



Engaging Your Citizens

Using Social Media

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Social Media Can be a **Powerful** Tool if You Know **How to Use it...**

Social media requires more frequent publishing of news and sending that news through more outlets. This means local governments will need an organized approach to managing their news.



Social Media Connecting People

Social media technologies provide automated ways for local governments to not just talk with their citizens but also to listen. And it's the listening and the potential for two-way conversation that drives some of the most exciting uses of these technologies to increase engagement.

Pew Research Center, 2014



Men Using Social Networking Sites

72%



Women Using Social Networking Sites

76%

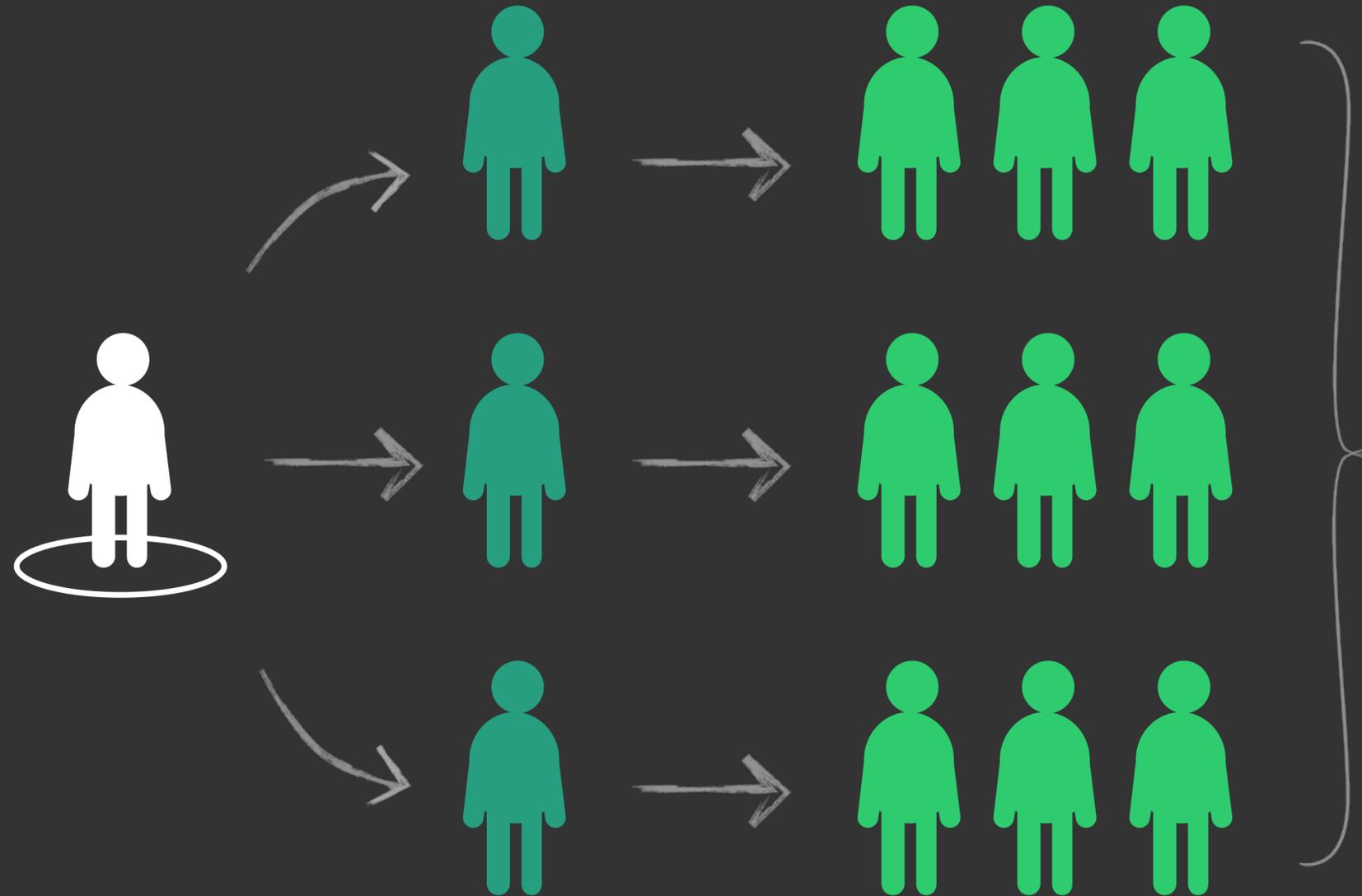


One Message Before Social Media

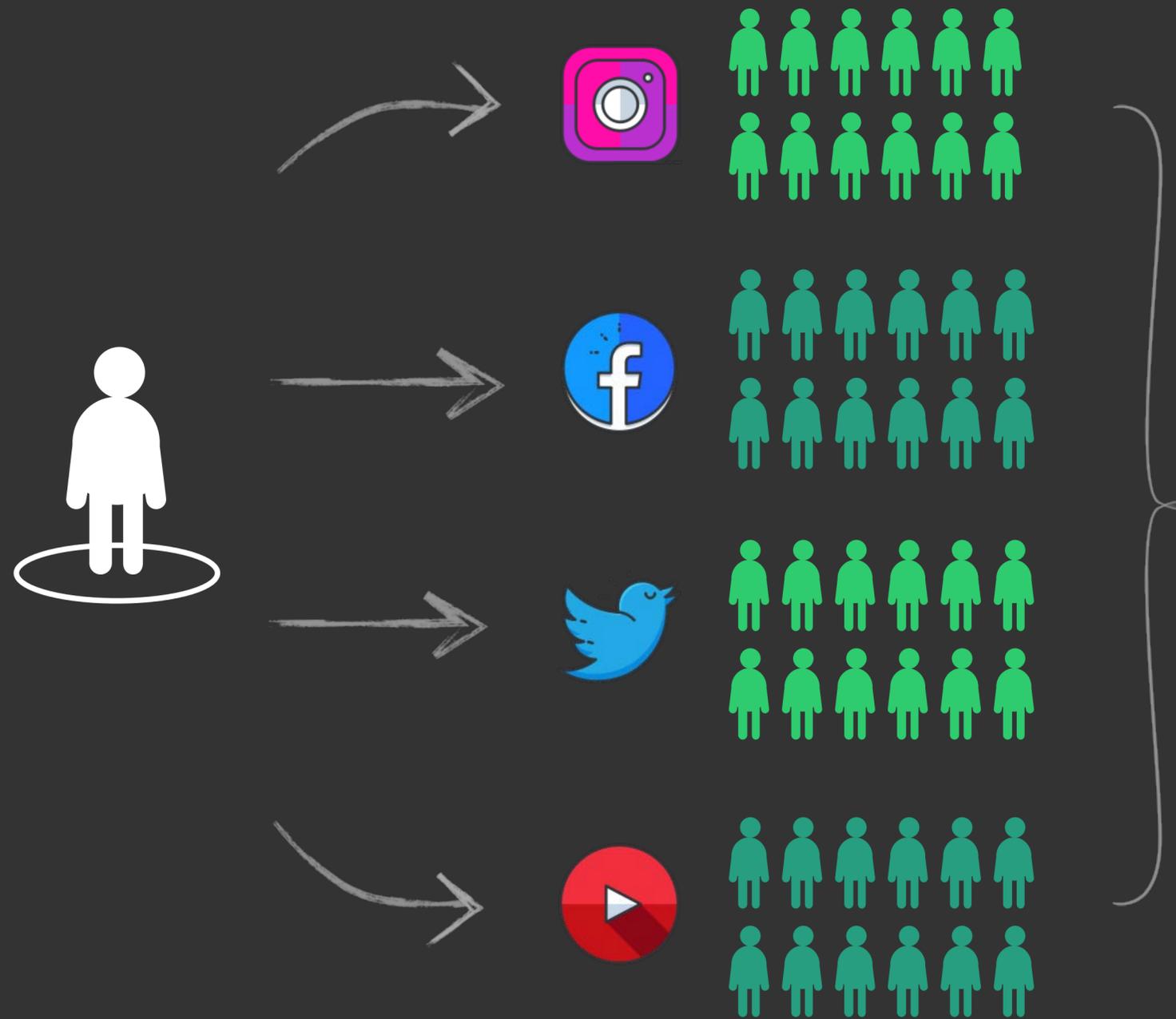
Traditional Communication

It's worthwhile to take a moment to reflect on the different ways in which governments have sought to communicate with their citizens over the years. We're struggling now with how to implement