SOCIAL MEDIA

Friends
Connections
Chat
Search
Video
Network
Check-in
Communication
Tag
News
Chat
Photos
Real-time
Blog
Online
Feed
Instant
Message
Trend
Community
Follow
Like
Viral
Media
People
Entertainment
Mobile
Share

Christa Dickey
Kevin Kilbane
Community Affairs
City of Westerville
Why Be Social?

Customers and residents are waiting
Seize the conversation
Boost political efficacy
Facebook has more than **ONE BILLION** users. Grew 22% in 2013 to 1.3 BILLION users.

More than **350 MILLION** users have “Facebook Addiction Syndrome.”

About a quarter of Facebook users (250 MILLION) don’t bother with any privacy controls.

The average Facebook user has **130 friends**.

Users upload an average of **205 photos**.

**271 MILLION** monthly active users.

**500 MILLION** Tweets are sent per day.

**135,000** New accounts daily.

78% of Twitter active users are **ON MOBILE**.

Eight of the Top Ten accounts on Twitter are celebrities (including POTUS).

Katy Perry at #1 has more than **55.5 MILLION followers**.
Why Should We Care?

Steadily increasing in popularity
Since 2005, the percentage of U.S. adults participating has INCREASED BY MORE THAN 50%.

Steadily increasing in support.
Social media initiatives perceived as USEFUL AND TRUSTWORTHY.
Snapchat More Popular Than Twitter Among US Millennials

Most popular social media apps among Americans aged 18-34 (% of smartphone users)

- Facebook: 75.6%
- Instagram: 43.1%
- Snapchat: 32.9%
- Twitter: 23.8%
- Google: 18.0%
- Pinterest: 17.9%
- Vine: 10.7%
- Tumblr: 6.3%
Develop/Know Your Policy

DEFINE COMMON SENSE.
Personal vs. professional accounts

PLAN.
Who is permitted to post?
How will you monitor comments and feedback?

SET EXPECTATIONS.
What happens when there’s a problem?
Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!
Company’s PR director ‘Going to Africa, Hope I don’t get AIDS’

Published on Dec 20, 2013 06:41PM

Social media snafus are pretty commonplace these days, but a corporate company of Vimeo and OkCupid may have taken the cake.

Justine Sacco, who uses the handle @JustineSacco, tweeted out "Going to Africa. Hope I don't get AIDS. Kidding. I'm white!" earlier Friday.

Going to Africa. Hope I don't get AIDS. Kidding. I'm white!

Sacco's tweet has since gone viral and has been retweeted more than 1,000 times as of Friday evening.

'Ashamed': Ex-PR exec Justine Sacco apologizes for AIDS in Africa tweet

By Brian Stelter, CNN
updated 11:42 AM EST, Sun December 22, 2013

Offensive tweet cost exec her job

STORY HIGHLIGHTS
• Top PR executive says she is very sorry and ashamed
• She no longer works for large media company IAC
• Corporate communications head was on 12-hour flight when tweet went viral

(CNN) -- Justine Sacco, a former PR executive who sparked a firestorm of controversy on Twitter, apologized Sunday for her "needless and careless tweet" about AIDS in Africa.

In a written statement. Sacco apologized "for being insensitive to this crisis -- which does not discriminate by race, gender or sexual orientation, but which terrifies all uniformly -- and to the millions of people living with the virus who I offended."
MEASURE ENGAGEMENT

Use metrics provided by the platform.

Use a URL shortener to track clicks to your website.

What types of posts/information get the best response?

How are people finding your information (referral sources)?
Efficiency

Tweetdeck or other third-party applications can help sort tweets or facebook posts by topic, user or search term.
Hashtag.

Allow a user to filter or group MESSAGES through the use of a word or group of characters preceded by **THE POUND SIGN** ("#”).

Integrate different social media by using the same hashtag.

Include reputable existing hashtags. Not all hashtags need to be originally created by the organization using them.

Monitor conversations about your organization or brand.

Target hashtags toward the desired end user.

Don’t overuse/dilute. Employ strategically when used to represent your brand or organization.
Read and understand your social media policy. It’s there to help you.

Understand social media posts live on. Avoid posting something you would not want to see on the front page of the newspaper.

Know and understand that you can and will be quickly associated as a public employee on personal accounts.
ESTABLISH YOUR AUTHORITY.

Post regularly.  
(Write in advance if it helps)

Respond to comments, questions.

Balance your content.  
(News, tips, photos, self-promotion)
JEOPARDIZE YOUR AUTHORITY

Use photos or tag people without permission  
(Get it in writing!)

Ignore your posts.

Argue.
TALK ABOUT YOUR ORGANIZATION’S BUSINESS on your personal Facebook account.

Post information that would EMBARRASS OR OFFEND SOMEONE, including coworkers and contractors.

If using social media at work is not part of your job responsibility, WEIGH THE PROS AND CONS CAREFULLY.
Monitor and be engaged.

Listen to what others are saying about your organization.

Devote necessary staff and attention to maintain a responsive and flexible social media presence.
Assess the tone of your customer.

Ensure your tone remains consistent, across interactions and in alignment with your organization’s identity, despite the potentially hostile nature of your customer’s inquiry.
Identify opportunities for engagement.

Quickly move to resolve customer issues or requests.

Determine a policy for addressing complaints. There is a need to balance responsiveness with realism. When addressed at a high level, complaints can be satisfactorily resolved without devolving into an argument or ongoing back-and-forth.
Be prompt in your response.

Social media is all about speed of interaction, but the same is not necessarily true for the solution to the problem.

Quickly address an issue but realistically convey what may be required to resolve it.
Never, Never Argue.

Social media interactions are amplified to infinitely larger audiences than traditional customer service interactions.
Be reliable and measured.

Don’t overpromise, yet do what you can to ensure their social media interaction with your organization is perceived as a meaningful, worthwhile and positive endeavor.

Clearly communicate what is being done to resolve their concerns.
Redirect to optimal forms of communication, when needed

The interaction may originate from social media, but don’t feel compelled to keep it there.

If the interaction can be best managed by way of a phone conversation or an e-mail, invite the customer to connect with you using alternative methods.
Involve others.

Social media customer service is often an organization-wide response.

Identify content experts across your organization who can help provide the necessary information to formulate a response or implement a fix as soon as an issue is reported.
The response.

First post to Facebook: 5:47 P.M.
11 UPDATES from the City throughout event.
MORE THAN 11,000 people viewed these updates.
THE MEDIA POSTED OUR UPDATES instead of calling.

Two active accounts post 38 UPDATES TO TWITTER.
Combined Followers: 1,503
Number of Retweets: 47
Westerville Electric Division adds more than 250 FOLLOWERS by communicating.
More than **ONE MILLION**
CUSTOMERS lose power in
Central Ohio for 3-7 days.

92% of Westerville Electric
Division customers have their
POWER RESTORED WITHIN 12
HOURS.

The outcome.
Thank you!

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