

ULI Rose Center *presents*

# Developing Community Connections in a Virtual World – a social media ‘how-to’ for public officials

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



Urban Land  
Institute

Daniel Rose Center for Public Leadership in Land Use

Alison Johnson  
Program Manager

202-624-7015; [alison.johnson@uli.org](mailto:alison.johnson@uli.org)

- **Welcome**
- **ULI Rose Center**
  - Who we are/what we do
- **Webinar instructions**
- **Webinar**



# ULI Rose Center

## 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.

## Give us your Feedback!

- Email us – [rosecenter@uli.org](mailto:rosecenter@uli.org)
- Complete our survey via Survey Monkey

### Keep informed and learn more about our programs:

- Rose Center at: <http://www.uli.org/rosecenter>
  - March 26<sup>th</sup> (1pm EST): **DC Capital Bikeshare: a success story**
- twitter  : @ULIRoseCenter



# Social Media 102

Julia Klaiber  
CEOs for Cities  
@juliaklaiber

Jess Zimbabwe  
Urban Land Institute  
@jzimbabwe

# What we'll cover today:

- Building Followers
- Managing Your Social Media Team
- Evaluating Your Social Media Performance

# Building Followers



# Building Followers

- Start by following others and see who they're following
- Follow Friday (#FF)
- Cross-promote on email signatures, websites, blogs and e-newsletters

# Who to Follow



The screenshot shows the Twitter interface with the 'Discover' tab selected. A blue arrow points to the 'Find friends' menu item in the left sidebar. The main content area is titled 'Find friends' and includes a search bar, a list of email providers (Gmail, Yahoo, Hotmail & Messenger, AOL), and an 'Invite friends to Twitter via email' section.

**Navigation:** Home, Connect, Discover

**Search:** Enter a #hashtag or keyword

**Left Sidebar:**

- Stories
- Activity
- Who to follow
- Find friends** (highlighted by a blue arrow)
- Browse categories

**Washington trends · Change**

- #SXSW Promoted
- #ImWeakFor
- #DCWantsA1DSigning
- My Sister's Keeper
- Bobbi Christina
- Instagram Announces Android Version
- The Announcement
- Oprah
- Forrest Gump
- Magic Johnson

**Find friends**

Search your contacts for friends already on Twitter, or invite them via email.

Search using a person's full name or @username **Search Twitter**

**Gmail** **Search contacts**

**Yahoo** **Search contacts**  
julia\_klaiber@yahoo.com

**Hotmail & Messenger** **Search contacts**

**AOL** **Search contacts**

Choosing a service will open a window for you to log in securely and import your contacts to Twitter. You'll only find users who have allowed their accounts to be found by email address. We won't email anyone without your consent, but we may use contact information to make Who To Follow suggestions. You can **remove** your contacts from Twitter at any time.

Invite friends to Twitter via email **Invite friends**

Lots of people to invite? Separate multiple email addresses with commas.  
See what you'll send them.

**twitter**

© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

# Follow Friday (#FF)



- Using the hashtag #FF (Follow Friday), you can suggest Twitter users to your followers



**Dan Gilmartin** @DPGilmartin

9 Mar

#FF Check out @letsavemich for a cool grassroots oriented strategic vision around great places. Join up 2. #Michigan



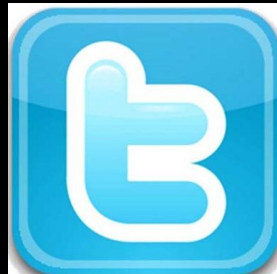
**kaomig** @kaomig

9 Mar

1st #FF @walkerartcenter @brainpicker @frogdesign @SmartDesign @FemmeDen @johnpavlus @gelatobaby @ProPublica @swissmiss @dastillman @artlog

# Cross-Promote

- Add buttons or widgets to all of your electronic communications
- Ask people to “follow” or “like” you



I Can't Stop Looking at  
Absurdly Tiny Homes

Where Hockey's Oldest  
Arenas Are Now

A New Law of Inter-city  
Mobility

The DIY  
Squatter

*the Atlantic*  
**CITIES**  
PLACE MATTERS

TOYOTA

CHE

JOBS & ECONOMY / COMMUTE / HOUSING / ARTS & LIFESTYLE / DES



Subscribe to our e-newsletter (preview)