new technologies, but the older means of communicating have not gone away; tools like social media are layered on top of them. So the question is not how to use social media instead of more traditional ways of communication. Instead, the question is how to use social media in conjunction with most of the media we already have.

Of course, the best communication continues to be face-to-face. We view the New England town meeting of the 1800s with nostalgia, and we would be delighted to have more of this type of communication today—and ironically, one of the best uses of leading-edge electronic communication is simply to encourage citizens to attend face-to-face events.



One Message After Social Media



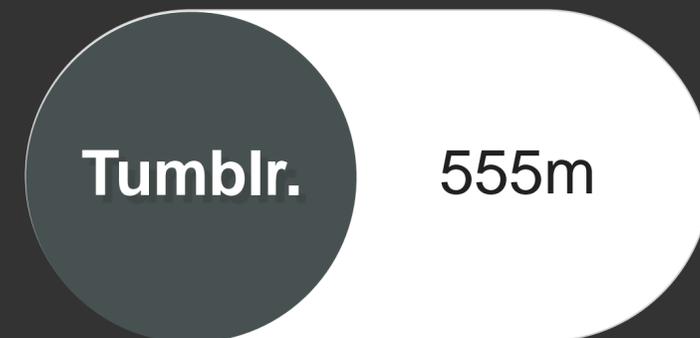
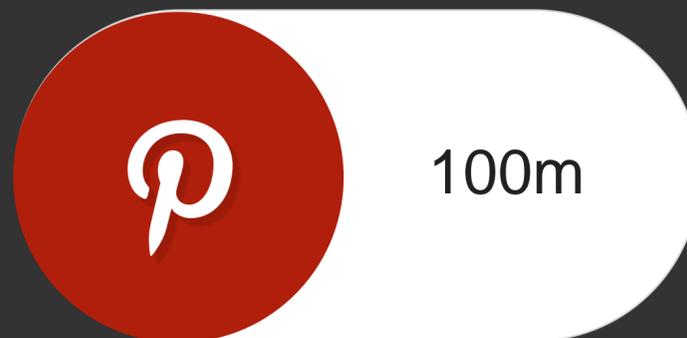
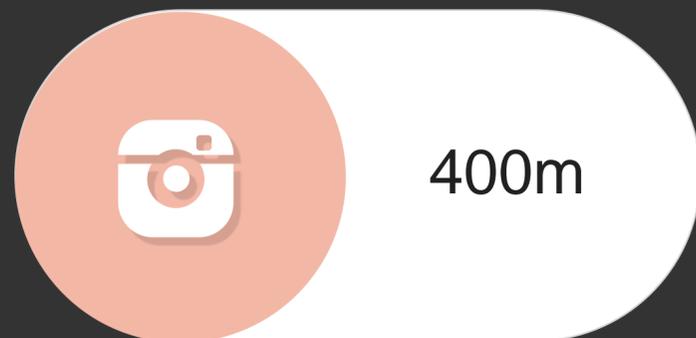
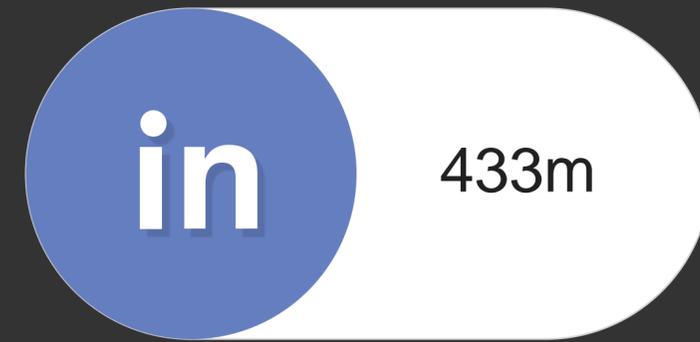
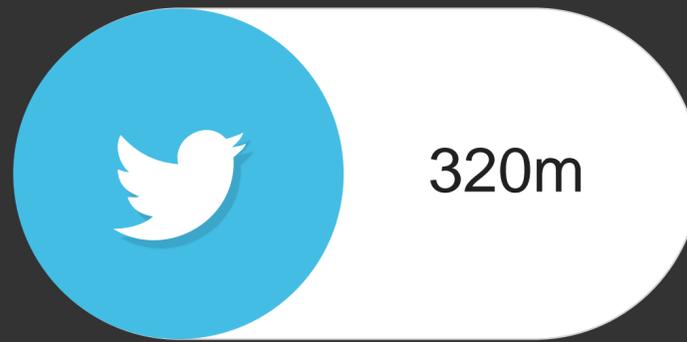
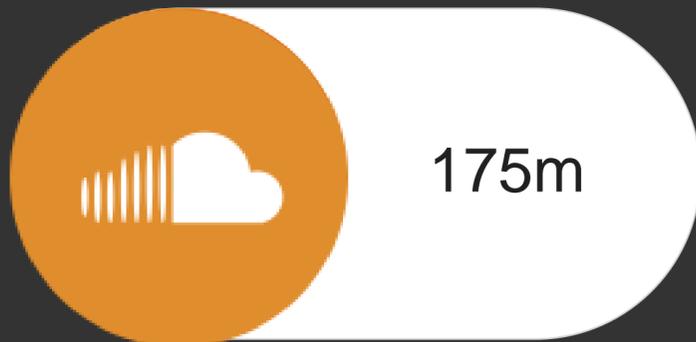
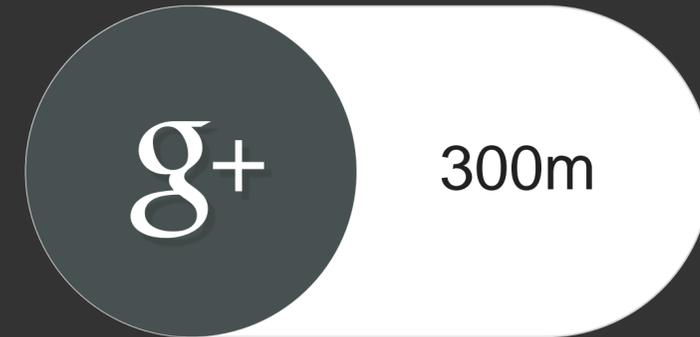
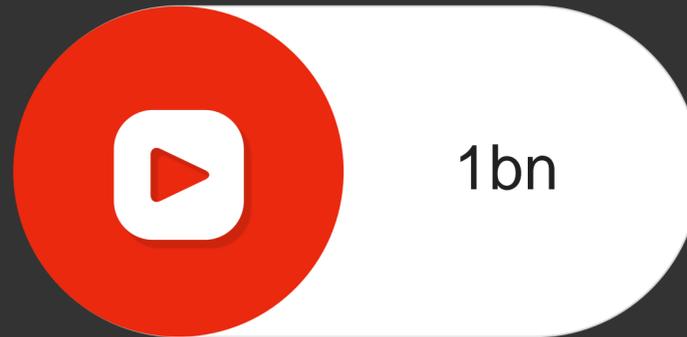
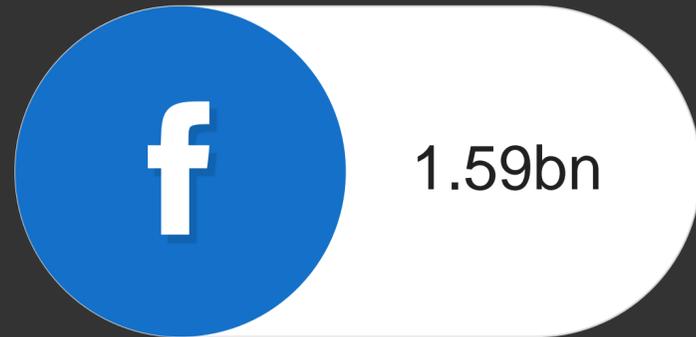
Put a process in place to issue news

