandingplaces: {EN} The American dream cannot survive if we keep telling the dreamers to go elsewhere http://bit.ly/ikOutD RT @CEOsforCities" (Retweeted by cmlaprade)
 - Tweet 2: "{EN} The American dream cannot survive if we keep telling the dreamers to go elsewhere http://bit.ly/ikOutD RT @CEOsforCities @MikeBloomberg" (Retweeted by brandingplaces)
 - Tweet 3: "RT @ceosforcities: RT @MikeBloomberg: The American dream cannot survive if we keep telling the dreamers 2 go elsewhere: http://bit.ly/ikOutD" (Retweeted by AndreaLearned)
 - Tweet 4: "RT @MikeBloomberg: The American dream cannot survive if we keep telling the dreamers to go elsewhere: http://bit.ly/ikOutD" (Retweeted by CEOsforCities)
 - Tweet 5: "RT @YuriArtibise: RT @GonzalesArchts: Danish Architect Jan Gehl on Cities for People: The Safe City http://zite.to/kpUnKR" (Retweeted by CEOsforCities)
 - Tweet 6: "Born out of our national Livability Challenge last fall. RT @UrbdDsgn: Time to vote on ideas for Monument Circle http://bit.ly/kkccSD" (Retweeted by CEOsforCities)
 - Tweet 7: "RT @LeadershipMphs: #Leadershiomemphis Kathy Buckman Gibson explains economic impact of Memphis Talent Dividend, 1% gain in college grads = \$1 billion impact" (Retweeted by CEOsforCities)
 - Tweet 8: "RT @CEOsforCities: On #SUNY transfer policy. Great for Albany, #Buffalo, Rochester & Syracuse's Talent Dividend http://bit.ly/kJ1Wj9" (Retweeted by BenDuda)
 - Tweet 9: "Nancy Zimber on SUNY's transfer policy" (Retweeted by [unintelligible])

At the bottom of the interface, there are navigation icons for various actions like retweeting, replying, and deleting, as well as a status bar at the very bottom.

Third parties apps that can help you manage content: hootsuite

Compose message...

jzimbabwe (Twitter) × Jess Zimbabwe (Facebook) × jzimbabwe (Wordpress) × ULIRoseCenter (Twitter) × CJZimbabwe (Twitter)

+ Add Stream

Home Feed

PatMcCroryNC
10:55am via Sprout Social
Only two days left to help our campaign! So far, you all have responded overwhelmingly! Please donate now here: rally.org/patmccrory/don...

KCMetroCOM
10:54am via KCMetro.com
Olathe Sets Homicide Record In 2011 #kcmetro #Olathe,KS is.gd/VjMP8C

SkanskaUSA
10:52am via TweetDeck
Good morning! Let's start with a piece on a recent project from @NatGeo Newswatch: bit.ly/zDwUj

Shelter
10:49am via Web
Watch Team Schroder describing their #VerticalRush experience bit.ly/z55xOg - and sign up for your own at shlr.org.uk/1w5

OneConsultingTN
10:47am via Facebook
mashable.com/2012/02/01/pin... fb.me/H9axajb

CNT_tweets
10:47am via TweetDeck
Most wouldnt take a dip in the Chicago River. How wld Chicago change if u could? The How Much Does It Cost? Shop bit.ly/wxUZ9d #HMDIC

Mentions

jzimbabwe
9:30am via HootSuite
RT @ULIRoseCenter: Meet the 2012 class of #DanielRoseFellows #14/16: Thom Deller, Director of Planning in Providence ow.ly/8ObN0

UrbanLandInst
Feb 03, 11:11am via Tweet Button
Have you met the current class of @ULIRoseCenter Fellows? Here is a Flickr gallery: flic.kr/ylj8yqRA

jzimbabwe
Feb 02, 3:51pm via HootSuite
RT @ULIRoseCenter: Meet the 2012 class of #DanielRoseFellows #13/16: Mayor @jeanquan of Oakland: ow.ly/8O7EI

jzimbabwe
Feb 01, 3:10pm via HootSuite
Great job...RT @ULIRoseCenter: In case you haven't seen it, our friends @tp_ org are hiring a Sr VP for City Parks: ow.ly/8OCIB

NCDOT
Jan 30, 8:19am via HootSuite
@ULIRoseCenter Yes! It's great for the board and staff to see projects firsthand and hear from local stakeholders.

