Social Media

Tuesday, January 29, 2019
9:30–10:30 a.m.

Mr. Dwight “Dusty” Gallivan
County Attorney
Ector County

Presenter will share how to use social media to let the community know what you do and help guarantee re-election!
Dwight “Dusty” Gallivan grew up in Odessa, graduating from Odessa High School. Shortly after high school, he married his high school sweetheart, Monica. Gallivan and Monica have two boys and one beautiful little girl. After high school, Gallivan served in the U.S. Air Force for four years. Gallivan then graduated from UTPB with a degree in finance. He attended Baylor Law School and also earned his MBA while at Baylor.
County and District Clerks Association
Social Media VS Traditional Marketing

Social Media:
1. Reach out to maximum people
2. Targeted or Client Specific Marketing
3. Versatile (can make changes in the ads)
4. Immediate Communication

Traditional Marketing:
1. Limited Audience
2. Global Marketing
3. Non-Versatile (cannot be altered once published)
4. Delayed Communication
You Control:

Information

Timing

Message
What is Social Media?

Why should I use it?

How do I use it?
What Is Social Media?
Why Should I Use Social Media?

Main reasons for using Social Media:

- Networking, discussion
- To support web activity
- Broadcasting knowledge
- Job promotion
- Personal and business development
- Communicating to target markets & influencers
- To reach our network without spending vast amounts of money

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WHY DO PEOPLE USE SOCIAL NETWORKS?

SPEND TIME

- Users are in a casual mindset, often just passing the time.

- Socialize
- Stay in Touch
- Be Entertained
- Kill Time

INVEST TIME

- In this purposeful mindset, users invest time to improve themselves and their future.

- Maintain Professional Identity
- Make Useful Contacts

Building reputation
Building commitment
Building knowledge
Audience Size

Your a define

Specific Broad

Estimated Daily Results
Reach
2,800 - 10,000

Post Engagement
56 - 310

Potential Reach: 660,000 people

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?
San Marcos Texas

Detailed Targeting

INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Democratic Party (United States)

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

☑ Expand interests when it may increase post engagement at a lower cost per engagement.

Connections

Add a connection type

Audience Size

Your audience is defined.

Potential Reach: 330,000 people

Estimated Daily Results

Reach
2,600 - 9,000

Post Engagement
48 - 280
San Marcos Texas

Audience Size

Your audience is defined.

Specific

Broad

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Social media and voting

% of registered voters in different age groups who have used social media like Facebook or Twitter to receive/send voting messages or announce their presidential choice

- Have been encouraged to vote by family, friends
- Have announced your vote via social media
- Have encouraged others to vote for a particular candidate

Reasons to Use Social Media

1. Educate the Public
Reasons to Use Social Media

2. Communication
Reasons to Use Social Media

3. Re-Election
How Do I Use Social Media?
79% of online adults (68% of all Americans) use Facebook

<table>
<thead>
<tr>
<th>% of online adults who use Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>18-29</td>
</tr>
<tr>
<td>30-49</td>
</tr>
<tr>
<td>50-64</td>
</tr>
<tr>
<td>65+</td>
</tr>
<tr>
<td>High school degree or less</td>
</tr>
<tr>
<td>Some college</td>
</tr>
<tr>
<td>College+</td>
</tr>
<tr>
<td>Less than $30K/year</td>
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<tr>
<td>$30K-$49,999</td>
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<tr>
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<tr>
<td>$75,000+</td>
</tr>
<tr>
<td>Urban</td>
</tr>
<tr>
<td>Suburban</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>

Note: Race/ethnicity breaks not shown due to sample size. Source: Survey conducted March 7-April 4, 2016. "Social Media Update 2016"
What Should I Post?