One of the biggest opportunities that social media technologies offer is a much stronger ability for local governments to engage their citizens by issuing various kinds of news and announcements. Being able to send such announcements can be especially helpful in promoting face-to-face events. Of course, for years many governments have been enjoying success in getting news out using paper newsletters and more recently e-mail. But now such news can be distributed in these additional ways, with different channels lending themselves to different kinds of news.

Some governments decide which channels they are going to use and publish all news items to all channels. But it would be wiser to develop a general strategy for which types of items should be published to which channels. For example, an item such as “What are people planning to do here in Smallville on this nice spring weekend?” would be appropriate to publish to Facebook or Twitter, but not to the archive of news releases on the website. Only those items with video would be published to YouTube, etc.

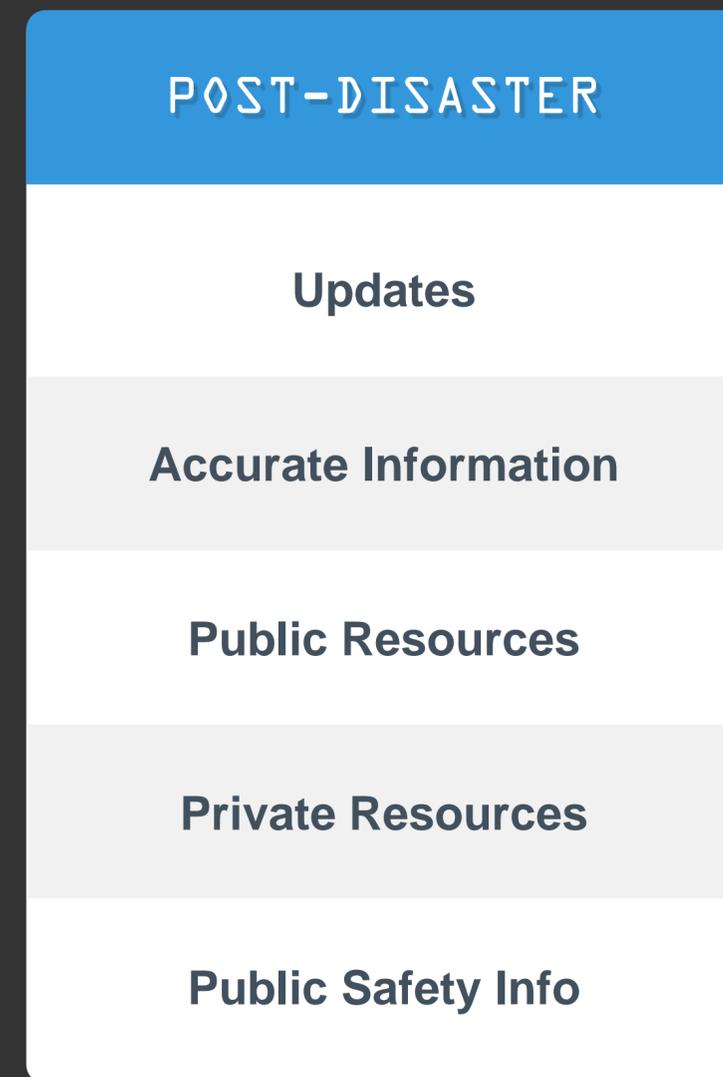
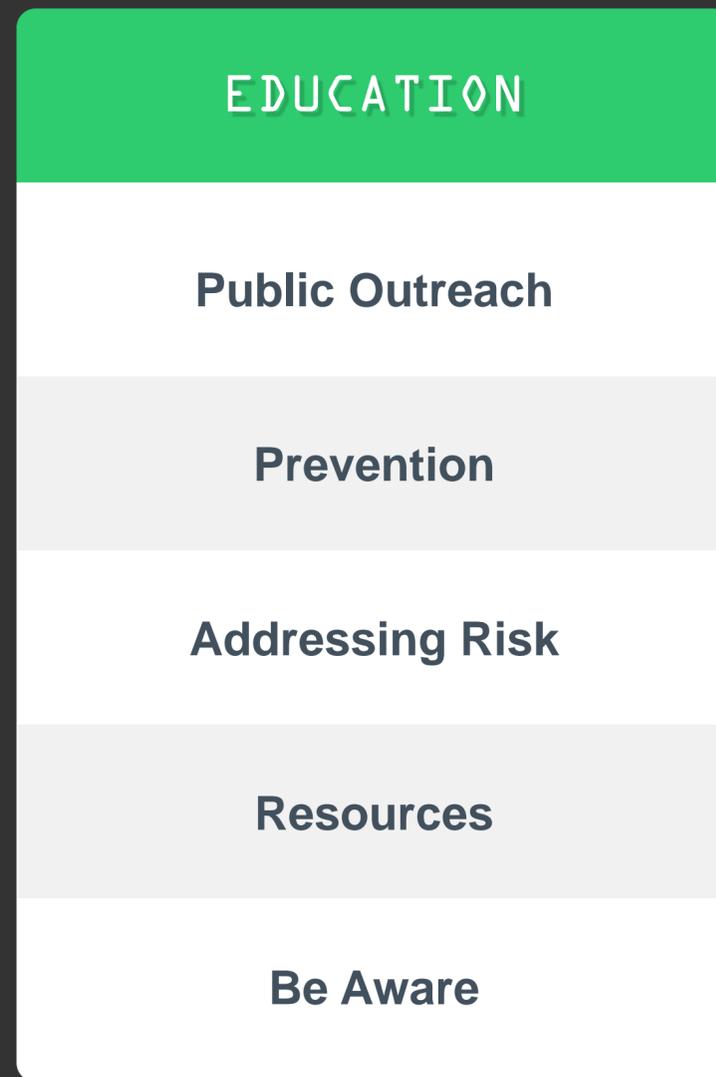
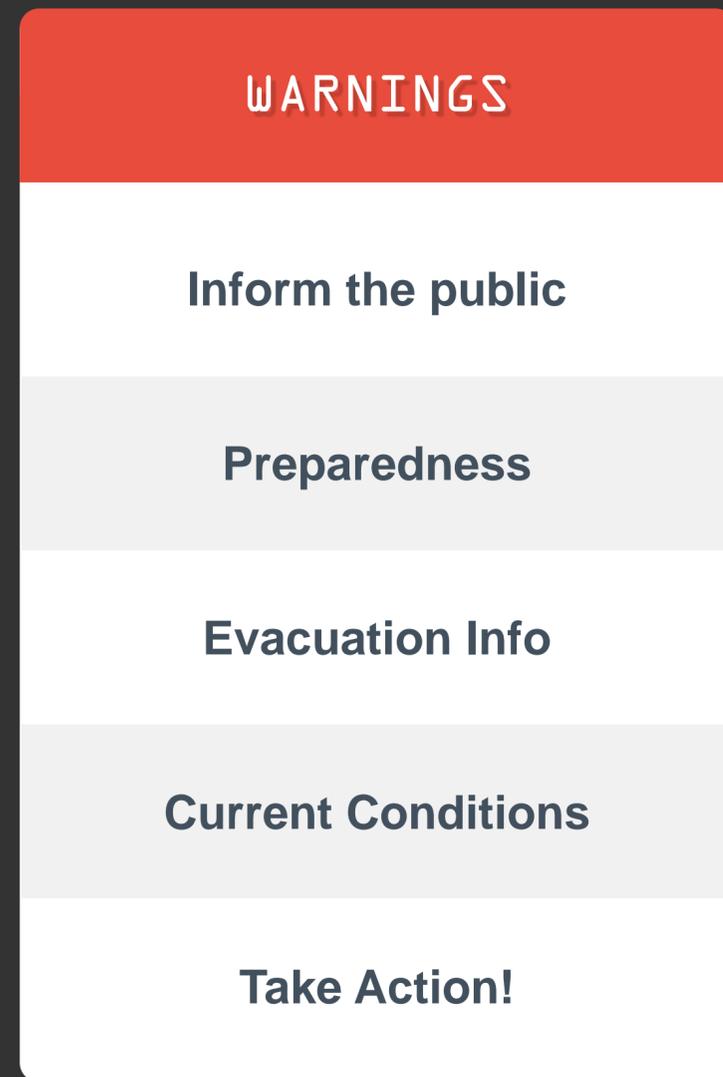
The 'Big 9' Data

