SOCIAL MEDIA FOR COUNTY GOVERNMENT

2018 FAR WEST TEXAS JUDGES AND COMMISSIONERS CONFERENCE

Dr. Peter McGuill
Director
VG Young Institute of County Government

OBJECTIVES OF SESSION

- Overview of Social Media Usage
- Tools and Platforms
- Develop a Social Media Plan
- Communicate your Message
- Speaking the Language
Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use...

<table>
<thead>
<tr>
<th>Platform</th>
<th>Daily</th>
<th>About once a day</th>
<th>Less often</th>
<th>Never</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>73%</td>
<td>21%</td>
<td>4%</td>
<td>2%</td>
<td>100%</td>
</tr>
<tr>
<td>Facebook</td>
<td>56%</td>
<td>31%</td>
<td>7%</td>
<td>6%</td>
<td>100%</td>
</tr>
<tr>
<td>Instagram</td>
<td>39%</td>
<td>30%</td>
<td>20%</td>
<td>11%</td>
<td>100%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15%</td>
<td>32%</td>
<td>25%</td>
<td>28%</td>
<td>100%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>27%</td>
<td>32%</td>
<td>24%</td>
<td>19%</td>
<td>100%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>24%</td>
<td>30%</td>
<td>24%</td>
<td>22%</td>
<td>100%</td>
</tr>
<tr>
<td>Twitter</td>
<td>21%</td>
<td>31%</td>
<td>25%</td>
<td>24%</td>
<td>100%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>12%</td>
<td>30%</td>
<td>31%</td>
<td>27%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Survey conducted Jan. 3–10, 2018

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use... the % who use each site...

<table>
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<th>Less often</th>
<th>Never</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>51%</td>
<td>30%</td>
<td>19%</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>46%</td>
<td>20%</td>
<td>24%</td>
<td>10%</td>
<td>100%</td>
</tr>
<tr>
<td>Instagram</td>
<td>38%</td>
<td>20%</td>
<td>31%</td>
<td>11%</td>
<td>100%</td>
</tr>
<tr>
<td>Twitter</td>
<td>28%</td>
<td>20%</td>
<td>25%</td>
<td>27%</td>
<td>100%</td>
</tr>
<tr>
<td>YouTube</td>
<td>29%</td>
<td>17%</td>
<td>31%</td>
<td>24%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Disproportionate who did not give a precise age not shown. “Never” category includes users who have never used a platform in this way or ever. More详细的统计信息。

Source: Survey conducted Jan. 3–10, 2018

Social media sites as pathways to news

A look at which social media sites are most used by U.S. adults when developing their awareness of news events.

Facebook
Twitter
Instagram
LinkedIn
Pinterest
YouTube

Source: Survey conducted Jan. 3–10, 2018

Note: More detailed statistics.
WAYS TO USE SOCIAL MEDIA
CONNECT

CELEBRATE GREAT THINGS HAPPENING IN THE COMMUNITY

BROADCAST

PROVIDE USEFUL INFORMATION TO PEOPLE IN THE COUNTY
ENGAGE CITIZENS

SHED LIGHT ON ISSUES THAT AFFECT THE COMMUNITY.
ENCOURAGE PARTICIPATION

SELF- PROMOTE

NOW THAT YOU HAVE DEVELOPED A FOLLOWING – MAKE IT WORK FOR YOU!

PROMOTE OTHERS

RECOGNITION OF EMPLOYEES IN PUBLIC
ATTRACTS TALENT TO YOUR ORGANIZATION
SHARE IMPORTANT INFORMATION

GETTING STARTED

- Create Account
- Build a community
  - Follow other organizations in the community
  - Mention/tag others on posts
- Have frontline employees tell customers about relevant social channels
SCHEDULE CONTENT

- Have a consistent presence
- Develop a Social Media Calendar
  - Organize content
  - Save time
  - Plan ahead

CRISIS COMMUNICATION

- Only effective if you have an existing community
- Share information as a trusted source
  - Ex: Hurricane Harvey

ESTABLISH GUIDELINES

- Maintain control of account information
- Authorize a limited number of people to post to social media accounts
- Respond to negative comments, but then take the rest of the conversation offline
- Don't placate
  - Don't post negative comments about others
  - Don't share "fake news" – unless you want to be the news
COMMUNICATION BASICS

CRAFTING YOUR MESSAGE ON SOCIAL MEDIA

• Be Genuine
• Post with a purpose
• Every post should start with a goal in mind
• Focus on Content
  • 60% original content

BEST PRACTICES FOR CRAFTING THE MESSAGE

DO
• Be compassionate, understanding and empathetic (People want to be Heard)
• Be ready with your elevator speech, Practice it to perfection
• Be positive! Negativity breeds Negativity

DO NOT
• Do Not Blame Others.
• Do Not Make an issue out of something that no one else is.
• Do Not Build a platform for debate where one does not exist.
BE CONSISTENT IN YOUR MESSAGE

SPEAKING THE LANGUAGE

- Repetition – again and again and again… “Sticky” Messages
- What you say is not always what others hear
- Write for easy reading
ON-GOING EFFORT

• Audience discovery never stops
• Most decisions impacting constituents deserve a communication plan
• Effort pays off in the long run

QUESTIONS?

Peter J. McGuill, Ph.D.
Director
V.G. Young Institute of County Government
Texas A&M AgriLife Extension Service
Phone: 979-845-4572
pjmcguill@ag.tamu.edu
vgyi.tamu.edu