Social Media Report

Policy and Guidelines

Report Coverage

Purpose

Background

Policy/Guidelines

Content

Promotion

Content Schedule

Approval

Archiving

What Connectivity Means

This research was completed to help develop policy and guidelines for County Board social media usage. It is meant to define expectations and ensure appropriate use. This research includes reading legislative body social media policies and observing their social media accounts. Social media is a growing part of citizen's every day lives.

Methods

- Read policies from legislative bodies
  - Kenosha County, City of Janesville, Wisconsin Counties Association, National Association of Counties, Marin County, Grant County, Wisconsin Department of Administration, Dunn County and Rock County
- Looked at Facebook, Twitter, LinkedIn
  - 6 have Facebook, 5 have Twitter, 2 have LinkedIn
  - Posts
  - Engagements
  - Following

Policy/Guidelines

- Categories based on information found in social media policies.
- Relatively similar.

Security: Archive, users need to be aware of policy, content/comments subject to removal

Adhering to the law: following local, state, federal laws

Policy/Guidelines

Methods of operation: Account and admin approval, surrender log in, training, professional, honest, upkeep, logo, moderated online discussion, comment removal

Accessibility: Subtitles on videos, PDFs, contact info available, links, providing info for those seeking it

What to share

- Categories based on examples found on social media pages.

Updates: Updates on current projects, announce new projects, announce budget, investment, press releases, partnerships/collaborations, office and road closures, weather advisories, new appointees, changes in legislation, retirees/resignees

Events: Meetings, fundraisers, community events, county sponsored events, annual activities, training workshops, webinars

What to share

Who We Are: Feature supervisors, feature committees and their work or purpose, how chairs are selected, how task forces are created, budget process, share information from county departments that are currently important/relevant, humanize the board

Other Information: Special guests at meetings, promoting parks, information relevant to that time of year, health tips, election information, relevant news articles, highlight different issues
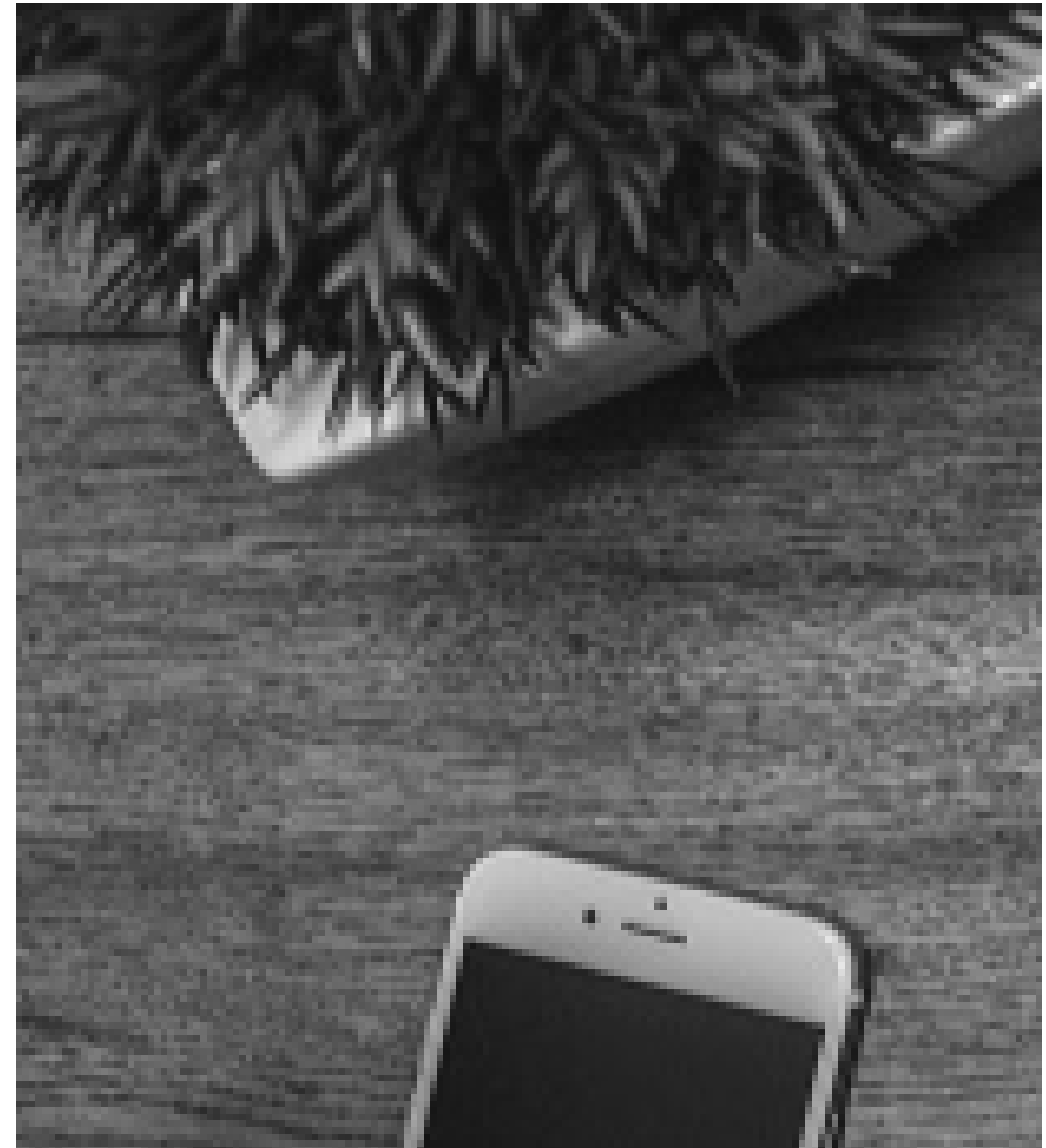
What to share

Examples taken from social media pages.