ACTIVE MONTHLY USERS



Watch this video at
<https://youtu.be/jVKAtOeo-AQ>

Social Media for Local Government



Social Media for Local Government



Warnings are effective in getting information to the public and to the media. Warnings are typically shared RAPIDLY among users

AlertHouston
June 12 at 4:40pm · 🌐

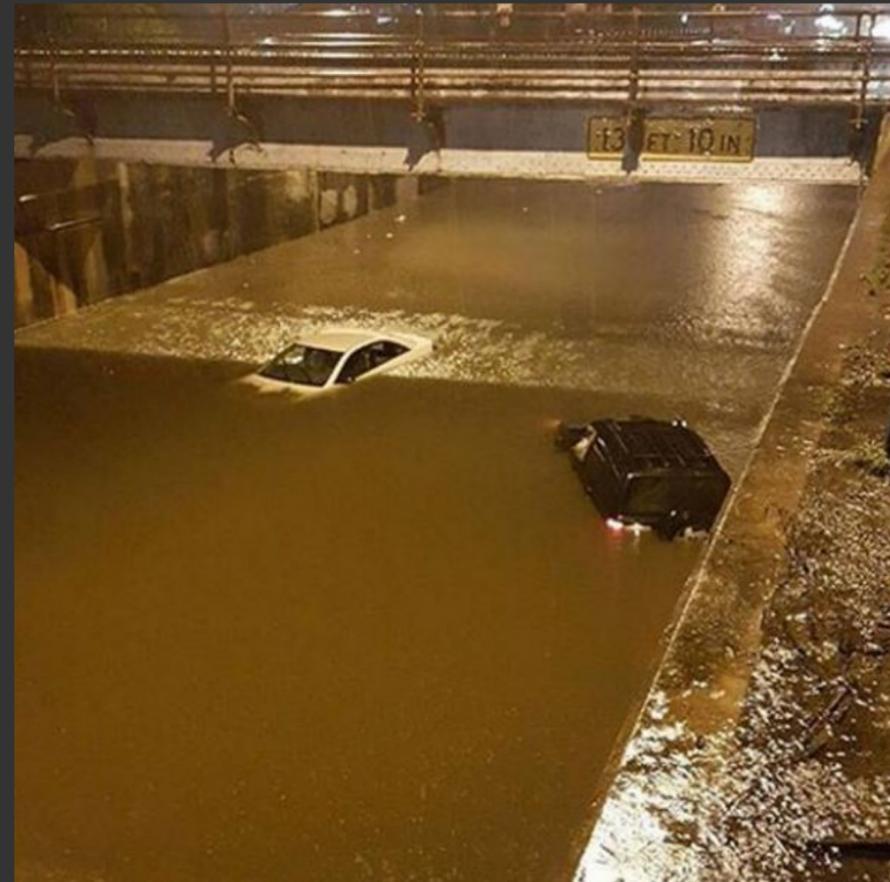
AlertHouston | Flash Flood Warning in Effect for Southeast Houston until 6:30pm <https://t.co/ZmWibJWtqM> #houwx

ALERT HOUSTON

AlertHouston | Flash Flood Warning in Effect for Southeast Houston until 6:30pm

AlertHouston | Flash Flood Warning in Effect for Southeast Houston until 6:30pm -

PIER.ME/8XZ



abc13houston Follow

389 likes · 4w

abc13houston Cars flooded in #Conroe #TurnAroundDontDrown #abc13 #houwx #severeweather

meganlouiseruns @david_k1ng

bulldogradqueen 🙄

hardcyd3r Its hard to judge the depth of water, especially in poor lighting

mrztemka Omg @luv_2shop @michelle_my_bel @ren_hollywood @dustylady03

ssrfox 🙄

jru_e_b @ispeakforzyrah

kayela.rae @allworldplaya

__sheshe__ @janaetoomuchforu

mindy_ray_ @mitchriley

janaetoomuchforu Ooh that's on 7

Omg @__sheshe__

ana716 Omg

📷 Add a comment...

Retweeted 25 times

NWS Fort Worth @NWSFortWorth · Jun 27

Flash Flood Warning including Fort Worth TX, Haltom City TX, Benbrook TX until 10:15 PM CDT

Flash Flood Warning

@NWSFortWorth

Valid until June 27th, 2016 at 10:15 PM CDT

Map showing warning area around Fort Worth, TX, including locations like Briar, Trophy Club, Keller, North Richland Hill, Fort Worth, Arlington, Benbrook, Everman, Mansfield, Burleson, Joshua, Keene, Godley, Willow Park, Aledo, Lakeside, and Azle.

🐦

Social Media for Local Government



An ounce of prevention is worth a pound of cure. Research has shown that public information programs work and people's behavior can change.

The FAA and 1 other follow
NWS @NWS · Jun 23
Never drive around barricades into flood waters! **Turn Around Don't Drown!** tadd.weather.gov #FloodSafety

Never Drive Around Barricades

Most flood fatalities occur in vehicles

12 inches of water can sweep a car off the road

Weather-Ready Nation
National Weather Service
weather.gov/floods

U.S. National Weather Service (NWS)
June 13 at 11:34am · Like Page

It is impossible to know how deep the water is just by looking at it. Don't risk your safety or that of the person who will have to save you. Turn Around Don't Drown! <http://tadd.weather.gov> #FloodSafety

Do You Really Know How Deep the Water is?