EMAIL ADDRESS



I want to receive updates from partners and sponsors

 Follow

 Like

3k

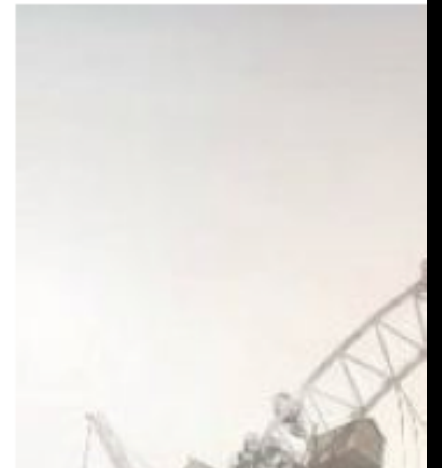


RICHARD FLORIDA

What Makes One City Fatter Than Another?

MAR 08, 2012 COMMENTS

Cities of the  
Dystopian F





- Wall
- Info
- Friend Activity (1)
- ULI Membership Pays
- Twitter
- YouTube
- Events
- Notes
- Photos
- MORE ▾

About  
Connecting the global real estate community

**9,570**  
like this

**132**  
talking about this

Likes



# Urban Land Institute

✓ Liked

Non-Profit Organization



Wall Urban Land Institute · Everyone (Top Posts)

Share: Post

Write something...



## Urban Land Institute



### New visions for historic downtown post office

By Nancy Sarnoff, Houston Chronicle  
Imagine the downtown post office as converted artist and boutique office space known as "The Post." Movies would be shown on the roof where you could also get a drink or dinner overlooking downtown. Som...

Like · Comment · Share · Thursday at 3:13pm

Urban Land Institute likes this.

Write a comment...



