



**RCAC**

---

# Sharing Your Story

**Expanding Your Communications**

# Sharing Your Story

---

## **Heather Cannon**

Associate Water Asset Manager (AWAM)

RDS II

Rural Community Assistance Corporation

509.844.1980

[hcannon@rcac.org](mailto:hcannon@rcac.org)

# Rural Community Assistance Partnership, Inc.

## Western

**Rural Community Assistance Corporation**

916/447-2854

[www.rcac.org](http://www.rcac.org)

## Midwest

**Midwest Assistance Program**

952/758-4334

[www.map-inc.org](http://www.map-inc.org)

## Southern

**Community Resource Group**

479/443-2700

[www.crg.org](http://www.crg.org)

## Northeast

**RCAP Solutions**

800/488-1969

[www.rcapsolutions.org](http://www.rcapsolutions.org)

## Great Lakes

**WSOS Community Action Commission**

800/775-9767

[www.glrca.org](http://www.glrca.org)

## Southeast

**Southeast Rural Community Assistance Project**

866/928-3731

[www.southeastrcap.org](http://www.southeastrcap.org)



800/321-7227

[www.rcap.org](http://www.rcap.org)



# Session Agenda

---

- What is social media - the basics
- The four Cs + one more
- Twitter, Facebook, Instagram, and Nextdoor

# Session Objectives

---

**By the end of the session you will...**

- **Be able to make an informed decision** about using social media
- **Know the basics** of social media management
- **Have the confidence** to start a social media campaign

# Before You Begin

---

## Build Your Social Media Team

- Social media administrator
- Decision makers
- Staff
- Community members
- Other agencies