12 inches of fast-moving water can carry away a small car.

6 inches of fast-moving water can knock over and carry away an adult.

18-24 inches of fast-moving water can carry away most large SUVs, vans and trucks.

NWS Turn Around Don't Drown Program, Signs and Resources

Each year, more deaths occur due to flooding than from any other thunderstorm-related hazard. The Centers for Disease Control and Prevention report...

City of Cleburne @CityofCleburne · May 4

The City of Cleburne will test its Outdoor Warning Sirens today at 1 p.m. To sign up with "CivicReady" the city's... fb.me/2kUt97lJl

Flash Flooding Safety -- Driving -- Missouri StormAware

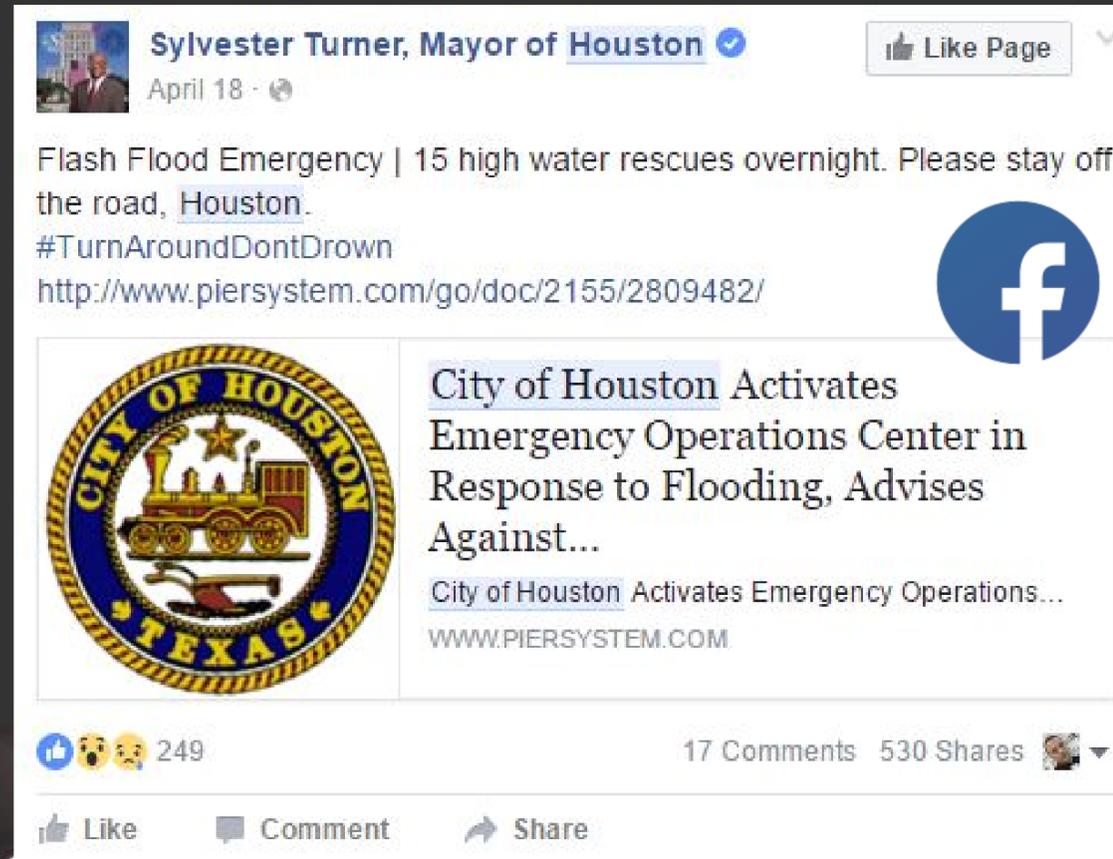
State of Missouri
Subscribe 1,043

2,334 views

Social Media for Local Government


**Post
Disaster**

Post Disaster Information helps keep your citizens informed and safe. It may reduce the amount of phone calls and mis-information that is typically spread



Sylvester Turner, Mayor of Houston ✓
April 18 · 🌐

Flash Flood Emergency | 15 high water rescues overnight. Please stay off the road, [Houston](#).
#TurnAroundDontDrown
<http://www.piersystem.com/go/doc/2155/2809482/>

 **City of Houston** Activates Emergency Operations Center in Response to Flooding, Advises Against...

[City of Houston](#) Activates Emergency Operations...
WWW.PIERSYSTEM.COM

👍 🤔 😬 249 17 Comments 530 Shares

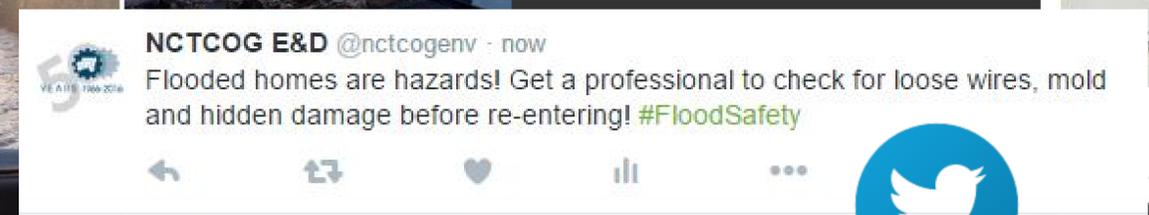
Like Comment Share



Harvey County EM @HVCO_EM · Jun 15
#KSWX Turn around, don't drown



👍 1



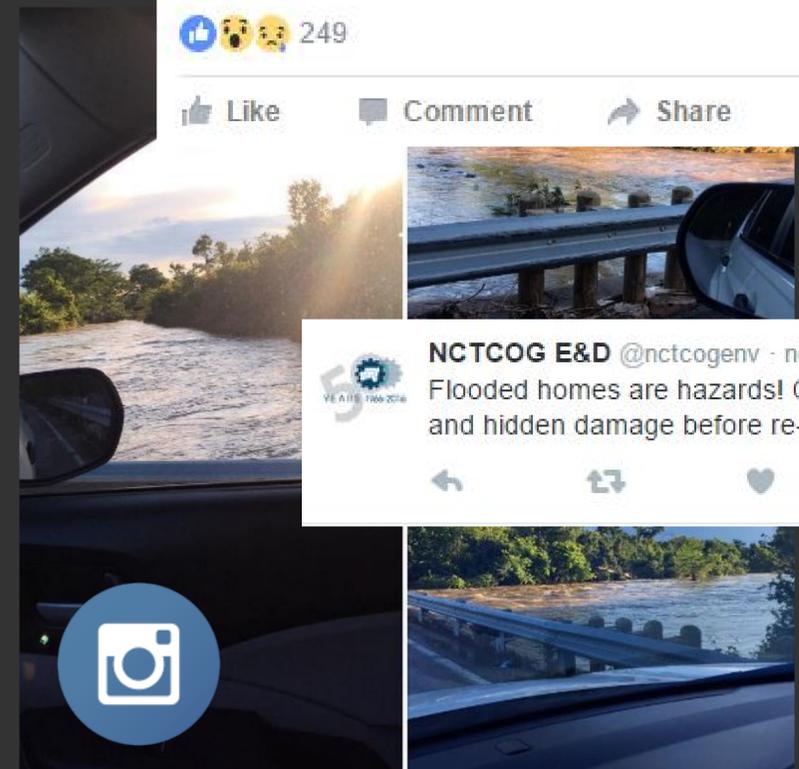
NCTCOG E&D @nctcogenv · now
Flooded homes are hazards! Get a professional to check for loose wires, mold and hidden damage before re-entering! #FloodSafety

👍 🔄 📌 ...