## Urban Land Institute



### Deadline to Submit 2012 ULI Fall Meeting Session Proposals is Tomorrow!

What do you want to hear about at this year's ULI Fall



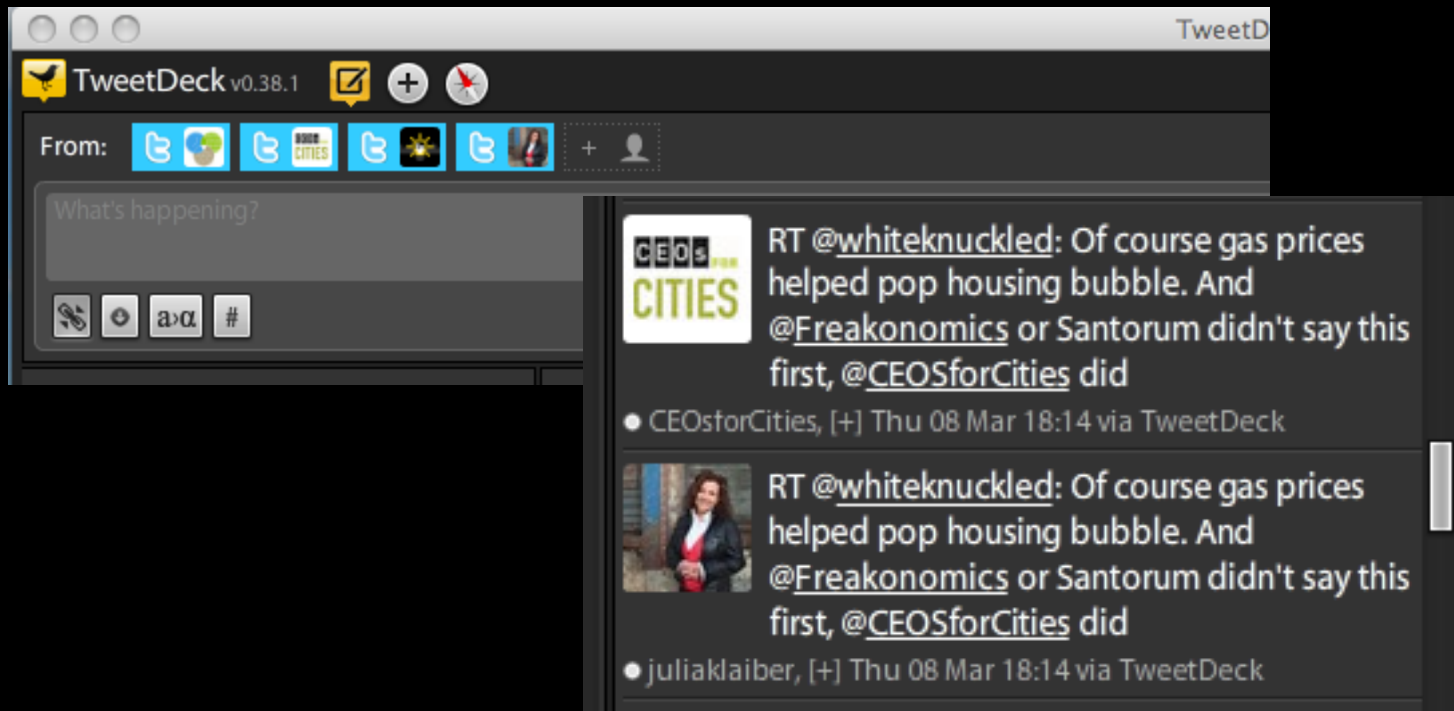
# Linking Accounts

- Automatically send Tweets to your Facebook feed

The screenshot shows the Facebook interface for the page 'CEOs For Cities'. At the top, there is a search bar and navigation links for 'CEOs For Cities' and 'Home'. A yellow banner at the top of the page content area reads: 'You cannot preview or publish your Page Timeline while using Facebook as CEOs For Cities. Use Facebook as Julia'. Below this, the page name 'CEOs For Cities' is displayed with 'Local Business · Chicago, Illinois' and an 'Edit Info' link. The main content area shows a 'Wall' section with a 'What's on your mind?' text box and sharing options for Status, Photo, Link, Video, and Question. Two tweets are visible: one from Maggie Hales, Director of East-West Gateway, and another from '@twriter' discussing government fragmentation. On the right side, there are 'Page Tips' for 'View Insights' and 'Admins (2)'. The left sidebar contains navigation links for Wall, Hidden Posts, Info, Insights, Notes, Videos, Events, Photos, and RSS/Blog. At the bottom of the sidebar, it shows '633 like this' and '10 talking about this'.

# Linking Accounts

- Maximize exposure by Tweeting from multiple accounts





# Managing your Social Media Team

# Managing your Social Media Team

- Building your team
- Creating v. curating content
- Managing permissions

# Building Your Team



**Annise Parker** ✓  
@anniseparker  
Houston's Mayor. Both Annise and campaign team post to @anniseparker. Annise will sign her tweets with -A  
Houston, TX · <http://www.anniseparker.com>

Following   
877 TWEETS  
2,270 FOLLOWING  
9,635 FOLLOWERS

Tweet to Annise Parker

Tweets

**Annise Parker** @anniseparker 18h  
ARGH! Typical. Total CoH car accidents down! Damages plunged from \$3.19 to \$.37MM over 5 years! But headline implies opposite!-a



 **Mayor Sly James**  
@MayorSlyJames  

Chillin, watching Mizzou fight back and listening to some Bonnie Raitt. FROSTY!

1 RETWEET 

6:13 PM - 19 Nov 11 via Twitter for iPhone · Embed this Tweet  
[← Reply](#) [↻ Retweet](#) [★ Favorite](#)

# Legal Compliance: open records laws



**TweetBackup** 10k tweets retweet

**\*FREE backup for your Twitter!** Now with 247,599,655 archived tweets!

**Runs Over The Internet**

**Daily Backup**

**No Installation Required**

**Easy To Use**

**No Twitter-Password Required**

**Sign Up**

It's easy, just authorize TweetBackup

**Sign Up Now!**  
Using **twiStar**

**Login**

Login using Twitter:

[login with twitter](#)

[I've forgotten my password](#)

**Twitter User**

Even Bill Gates loves TweetBackup!