# Social Media

---

## Merriam-Webster

### Definition of SOCIAL MEDIA

: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

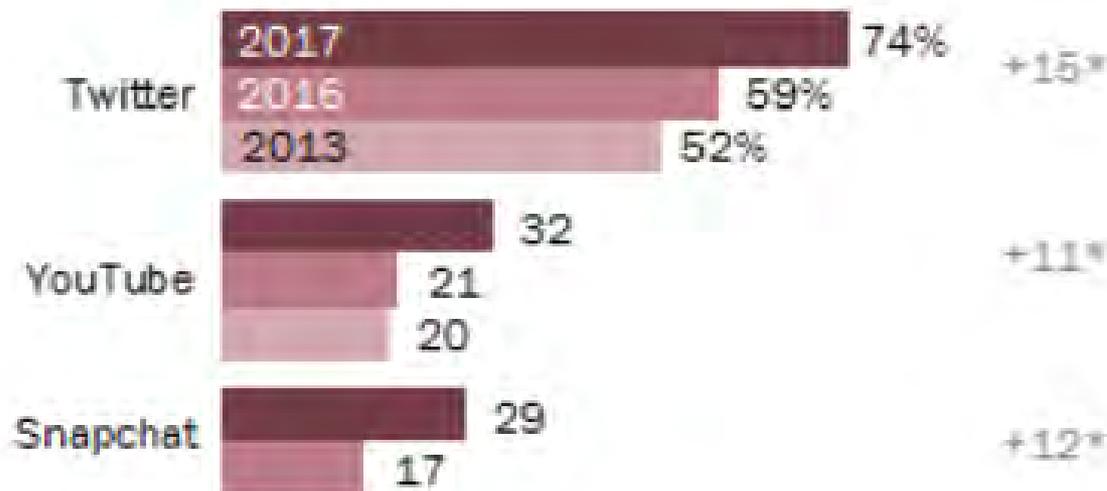


## Twitter, YouTube and Snapchat have grown since 2016 in portion of users who get news on each site

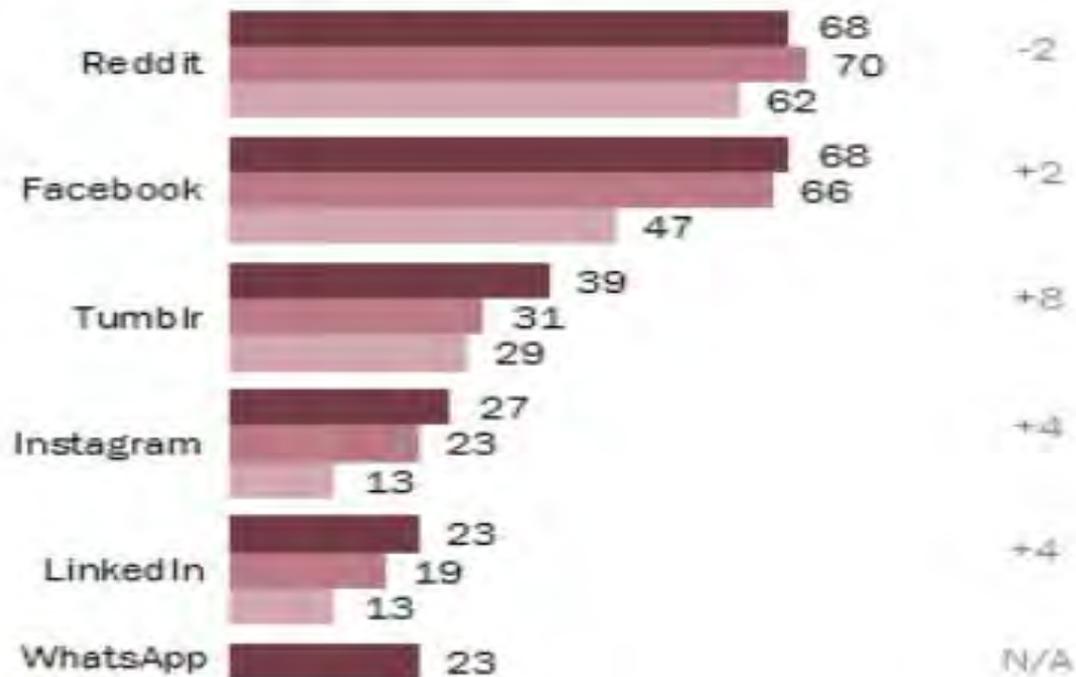
*% of each social media site's users who get news there*