urbandata
Jan 26, 3:49pm via HootSuite
The Environmental Value of Building Reuse: New @PresNation ow.ly/8JMQE #preservation #CPlan #urbanism MT @ULIRoseCenter

Pending Tweets

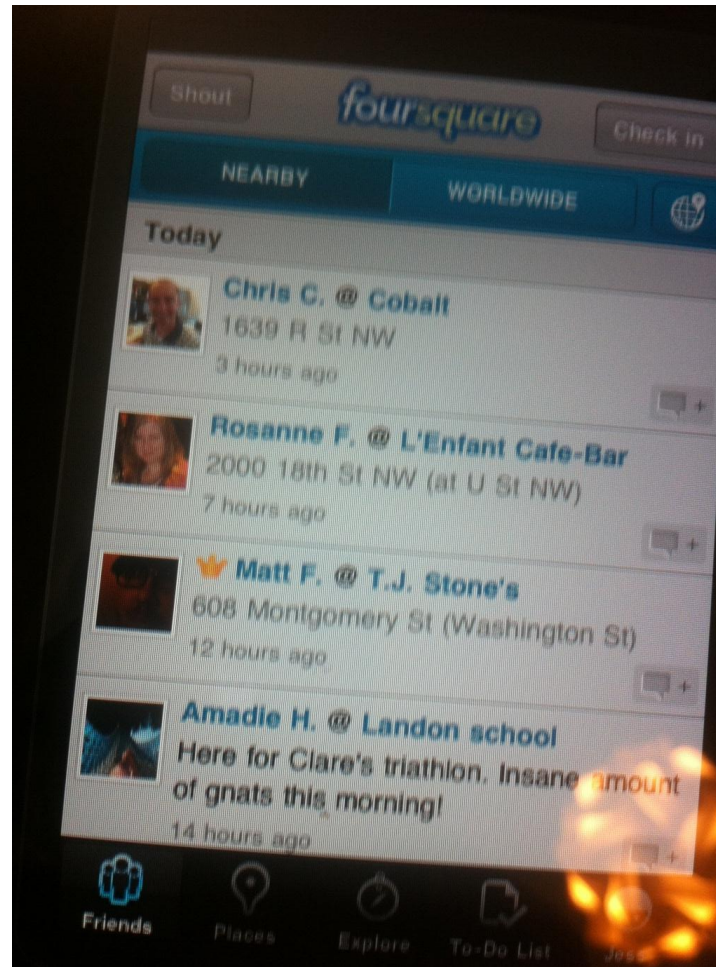
Created by Jess Zimbabwe
Sending at 1:40pm, Feb 06, 2012
RT @ulirosecenter: Meet the #DanielRoseFellows #15/16: Santana, City Administrator http://ow.ly/8ObEd

Created by Jess Zimbabwe
Sending at 9:25am, Feb 07, 2012
...and last but not least, meet of #DanielRoseFellows #16 @BobBuckhorn of Tampa ht

Created by Jess Zimbabwe
Sending at 11:20am, Feb 07, 2012
Here's a great video interview about Charlie Long, 1 of our panelists w/ us this week in http://ow.ly/8AEuT

Third parties apps that can help you generate content:

foursquare



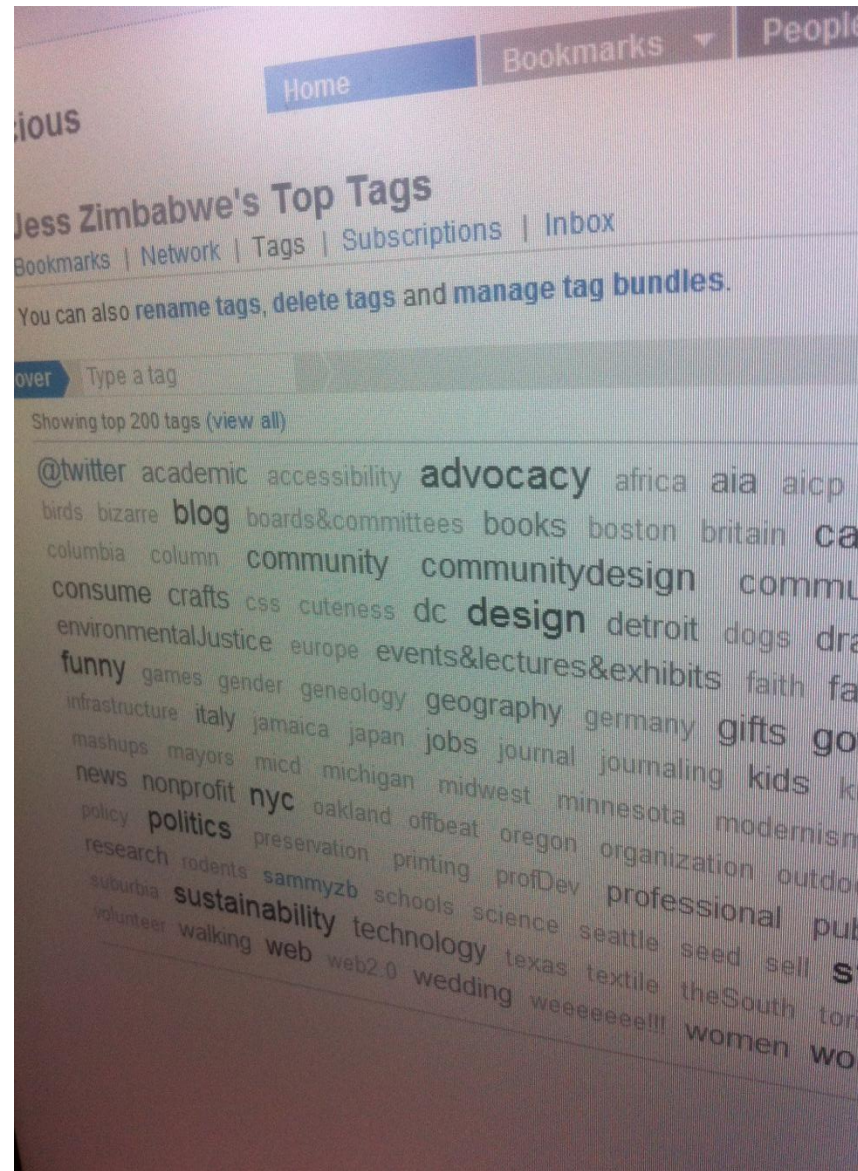
Museum of Fine Arts Boston, MA

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](#)



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[Sets](#) [Galleries](#) [Tags](#) [People](#) [Map](#) [Archives](#) [Favorites](#) [Profile](#) [✉](#) [sfplanning is a contact \(edit\)](#)



panel 12

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

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Uploaded on [Aug 16, 2011](#)

[0 comments](#)



panel 10

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

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Uploaded on [Aug 16, 2011](#)

[0 comments](#)



panel 1

Central Corridor Project Storefront



DSCN5390

Central Corridor Project Storefront



Third parties apps that can help you generate content:

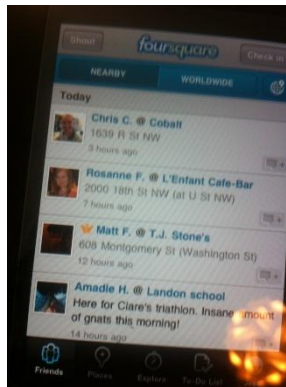
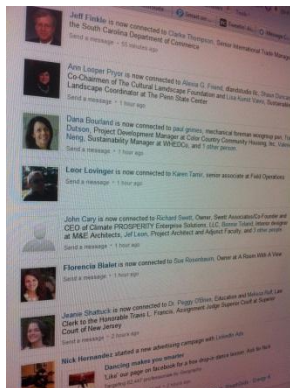
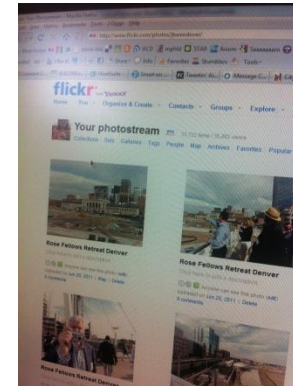
yfrog or twitpic

Click to open picture in browser

The guerrilla knitters strike again in #MtPleasant! Is no tree or pole safe from being turned adorable? <http://yfrog.com/h0qolhsj> #streetart

PeoplesDistrict, [+] Fri 17 Jun 17:25 via TweetDeck

good practice: connect accounts



good practice: cross-promote



nycHealthy nycHealthy

Looking to work out with someone? Have you checked out our [#BeFitNYC](#) app yet on Facebook? bit.ly/zsGX5z

31 Jan

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:



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:



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-pro05.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>



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