**Screenshot:**

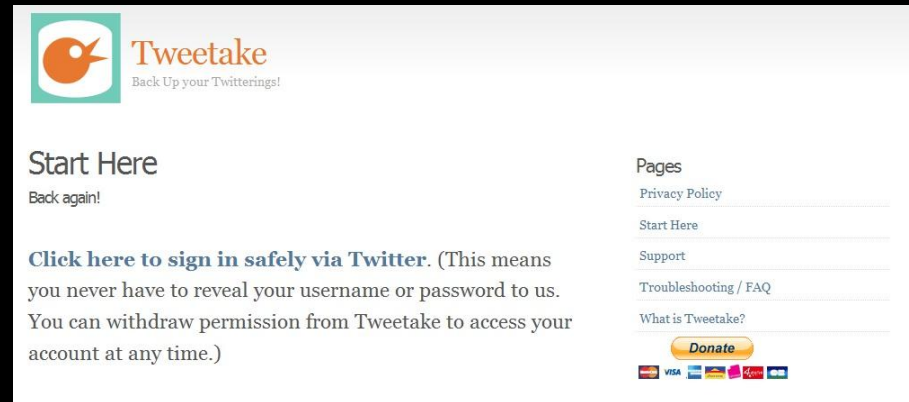
Profile Name	Last Backup	Size
Twitter / jason	2009-04-03 06:14:32	1000
Twitter / tweetbacku	2009-04-03 06:02:09	7
Twitter / tweetbacku	2009-04-03 06:03:07	8
twiStar	2009-04-03 06:07:27	209

Example © 2009 About Us | Contact | Privacy Policy | Follow us @tweetbackup

POWERED BY **backupify**

Copyright © 2010 Backupify | [FAQ](#) | [Contact](#) | [Privacy Policy](#) | Follow us: [@tweetbackup](#)

Random TweetBackup user: [usuyu](#)



**Tweetake**  
Back Up your Twitterings!

**Start Here**


Back again!

**Click here to sign in safely via Twitter.** (This means you never have to reveal your username or password to us. You can withdraw permission from Tweetake to access your account at any time.)

**Pages**

- [Privacy Policy](#)
- [Start Here](#)
- [Support](#)
- [Troubleshooting / FAQ](#)
- [What is Tweetake?](#)

**Donate**



# Legal Compliance: sunshine laws



## The Sunshine Law and social networking

Wednesday, May 18th, 2011

By Tiffany Edwards Hunt

Ever since she first campaigned against Guy Enriques for the seat that stretches from Upper Puna to South Kona, Hawaii County Council Member Brittany Smart has used the Facebook social networking site to connect with her constituency.

Council Chair Dominic Yagong has a Facebook page too, but Smart, at 28, and historically one of the youngest council members, is the only one using Facebook to share board business. She is doing it on her own time and on her own computer, since the County of Hawaii network blocks such social networking sites as Facebook, Twitter and YouTube.

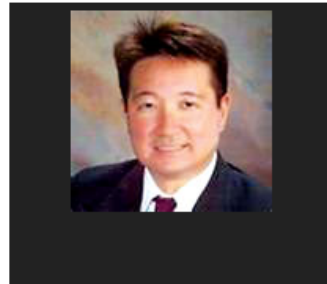
A couple of months back, when council members were meeting with each department to discuss the 2011-2012 budget, Smart asked County Information Technology Director Burt Tsuchiya when IT would remove the County's block from social networking sites.

Tsuchiya looked to Corporation Counsel Lincoln Ashida for his take on the legal ramifications, and Ashida looked to the State Office of Information Practices (OIP), considering Council members are among the boards subject to the Sunshine Law.

"OIP agrees with our general conclusion that the use of social media for more than two members of the board for the specific purpose of communicating concerning matters of board business constitutes a Sunshine violation," Ashida said. "That one is a no brainer."

"The more problematic situation is where unbeknownst to a board member


[Click to see slideshow](#)





# Legal Compliance: general best practices



1. Avoid committing (or seeking another's commitment) to vote a certain way
2. Avoid relationships that could create the appearance of conflicts of interest
3. Make available, upon request by any person, a list of all board members or agencies using social media and their social media addresses or identifications
4. Make sure that the forums you participate in are accessible at any time to any member of the public with an Internet connection
5. Be clear about what requests citizens can make via what means

# Creating v. Curating content

 **Colorado Municipal League**  
The CML Policy Committee, composed of municipal members from across the state, is meeting today to discuss those bills before the General Assembly that could impact cities and towns .