**Sites where news usership increased since 2016**

**'16-'17 CHANGE**



**Sites where news usership did not change since 2016**



\*Change from 2016 to 2017 is statistically significant.

Note: Snapchat not asked about in 2013. WhatsApp not asked about in 2013 or 2016.

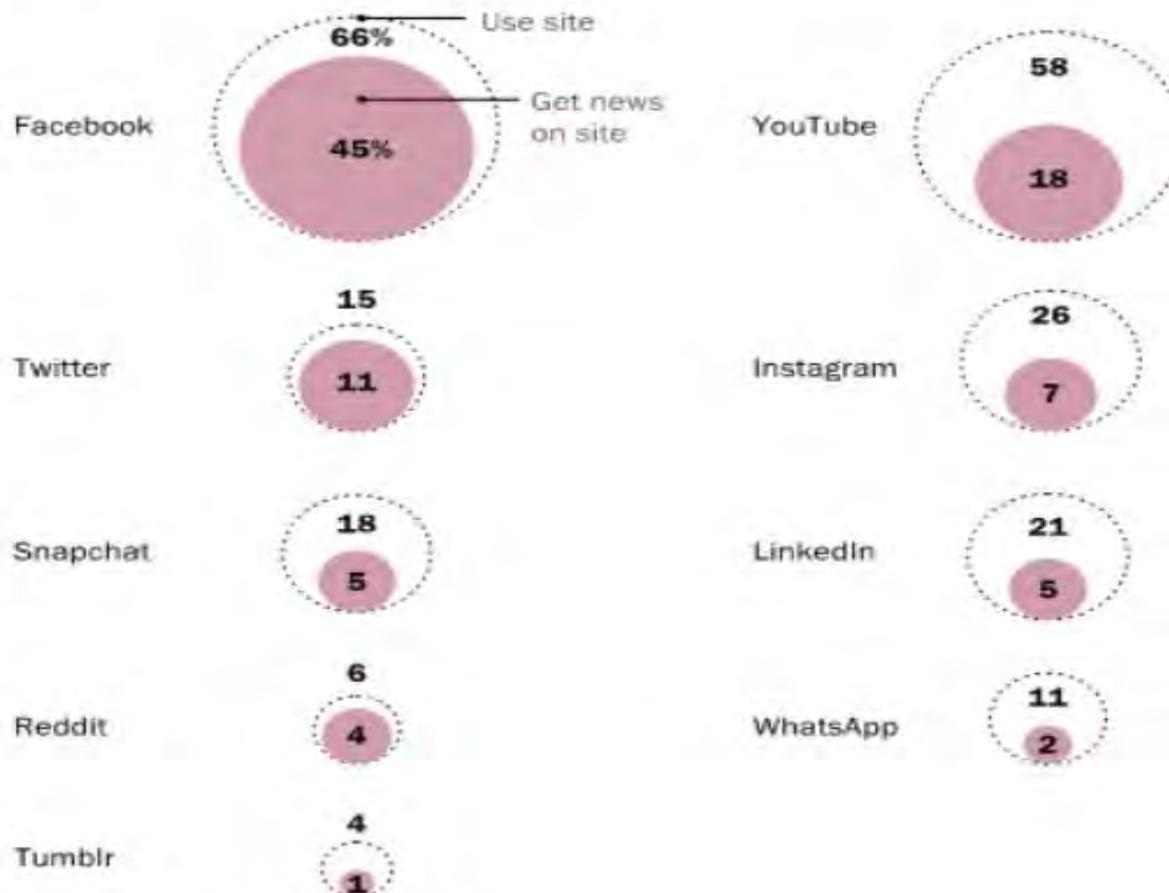
Source: Survey conducted Aug. 8-21, 2017.