SnCo Emergency Mgmt @SnCoEmergency · Jun 15
Stay aware of your surrounding. **Don't** take unnecessary risks. **Turn around don't drown** and report down power lines if you see them

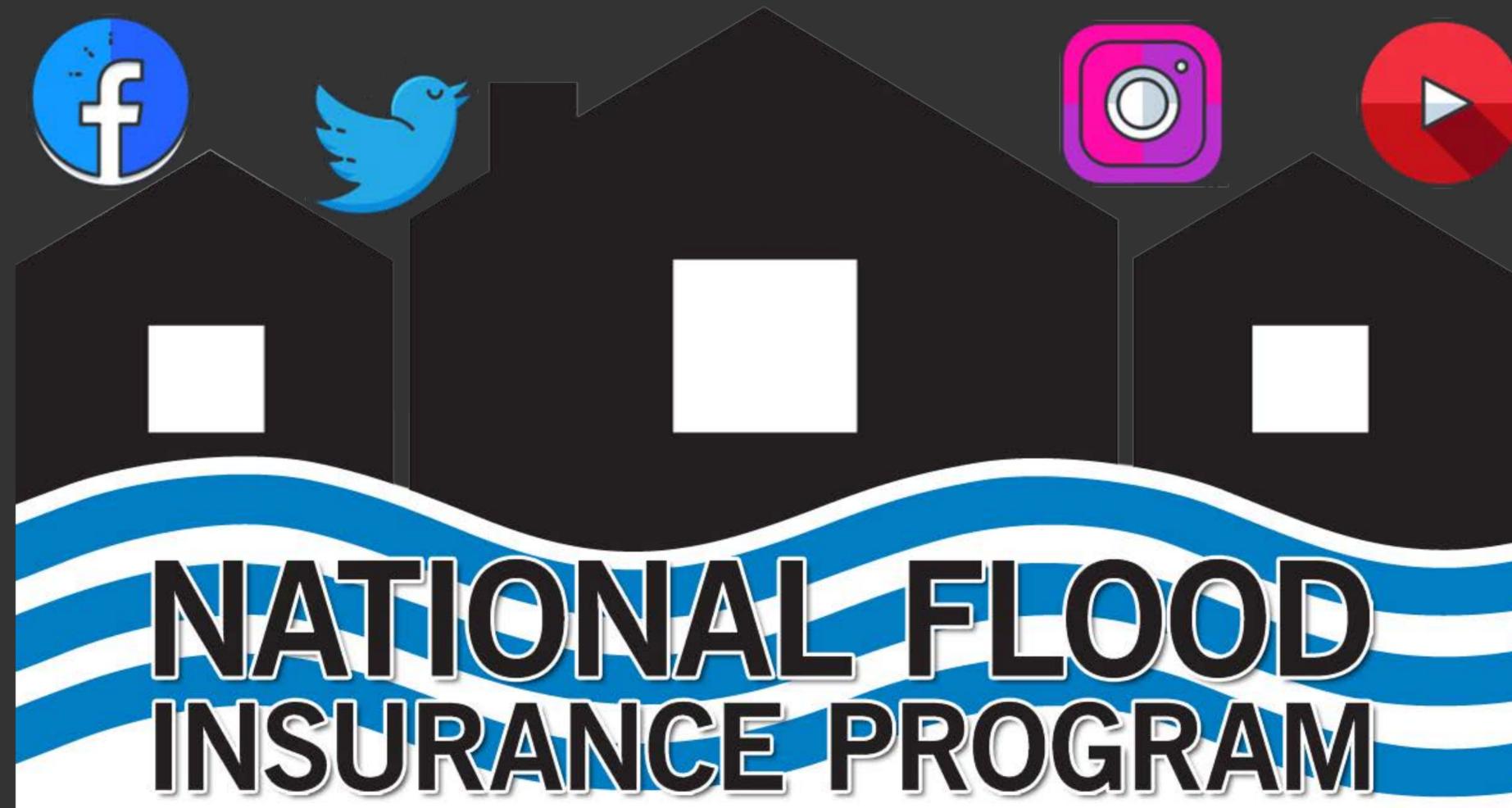
👍 1



Watch this video at
<https://youtu.be/lh3B7OML76Y>

Crediting Social Media

Social media are changing constantly. Given this fluid situation, only general guidance can be given regarding potential CRS credit for the use of social media to communicate flood hazard and flood protection messages.



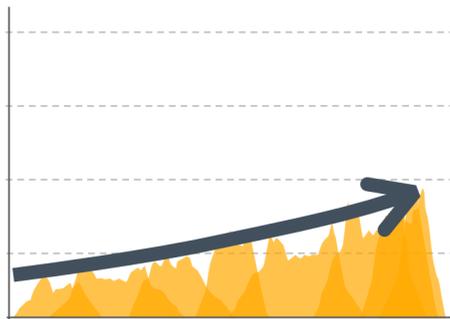
Crediting Social Media

Social media have become accepted practices for people of all ages to share and access information, especially on mobile devices. They are intended to create a two-way conversation that is interactive and continuous.

Social media should not replace existing methods for communicating flood-related information, but they can be a supplement to reach more people in different ways.

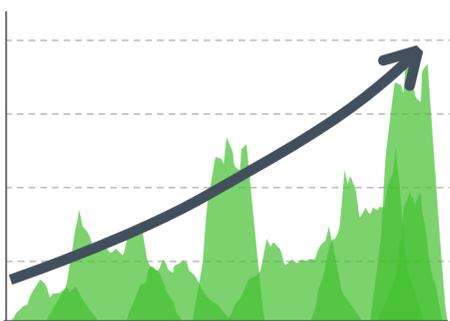
Crediting Social Media

Twitter Outreach



Communities have shown how a Facebook page can serve as an outreach project that reaches many people and how tweets can be effective flood response projects.

Facebook Outreach



Messages broadcast by social media can be credited like other outreach projects, provided they meet the element's credit criteria and their use is documented for the ISO/CRS Specialist.

Crediting Social Media

Downloading your Twitter archive

Downloading your Twitter archive to allows you to browse a snapshot of your Twitter information, starting with your first Tweet.

To download and view your Twitter archive:

1. Go to your [account settings](#) by clicking on the **profile icon** at the top right of the page and selecting **Settings** from the drop-down menu.
2. Click **Request your archive**.
3. When your download is ready, we'll send an email with a download link to the confirmed email address associated with your Twitter account.
4. Once you receive the email, click the **Go now** button to log in to your Twitter account and download a .zip file of your Twitter archive.
5. Unzip the file and click **index.html** to view your archive in the browser of your choice.

Please note: It may take a few days for us to prepare the download of your Twitter archive.

Crediting Social Media

Downloading Your Info

How can I download my information from Facebook? 

You can download your information from your settings. To download your information:

- 1 Click  at the top right of any Facebook page and select **Settings**
- 2 Click **Download a copy of your Facebook data** below your General Account Settings
- 3 Click **Start My Archive**

Because this download contains your profile information, you should keep it secure and be careful when storing, sending or uploading it to any other services.

Learn more about what info is included in your download. If you don't have a Facebook account, you can make a data access request.