Like · Comment · Share · February 23 at 12:31pm · 


 **City of Tampa** shared a link.  
March 8 

Tampa tops yet another Orbitz travel list! This season, we're the 9th most popular Spring Break destination.

Last winter, Tampa also ranked in the top 10 holiday destinations.


What fun Tampa activities would you recommend to our visitors this spring?


<http://www.bizjournals.com/tampabay/news/2012/03/07/tampa-appears-on-orbitz-spring-break.html>



**Tampa appears on Orbitz spring break top 10 - Tampa Bay Business Journal**  
[www.bizjournals.com](http://www.bizjournals.com)

Florida dominated an Orbitz Insider Index detailing Americans' preference for ...

Like · Comment · Share  2

 The Place Apartments and 10 others like this.

Write a comment...

# Managing permissions

## 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:







# Managing permissions

facebook

- Control who on your team has administrative access to social media accounts
- Set administrator credentials on Facebook

The screenshot shows the Facebook 'Manage Admins' interface for the page 'CEOs For Cities'. The left sidebar contains a navigation menu with options: Your Settings, Manage Permissions, Basic Information, Profile Picture, Featured, Resources, Manage Admins (highlighted), Apps, Mobile, Insights, Help, and Deals. The main content area displays a list of administrators:

Admin Name	Remove
 Shayna Pollock	Remove
 Julia Klaiber	Remove
<input type="text" value="Specify an email address"/>	Remove

Below the list, there is a link 'Add another admin' and two buttons: 'Save Changes' and 'Cancel'.

# Managing permissions



- Control who on your team has administrative access to social media accounts
- Manage team members in a Twitter client

The screenshot displays the Twitter client interface with the 'Team' settings for the account @ULIRoseCenter. The 'Team' tab is selected, showing the account owner as Jess Zimbabwe (You) and one team member, Alison Johnson, with 'Basic' permissions. A 'Transfer Ownership' button is visible for the owner, and an 'Add New Team Member' button is at the bottom.

Team Member	Permission
alison johnson	Basic

# Evaluating Your Performance

# Evaluating Your Performance

- Understanding your Impact
- Starting a Dialogue
- Leading to Action

# Understanding your Impact

**URBANLAND**

SEARCH  
Advanced Search

INDUSTRY SECTORS
CAPITAL MARKETS
ECONOMY, MARKETS, & TRENDS
SUSTAINABILITY
DEVELOPMENT BUSINESS
INFRASTRUCTURE & TRANSIT
PLANNING & DESIGN

ULI Home > Economy, Markets, & Trends > Top Twitter Feeds to Follow for Housing


## Top Twitter Feeds to Follow for Housing

by **Robert Krueger**  
January 13, 2012

Text Size: A | A | A

Print | Email | Post | Republish

[+](#) Share
 [f](#) Facebook
 [in](#) LinkedIn
 [t](#) Twitter



See also, [Top 25 Transportation Sources to Follow on Twitter.](#)

Can Twitter be valuable to professionals in the housing industry? Not only is Twitter valuable for those wanting to interact with key thought leaders, journalists, and associations in the housing industry, but it is also valuable for finding timely information and identifying developments and trends within the sector.

In addition, Twitter is a valuable tool for marketers of multifamily developments looking to monitor what is being said about their project and handle resident concerns. Perhaps of greatest importance, it helps developers and marketers stay abreast of what is working and not working for their industry peers.

*Urban Land* magazine compiled a list of the most influential housing industry people on Twitter. This ranking includes the person's name and Twitter handle alongside his or her rankings in reach, engagement, and influence. The persons' Twitalyzer, Klout, and PeerIndex scores have been included, as well.

The methodology used to create the list employed several factors, including influence, number of followers, who each follows, and number of retweets. The methodology is explained in more detail below the chart.

Following is a list of the top 15 people and entities on Twitter covering the housing industry:

Rank	Name	Twitter Handle	Twitalyzer Score	Klout Score	PeerIndex Score
1	Inman News	@inmannews	98	57	26
2	Binyamin Appelbaum	@bcappelbaum	97	60	53

CBRE Capital Markets.  
Market Insight.  
Capital Access.  
Execution.