"News Use Across Social Media Platforms 2017"

**PEW RESEARCH CENTER**

## Social media sites as pathways to news

*% of U.S. adults who use each social media site and % of U.S. adults who get news from each site*

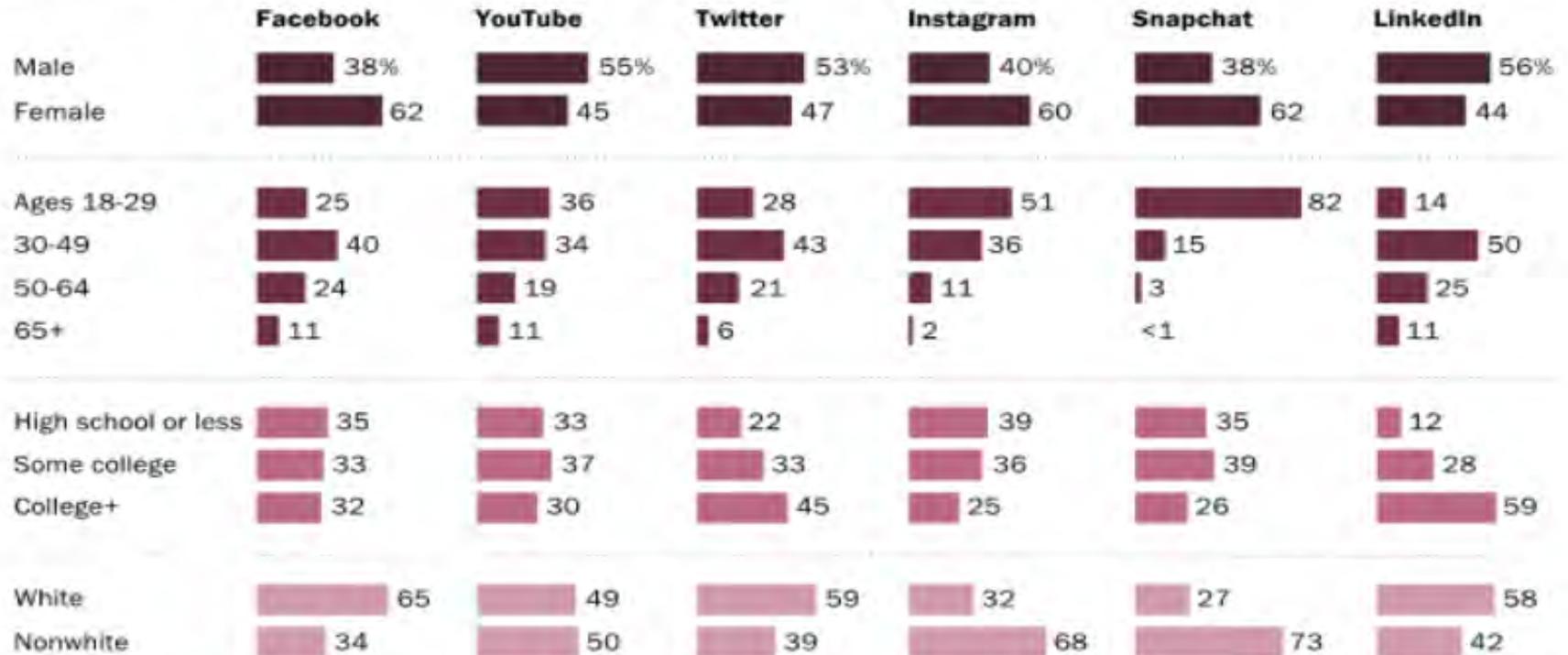


Source: Survey conducted Aug. 8-21, 2017.  
"News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER

## Social media news user profiles

% of each social media site's news users who are ...



Note: Tumblr, Reddit, and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey conducted Aug. 8-21, 2017.

"News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER

# The Four Cs of Social Media

---

- Channels
- Control
- Content
- Customers

Plus one more - “Cost”

# Channels

---

Channels or platforms are the type of social media you are using: Facebook, Instagram, LinkedIn, Twitter, Snapchat, and YouTube

# Control

---

Control is the management of your social media campaign. **First steps:**

- Find someone who wants to do it, if you don't have this, **don't start**
- Develop written social media policies and formally adopt them

# Control

---

## Recommended Resources

Below are some resources that provide best practices and guidelines on social media use for government agencies.

- **Office of the Washington State Attorney General: Social Media Use by Public Agencies (2017)** – Includes guidance on employees/officials individual use of social media accounts for agency business
- **AWC: Guidelines for Elected and Appointed Officials Using Social Media**
- **MRSC Insight: Establishing Effective Social Media Policies for your Agency (2015)**
- **Washington Secretary of State (SOS): Electronic Records Management - Blogs, Wikis, Facebook, Twitter & Managing Public Records (2013)**
- **MRSC Training Slides: Social Media and the Public Records Act (2011)**
- **Washington State Guidelines and Best Practices for Social Media Use In Washington State (2010)**

# Control

---

Choose how you will **archive** for public records requirements:

- Contract with a service that auto saves your postings and responses

# Control

---

- **Define harassment** and how you will respond on each platform: ignore, remove or hide
- A public agency cannot block but you can screen shot, save and then remove a tweet or hide a Facebook comment

# Control

---

- Define what can be posted on the platform
- Set response timelines - within 2 business days
- State how to correct inaccurate information in comments and tweets from others

# Control

---

- Maintain control of your log in & passwords
- Use only **dedicated work devices** to post and respond from - never use these for personal social media
- Check that you are signed on as the site or administrator, not you as a person

# Control

---

- **Post** harassment policy and response time on your home page
- Non-governmental organizations should have strict content guidelines as well

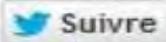
# Control

---



The screenshot shows a Twitter thread. At the top, a tweet from British Airways (@British\_Airways) dated 03 Sept says: "@HVSVN Sorry for the delay in responding, our twitter feed is open 0900-1700 GMT. Please DM your baggage ref and we'll look into this." Below it is a reply from @HVSVN: "@British\_Airways how does a billion dollar corp only have 9-5 social media support for a business that operates 24/7? DM me yourselves." The reply is timestamped 10:00 AM - 3 Sept 2013 and has 47 retweets and 31 favorites. A 'Suivre' button is visible next to the user's name.

**British Airways**  @British\_Airways 03 Sept  
@HVSVN Sorry for the delay in responding, our twitter feed is open 0900-1700 GMT. Please DM your baggage ref and we'll look into this.

 @HVSVN   
@British\_Airways how does a billion dollar corp only have 9-5 social media support for a business that operates 24/7? DM me yourselves.  
10:00 AM - 3 Sept 2013  
47 RETWEETS 31 FAVORIS   

# Content

---

- Content should be **platform specific**
- Keep it **timely** - that is why your users are there
- Check spelling and then check it again
- Keep a list of postings on hand - but be flexible to keep up with changing news

# Content

---

- Create a posting schedule - especially true for Twitter
- Always preview videos you want to use
- Have videos professionally developed, use a script, a lot can go wrong and without you knowing it

# Content

---

- Keep it “personal”
- Keep it fun
- Keep it positive

# Content

---



# Customers

---

- What do they want from your social media?
- What do they expect from your social media?