Crediting Social Media

They convey messages that fall under one of the six credited topics



The community must document the messages and when and how they are disseminated



The messages must stay in place for at least several days



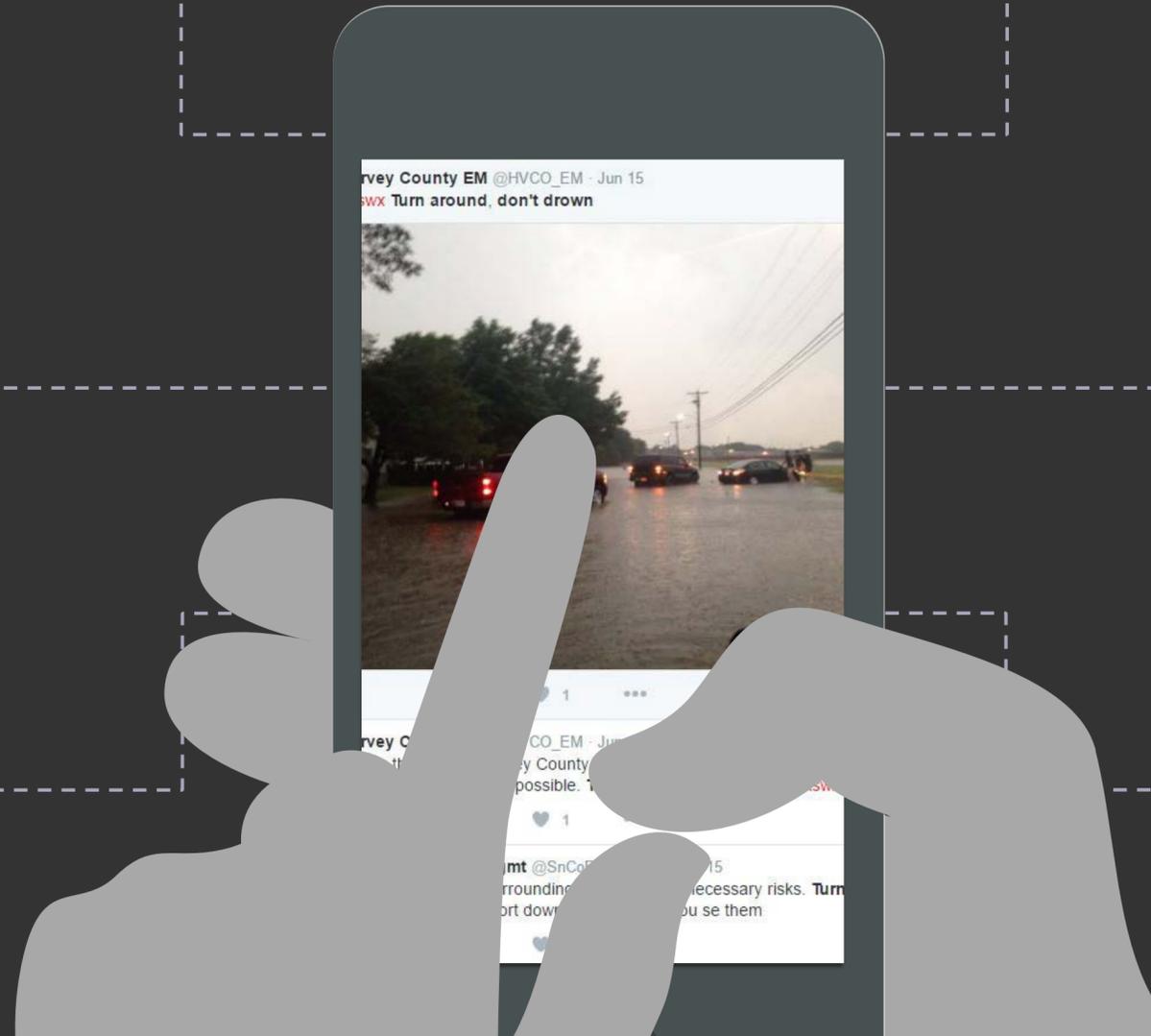
The community must document how the target audience was reached



For OP (330) credit, the messages are disseminated at least once every year



For FRP credit, the messages are drafted and reviewed every year, but disseminated before, during, or after a flood



Social media that reach out to people can be credited as outreach projects (OP) and/or flood response preparations projects (FRP), provided they meet the following criteria

Crediting Social Media

Websites, email, and telephone notifications are not considered social media and are scored like other outreach projects

All social media are counted as one project. For example, a Facebook page with rotating flood hazard and flood protection messages is counted as one project per year

Each new message is not a new project, but each project can cover up to the maximum number of topics. Therefore, a Facebook page that covers six topics will receive more credit than one that repeats messages from only one topic.

There is credit for a maximum of five social media projects each year on the same topic. For example, ten Twitter tweets and three Facebook postings, all on the topic of “Insure your property,” would be counted as a maximum of five projects altogether.)