To view our property listings please visit:  
[www.cbremarketplace.com](http://www.cbremarketplace.com)

CBRE

Advertisement


### Related Articles

**Monday's Numbers: March 12, 2012**  
Spreads reported by Trepp LLC remain "range-bound" at an average spread of 207 basis points over 10-year Treasuries. The Cushman & Wakefield Sonnenblick-Goldman Survey shows rates coming in slightly with lenders seemingly ready to lend at attractive spreads if the right deal comes their way. - March 12, 2012

**Ready About**  
U.S. East Coast and Gulf ports are upgrading facilities in anticipation of oversized ships transiting the Panama Canal in 2014, while some smaller port cities are strategically positioned to fight for their share of the new business. - March 9, 2012

**HOA Covenants for Sustainability**  
With consumers demanding more sustainability in their living environments, how can homeowners association covenants be drafted in a way that supports their efforts? - March 8, 2012

# Understanding your Impact

Feedback & Support · Sign In · Share

You can [profile another Twitter user](#) or [learn more about Twitalyzer's affordable subscription options](#).

Benchmarks

Search

Home

Profile any Twitter User

**Subscription Options**

Twitalyzer subscriptions start at only \$4.99 per month and include automatic processing, data export, and much more!

[Get Started Now!](#)


**ULI Rose Center (@ulirosecenter)** lives near [Washington, DC](#). According to their description on Twitter.com, ULI Rose Center is a The mission of the ULI Daniel Rose Center for Public Leadership in Land Use is to encourage and support excellence in land use decision making.




Do you know ULI Rose Center better than we do? [If so, help us update their information.](#)

### Key Measures and Metrics

ULI Rose Center has an average Twitalyzer Impact score in the last 30 days is **0.4%** (putting them in the **38th percentile** of all Twitter users) and is classified by Twitalyzer as a **Everyday User** (having a small circle of influence but great potential.)

When we last looked about 0 minutes ago, ULI Rose Center had 224 followers and was following 264 other Twitter users.



 <b>38</b>	 <b>33</b>	 <b>39</b>
---	---	---

Want more cool data? [Check out our Metrics Dashboard!](#)

### Topics and Communities

According to our friends at Klout and PeerIndex, ULI Rose Center is frequently talking about [#tampa](#). ULI Rose Center actively participates in the [#Charlotte](#)

# Understanding your Impact

**K KLOUT** BETA 1 Search for topic or influencer  [HOME](#) [UNDERSTANDING KLOUT](#) **34** **JESS**



**34**



**Rose Center**  
**ULI**  
**SOCIALIZER**

## jess zimbabwe



The mission of the ULI Daniel Rose Center for Public Leadership in Land Use is to encourage and support excellence in land use decision making.  
Washington, DC

**Influences 147 others**



[tweet](#) • [see more...](#)

**Influential about 8 topics**

- Kansas City**
- Economics**
- Director**

[tweet](#) • [see all...](#)

### SCORE ANALYSIS

- TOPICS
- INFLUENCERS
- LISTS
- KLOUT STYLE
- PERKS
- ACHIEVEMENTS

## Score Analysis

You are effectively using social media to influence your network across a variety of topics



Time	Score
1	32.5
2	32.4
3	32.3
4	32.2
5	32.1
6	32.0
7	31.9
8	31.8
9	31.7
10	31.5
11	31.4
12	31.3
13	31.4
14	31.5
15	31.6
16	31.7
17	31.8
18	31.9
19	32.0
20	32.1
21	32.2
22	32.3
23	32.4
24	32.5
25	32.6
26	32.7
27	32.8
28	32.9
29	33.0
30	33.1
31	33.2
32	33.3
33	33.4
34	33.5
35	33.6
36	33.7
37	33.8
38	33.9
39	34.0
40	34.0
41	34.0
42	34.0
43	34.0
44	34.0
45	34.0
46	34.0
47	34.0
48	34.0
49	34.0
50	34.0
51	34.0
52	34.0
53	34.0
54	34.0
55	34.0
56	34.0
57	34.0
58	34.0
59	34.0
60	34.0
61	34.0
62	34.0
63	34.0
64	34.0
65	34.0
66	34.0
67	34.0
68	34.0
69	34.0
70	34.0
71	34.0
72	34.0
73	34.0
74	34.0
75	34.0
76	34.0
77	34.0
78	34.0
79	34.0
80	34.0
81	34.0
82	34.0
83	34.0
84	34.0
85	34.0
86	34.0
87	34.0
88	34.0
89	34.0
90	34.0
91	34.0
92	34.0
93	34.0
94	34.0
95	34.0
96	34.0
97	34.0
98	34.0
99	34.0
100	34.0