# Cost

---

Cost for a social media account is:  
**FREE!**

But staff time, archive service, and a  
bad reputation  
*are NOT.*



Social Media Examiner

15 hours ago

Be honest. Has this ever happened to you? - Erik

Checked email, Facebook, Twitter,  
and Pinterest.  
Ready to start my day.

Oh look, it's  
lunch time.



somee cards  
user card

Like Comment Share Buffer

88 Shares

# Twitter

---

This is the “**news**” of social media, it’s up to the minute with quick short (120 characters) tweets

- It is a news based information platform so post as the need arises
- Easy to search for key words & hashtags

# Twitter

---

- If someone follows you they will see your tweet
- Can respond to, tweet at & ask for retweets
- For longer information, thread tweets together, tweet pictures, and links to articles and videos

# Twitter

---

- Tag your tweets with local hashtags to gather an audience
- In an emergency use the same hashtag as everyone else like #inlandstrong
- Tweet to news outlets to get out an urgent message

# Twitter

---

- Set up a general Twitter account then follow other agencies
- Do not follow elected officials individually, this can be inferred as endorsement
- What you post will last forever

# Facebook

---

This is the “**social**” of social media, it’s best for community building

Complicated logarithms determine who sees what and your follower may not see what you post. It is not the best place to share information people need to know now

# Facebook

---

- This is a graphic heavy platform
- Post a maximum of one time per day otherwise you are creating clutter
- Post & update events, pictures, and videos

# Facebook

---

- It's best when there is a website to connect to, this allows your customers to continue learning your story in a larger format
- Your wallpaper can now be a video, like a quick snip of a ground breaking
- Use Facebook Live only for short interesting events and make sure everyone knows you are LIVE!

# Facebook

---

- Hold games & contests to get more eyes on your postings and connect to groups to create even more engagement
- Read FB's game rules and follow them. Don't assume someone is posting correctly. You can't ask for a share or a tag to win but you can ask for a like

# Facebook

---

- Post old pictures of your community & ask followers to tell their story
- Choose a lesser known holiday like National Ice Cream Day & post “Today is National Ice Cream Day, have you checked out the three ice cream shops in our town? What is your favorite flavor?”

# Facebook

---

- For set-up create a fake person as an administrator so there is no linkage between anyone's personal account and the agencies
- Set up the page. **Always** double check that you are signed in as the page or the administrator not your personal account

# Instagram

---

This is the “**visual**” of social media. It’s best for creating interest with younger customers

- Share photos to highlight the beauty of your community
- A great way to share photos of events

# Instagram

---

- You can connect your Instagram account with your Facebook account
- Use only your best photos
- Use hashtags to make the connection to your community and area
- Create short photo captions

# Instagram

---

- The Instagram audience is generally younger
- This is a way to generate interest in your Facebook postings and to keep your younger customers engaged

# Nextdoor

---

This is the “**Neighborhood Watch**” of social media

- It is a platform to connect neighbors together
- It is geographic area based and mostly available and used in larger cities

# Nextdoor

---

- People communicate about crime and events in their neighborhood
- You receive an email when someone in the neighborhood posts
- Nextdoor wants agencies and towns to be on Nextdoor but the neighbors don't necessarily want that

# Nextdoor

---

- You must ask for special permission from Nextdoor to be included and may be declined more than once before approval
- Your reach is set by the administrator based on your request
- Not always available in smaller communities

# First Steps

---

## **First Steps to Success...**

- Get key people together
- Find an administrator
- Draft and adopt policies
- Choose a platform

# Take Away

---

- Social media is a communication campaign that needs to be **managed**
- **First** step – get everyone on board and find an administrator
- Choose your platform based on your **messaging needs** and **customers**

# Questions

---



For More Information

---

## **Heather Cannon**

AWAM

RDS II

Rural Community Assistance Corporation

509.844.1980

[hcannon@rcac.org](mailto:hcannon@rcac.org)