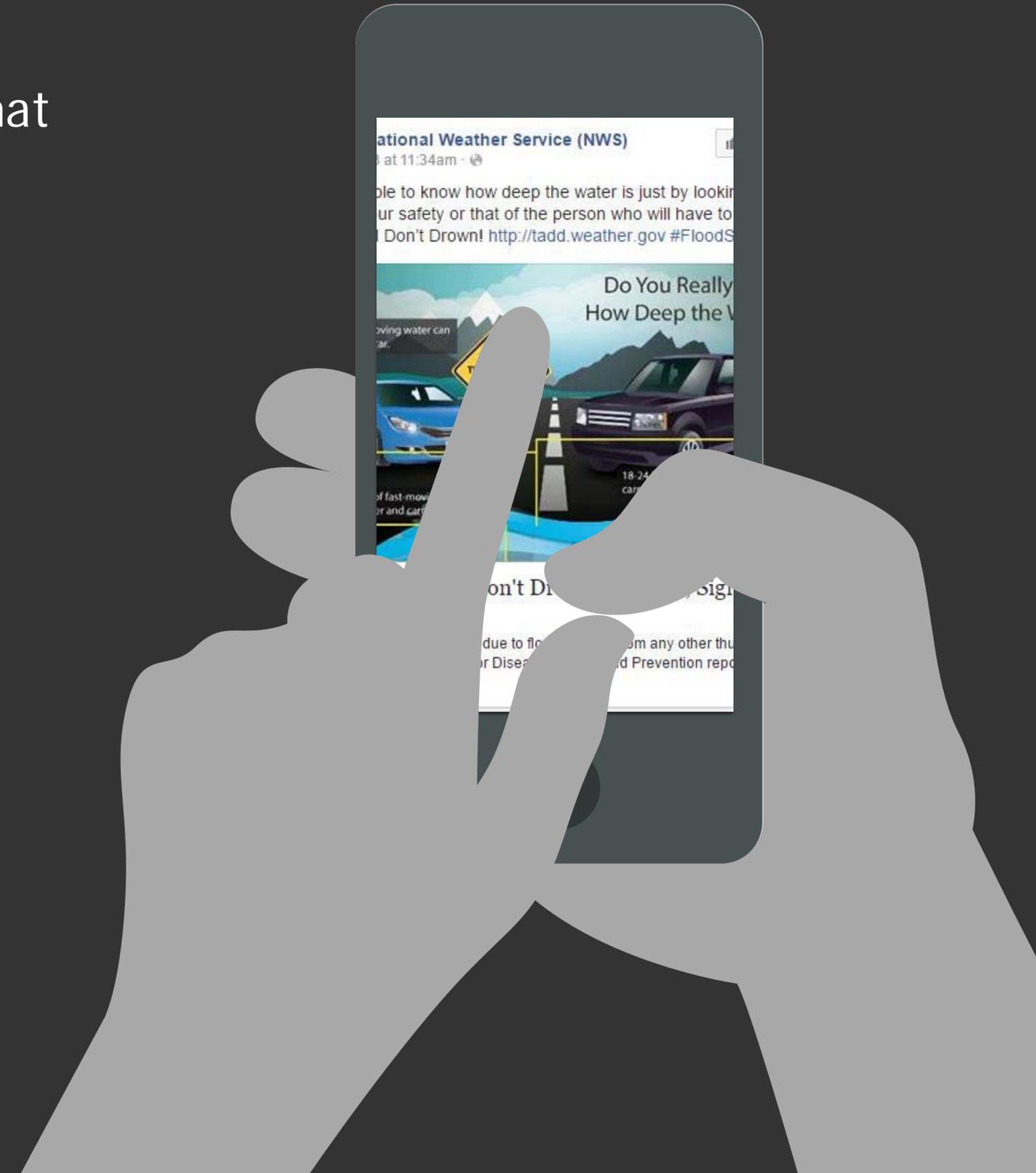
Crediting Social Media

For credit, an outreach project must convey a message that
TELLS THE READER WHAT SHOULD BE DONE

Creditable messages, for example, could be
“Find out if you’re in a floodplain,” or
“Be sure to get a permit before you build.”

FEMA is seeing projects that discuss flooding,
but don’t tell the reader what to do about it.

Examples of projects that
DO NOT HAVE CREDITABLE MESSAGES
Include statements that the community
“is in the National Flood Insurance Program” or
“participates in the CRS.”



Ideal Approach

1. Don't be boring - share a humorous quote, interesting fact or cool graphic
2. Invite conversation - ask your audience for their ideas, opinions or even advice
3. Repost and Reshare - The **#ICYMI** hashtag (In Case You Missed It) is a simple way to tell your audience you're reposting something you think they should see. 
4. Make Calls to Action - calls-to-action posts ask your audience to do something. Invite the community to share photos, or ask questions, etc...
5. Follow like-minded organizations - **@nctcogenv** on Twitter, Facebook, and Instagram
6. Use proper protocols with mentioning other accounts and hashtags
7. Use multiple platforms to reach your entire audience!



 nctcogenv
Arlington, Texas



arlingtonfoodies and rachlaurevans 19w
like this

nctcogenv Is your community an iSWM community? #iswm #stormwater #nctcog

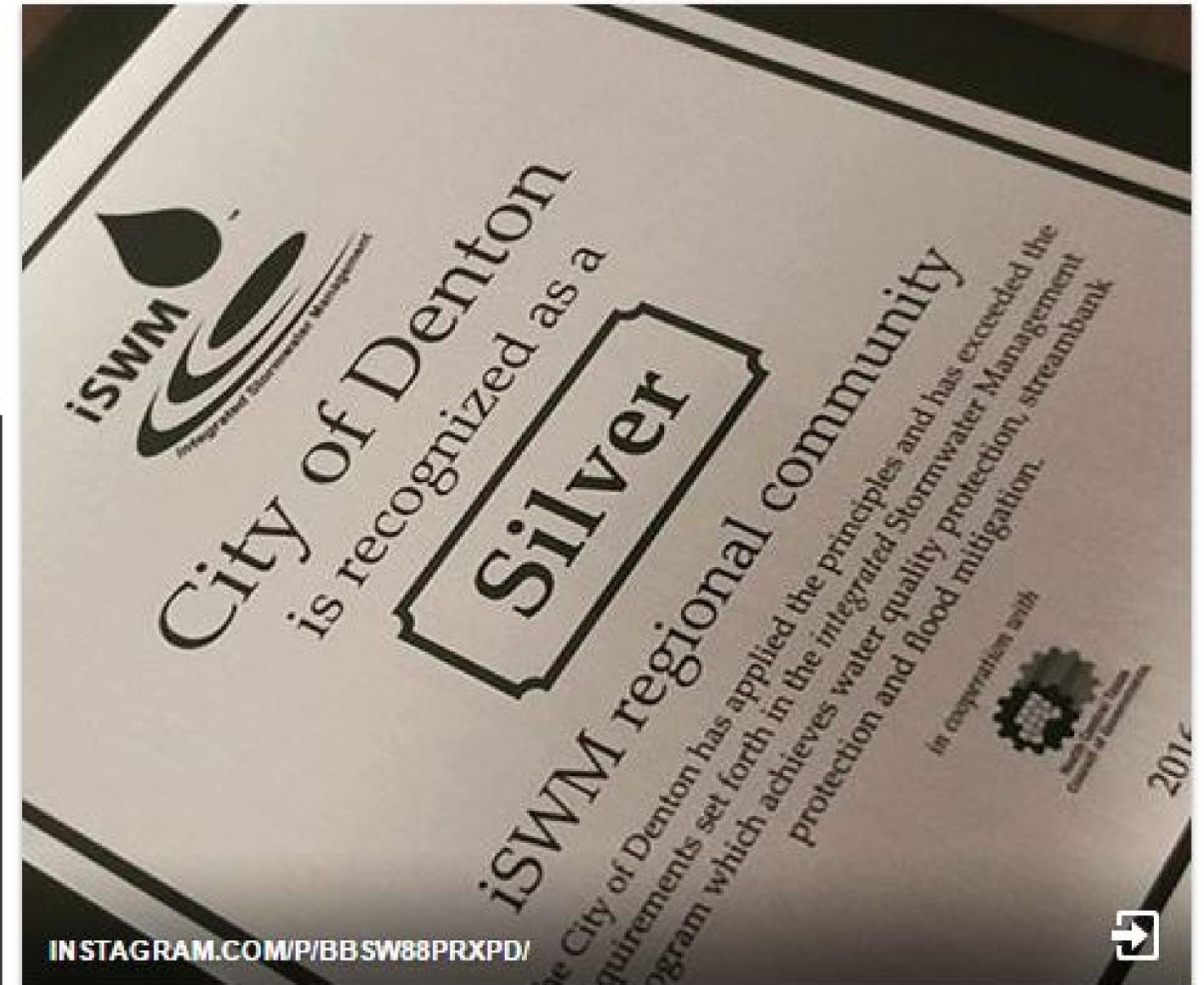


NCTCOG Environment & Development

Published by Twitter [?] - February 12 -



Is your community an iSWM community? #iswm #stormwater #nctcog @ Arlington, Texas <https://t.co/BnsZxuINEM>



NCTCOG E&D @nctcogenv - Feb 11

New signs came in today for the City of Denton #iswm #stormwater @ North Central Texas Council... [instagram.com/p/BBqLAXzRXqj/](https://www.instagram.com/p/BBqLAXzRXqj/)



INSTAGRAM.COM/P/BB SW88PRXPD/



Watch this video at
<https://youtu.be/6pI0yMUUPfc>

Weird Social Media Facts

1. The fastest growing demographic on Twitter is the 55-64 year age bracket. That's a growth of 79% since 2012.
2. Food is the top category on Pinterest making up 57% of discussions.
3. There are 500 million Tweets sent each day. That's 6,000 Tweets every second
4. 300 hours of video are uploaded to Youtube every minute
5. 90 percent of Instagram users are younger than 35
6. The average CEO has 930 LinkedIn connections
7. The user submitted video with the most views is "Charlie bit my finger", with 840,774,629 views

Watch this video at

https://youtu.be/_OBIgSz8sSM