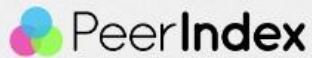
**Your Klout Score:**

# 33.55

[Tweet](#) [Share](#)

The Klout Score measures influence on a scale of 1 to 100. [Learn more](#)

# Understanding your Impact



Own Your Influence

[Dashboard](#) [Public Profile](#) [Logout](#)

Search



PeerIndex  
**30**



ULI Rose Center



Your profile is 0% complete

[+ Enter your email address](#)

Dashboard

Topics

Influence

Groups

Channels

Settings

PeerPerks

inges



Add your Twitter account so we can produce a better PeerIndex for y

## My Topic Fingerprint



## Are You Eligible for a PeerPerk?

### Have you checked recently?

Simply click on the button to see if you are eligible!

[Check now](#)

## What happened to my topics?

You may have noticed, we may have **removed a number of topics** from your profile.

We are undergoing an update to our topic ID engine and will have new improvements in the coming weeks.

If you'd like to learn when we make these changes, be sure that we have your email address in your [Settings](#).



# Starting A Dialogue

## Greater Greater Washington

The Washington, DC area is great. But it could be greater.

### PEDESTRIANS

#### Facebook, live comments diametrically opposed on skybridge

by [David Alpert](#) • March 15, 2011 10:25 am

The Montgomery County Council has again rejected a skybridge for the Silver Spring library, but the hearing revealed some fascinating facts about the ways people debate in person and on social media.

On Tuesday, at-large councilmember Hans Riemer [asked his Facebook followers](#) what they thought about a long-running controversy: whether to build a skybridge over [Fenton Street](#) Wayne Avenue between the new Silver Spring library and the adjacent parking garage.

We've explained why this is a bad idea [many times](#). Taking pedestrians off the street leads to an expectation that pedestrians won't cross the street, leading to engineers designing it for high-speed traffic movement, making the area less safe to walk around.

County Executive Ike Leggett and the eternally lousy Silver Spring CBD Urban Renewal Plan prohibits it, r Council specifically authorizes it.

The Council has [rejected the bridge](#) before, but it ke iteration arose because Council President Valerie En [recently revived the idea](#).



Early library concept sketch from Montgomery County.

Search GGW

Who we are • Contact us • Submit a tip

### Subscribe

All posts RSS Add to Google  
Comments on this post  
Posts by David Alpert  
Follow us on Twitter @ggwash  
Become a fan on Facebook

Get a daily summary by email:  
Your email

### How can our region be greater?

- SMART GROWTH**
  - Ward 8 development founders, may lose \$4 million in grants
  - Tregoning may be Committee of 100's best friend
  - Air rights could tie together Tysons Corner
- TRANSIT**
  - What parts of the Metro have the best Walk Score?
  - Hopkins lobbies for a slower, cheaper transitway
  - Metro opens doors, closes data
- EDUCATION & SAFETY**
  - Technology helping MPD set course for fewer homicides
  - Level the playing field for charters and neighborhood schools
  - Favoring local residents would undermine charter schools

### Most Active Posts

- Our car/bike/ped fights will get fiercer with driverless cars
- Shapiro: The time for change is now



**Cavan Wilk** I'm against it. It's a waste of money. Plus it would have the negative impact of removing pedestrians from Wayne Avenue, telling motorists to speed up. The presence of pedestrians tells motorists they're in a town environment and they need to watch for pedestrians.



**Jill Curry Robbins** \*Another\* one? When will this misguided idea die?

The money would be better spent improving the intersection at Wayne and Fenton to improve safety for all pedestrians—handicapped and otherwise. This would benefit the entire neighborhood, and it would keep more traffic at street level, where it would benefit retail. This will be especially important with the ground-floor retail going in across Fenton from the library when the Baptist church's planned development is built.