341 Million
GOALS:

Convey
Create
Communicate
This is just a bunch of text typed out to test and determine whether you have any Adware on your computer. I'm going to start repeating myself now so you can stop reading this at any time. Seriously, you really don't need to continue reading this because it's futile. No Ads should appear in this box, no links should be anywhere at all, no text should be clickable or even appear differently in the least bit. This is just a bunch of text typed out to test and determine whether you have any Adware on your computer. I'm going to start repeating myself now so you can stop reading this at any time. Seriously, you really don't need to continue reading this because it's futile. No Ads should appear in this box, no links should be anywhere at all, no text should be clickable or even appear differently in the least bit. This is just a bunch of text typed out to test and determine whether you have any Adware on your computer. I'm going to start repeating myself now so you can stop reading this at any time.
The most engaging post types on Facebook

- Photo: 93%
- Status: 3%
- Link: 2%
- Video: 2%
The internet is video

80%  
Percentage of global Internet traffic that will be attributed to video by 2019  
Source: Cisco

+50% YoY  
Hours of video watched by YouTube users  
Source: YouTube

5 million  
Years it would take to watch all the video that will be shared every month in 2019  
Source: Cisco

8 billion  
Daily video views on Snapchat  
Source: re/code

Join the conversation using #HootEssentials
When Should I Post?

Highest traffic occurs mid-week between 1 to 3 pm. (Source: Bit.ly blog)

A Facebook post at 7pm will result in more clicks on average than posting at 8pm (Source: Forbes).
Content

Brag

Share

Original

Praise Others
Greg Barber is our employee of the week!! He is an excellent First Assistant and he works harder than anyone I know. Greg's leadership and dedication to serving Ector County are evident every day through his work ethic and how he treats others. Thanks, Greg for everything you have done and will continue to do for our office! BTW.... great smile!
Although February was a short month, we were busy! We resolved over 350 cases! We had four jail chains, two arraignments, and four guilty plea days. In addition, our CPS staff handled 55 hearings. This is all in addition to the criminal intake, CPS intake, mental health hearings, juvenile hearings and JP court cases.

What's Happening at the County Attorney's Office?

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Dusty Gallivan

March 25 at 9:40am ·

Law Enforcement reports are how prosecutors understand what happened. Even K-9 Officers are required to write a report...

Prosecutors Demanded A Statement From K9 Police Dog. What They Got As A Response Is Hilarious!

When the Crown Prosecution Service (CPS) insisted on getting a statement from Officer PC Peach of the West Midlands Police Department (because of an...

WELOVEALLANIMALS.COM

2,301 people reached

Like Comment Share Hootlet

😊❤️ Alvarado San, Mark Mehaffey and 55 others

34 shares
I Chase Him
I Bite Him
Bad Man
He Tasty
Good Boy
Good Boy Peach
Law Enforcement reports are how prosecutors understand what happened. Even K-9 Officers are required to write a report...

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CONGRATS TO THE **ECTOR COUNTY DISTRICT ATTORNEY, CHRIS FOSTEL** AND MICHAEL MUNK FOR GETTING A DRUG DEALER OFF THE STREETS OF ECTOR COUNTY.

**ODessa Man Sentenced to 68 Years in Prison**

Ector County District Attorney Bobby Bland issues the following statement: An Ector County Jury sentenced David Gonzales to 68 years in prison for possession of 21 grams of cocaine with intent to deliver....

CBS7.COM
Facebook Facts

There are 83 million fake profiles. (Source: CNN)
On Thursdays and Fridays, engagement is 18% higher. (Source: Bit.ly blog)

Photo uploads total 300 million per day. (Source: Gizmodo)

Average time spent per Facebook visit is 20 minutes. (Source: Infodock)

Every 60 seconds on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. (Source: The Social Skinny)

4.75 billion pieces of content shared daily as of May 2013 which is a 94 percent increase from August 2012. (Source: Facebook)
Why should elected officials use social media?

By Dusty Gallivan

County Attorney in Ector County

As district and county attorneys, our main job is to seek justice and serve the people in our communities. One great vehicle for educating citizens on how your office does that is through social media.

As elected officials, we are the only ones who can inform the public on what we do and how we are uniquely qualified to do it. And as the people holding those positions, we have access to all the data we need to keep the public informed because the incumbents.

There are many different methods to disseminate the information generated in a prosecutor office. We can speak at local community events or civic organizations; the local media could run a story about the office; we can even send out press releases. The biggest flaw with these methods is that someone else controls them. What if no one invites us to
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