Someone has convinced countless business owners in Fenton Village that the bridge will benefit them, but I can't see how. As I understand things, it's in no way a true "bridge" across Wayne, but a connector from the parking garage directly into the library. Nobody's going to wander into an interesting Fenton Village shop, or be drawn into a restaurant by the smell of coffee or injera or roasting chicken, when they can zip straight from their car to the library and back again. ...



**Seth Grimes** I oppose the bridge based on cost and especially because it will discourage library visitors from patronizing local businesses before/after library visits. Please vote against!



**Richard Potter** Oh, please....People can't cross at the crosswalk? Fenton is not a six lane highway!



**Robert Padgette** Bad idea. Allow on street disabled parking in front of the library instead.



**Andy Sullivan** Anti-urban. Waste of money. Will turn the intersection into a freeway cloverleaf.



**George Leventhal** <http://www.thayeravenue.com/2011/02/15/save-the-date-march-8-2011-at-730/>

Here's a blog post from Thayeravenue.com urging people to attend the public hearing tonight but Thayeravenue himself didn't even attend the public hearing!

How are elected officials supposed to know what the public thinks if the public doesn't show up at public hearings?



**Robert Padgette** George, we're at home watching the kids hoping those we elected to office do the right thing. We all know that those who show up at public hearings do not represent general public views. Social media offers an opportunity to hear from a broader audience. Kudos to Hans for embracing this medium.



**Hans Riemer** This is a very important conversation and I appreciate everyone's thoughts. I want to say that I don't think this is about people who testify versus people who don't, blog people versus real people, and so forth, and whose opinion really counts. Everyone's view is important, at least to me. George Leventhal has a point that the official process is for public record and it is important for people to participate on record. At the same time, I believe that my job as a council member is to seek out the views of people who are affected as best I can, and not just rely on hearing from people who come to me. Its a balancing act and there are always differing views in the community about this or any issue. And in the end, as elected representative, I have to do what I think is right after considering all of the information that I have received.



**Andy Sullivan** Public meetings are generally held at a time when it's all hands on deck in the Sullivan household, getting dinner on the table and tykes in the bed. I'm glad Hans is using all available forums to solicit input.



**George Leventhal** Yes, all input is good and I enjoy getting feedback over social media but we shouldn't discount the importance of actually participating in the process, which unfortunately sometimes requires going to City Hall (or in our case the County Council Office Building). But we take written testimony which is entered into the public record from those who aren't able to testify in person, too. Twitter and facebook, etc are informal; a hearing record is more of a formal document. Our decisions are informed by both and both are useful and important.



**Hans Riemer** Well, I do think that commenting on Facebook is participating, as is sending email to the council, making phone calls to council members, sending post cards, and everything else. I hope everyone will do everything that they can do to make their voice heard.



**George Leventhal** This exchange would be fascinating material for a PhD dissertation on the new media. I would point out that Hosni Mubarak was brought down when people who were communicating with each other on facebook actually left their homes and cafes and congregated in Tahrir Square. While I acknowledge the connection between social media and political action, I think there is more to political action than simply typing notes on the computer. There is the idea, there is the sharing of the idea, and then there is the carrying out of the idea. From concept to execution takes multiple steps. Sending each other messages is only one part of the spectrum.

# Leading to Action

QuickTime Player File Edit View Share Window Help Stop Recording (2:12) Sat 10:41 AM

Change by Us NYC

http://demo-nyc.changeby.us/#start

Change by Us NYC NEWS ABOUT Hi, Jake! MY PROJECTS

**HEY NYC! How can we make our city a greener, greater place to live?**

Janice C. said — more community gardens in bed-stuy!

**ADD my IDEA**

**NEW IDEAS** SEE MORE IDEAS →

Like 4 people like this. Be the first of your friends.

Photo: © Julianne Schaeff/NYC & Company

**Change by Us NYC** is a place to share

# Contact Us

Julia Klaiber  
CEOs for Cities  
@juliaklaiber

[jklaiber@ceosforcities.org](mailto:jklaiber@ceosforcities.org)

Jess Zimbabwe  
Urban Land Institute  
@jzimbabwe

[jess.zimbabwe@uli.org](mailto:jess.zimbabwe@uli.org)