Updates: Weather awareness: road closures, storm snowfall forecast, etc, new release on a new county clerk, including quotes made upon the acceptance, developments in affordable housing

Events: Thanking a speaker for speaking and presenting information at an event, upcoming elections and necessary information
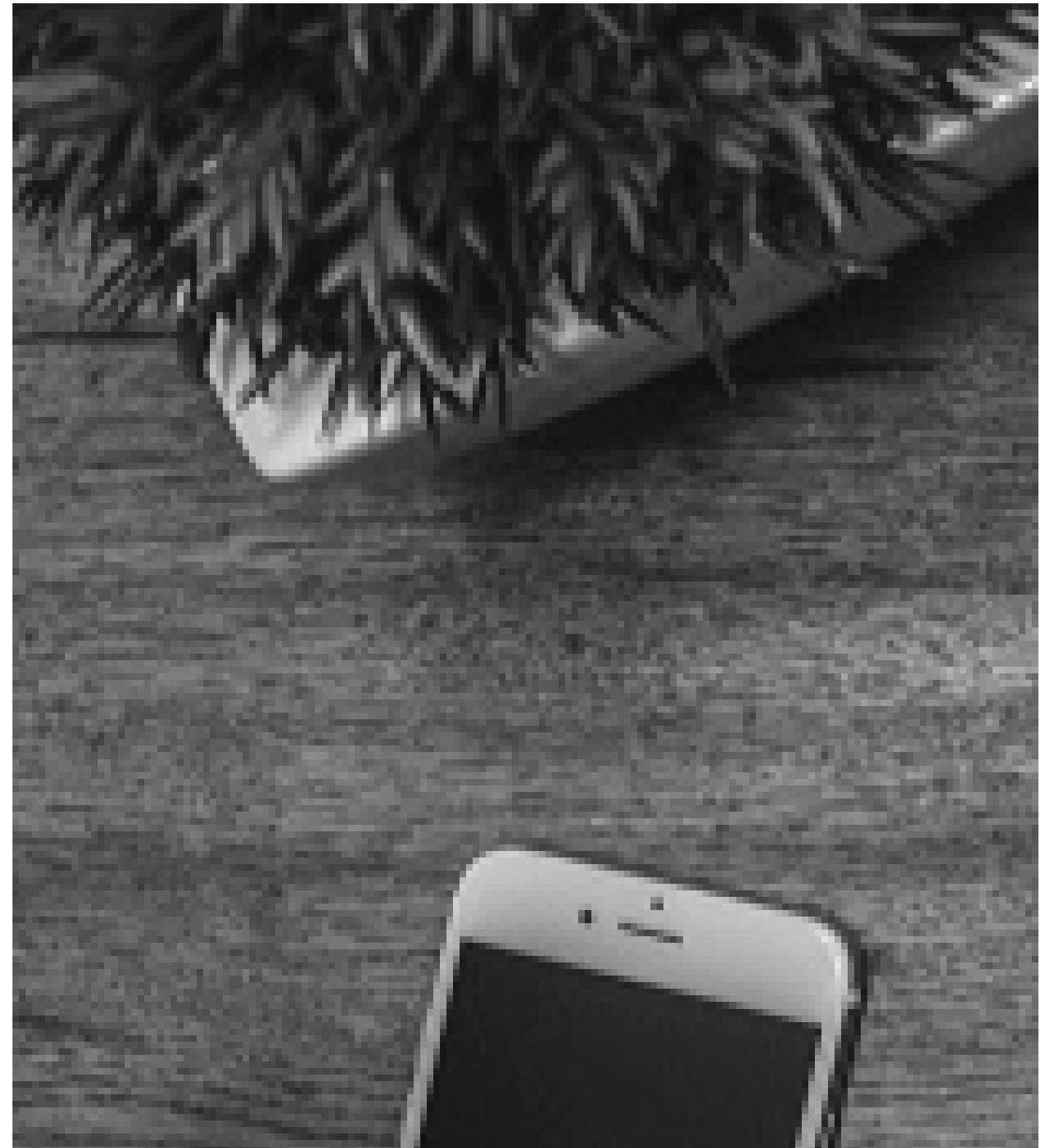
CONTENT

What to share

Examples taken from social media pages.

Who We Are: Awards received and what it means, promoting programs, new partnerships, highlight training and workshops

Other Information: Job openings, Radon Action Month, thank an organization for a donation, information on the census, tips and resources for coping with grief during the holidays, benefits of renewable power sources, scam alerts, volunteer opportunities

CONTENT

Boosting posts

- Facebook feature
- To boost a post = reach target audience, therefore increasing followers/likes
- Cost based on reach and duration
- Turns post into ad, "sponsored" content
- Effectiveness questionable
  - Targets specific audience
  - Only those who follow page or those who are friends with those who follow will see it
  - No control over ad placement

PROMOTION

When to post

- Holidays
- Appreciation Days
- Annual Report
- Legislative Agenda
- Budget
- Tips/info relating to season
  - Example: winter safety tips
- Weekly meeting schedule
  - all meetings, not just CB
- **Daily**

Lead staff

- Make sure authorized users are following policy
- Approve schedule: Monday morning

Authorized users

- communications intern
- Posting: weekly, daily

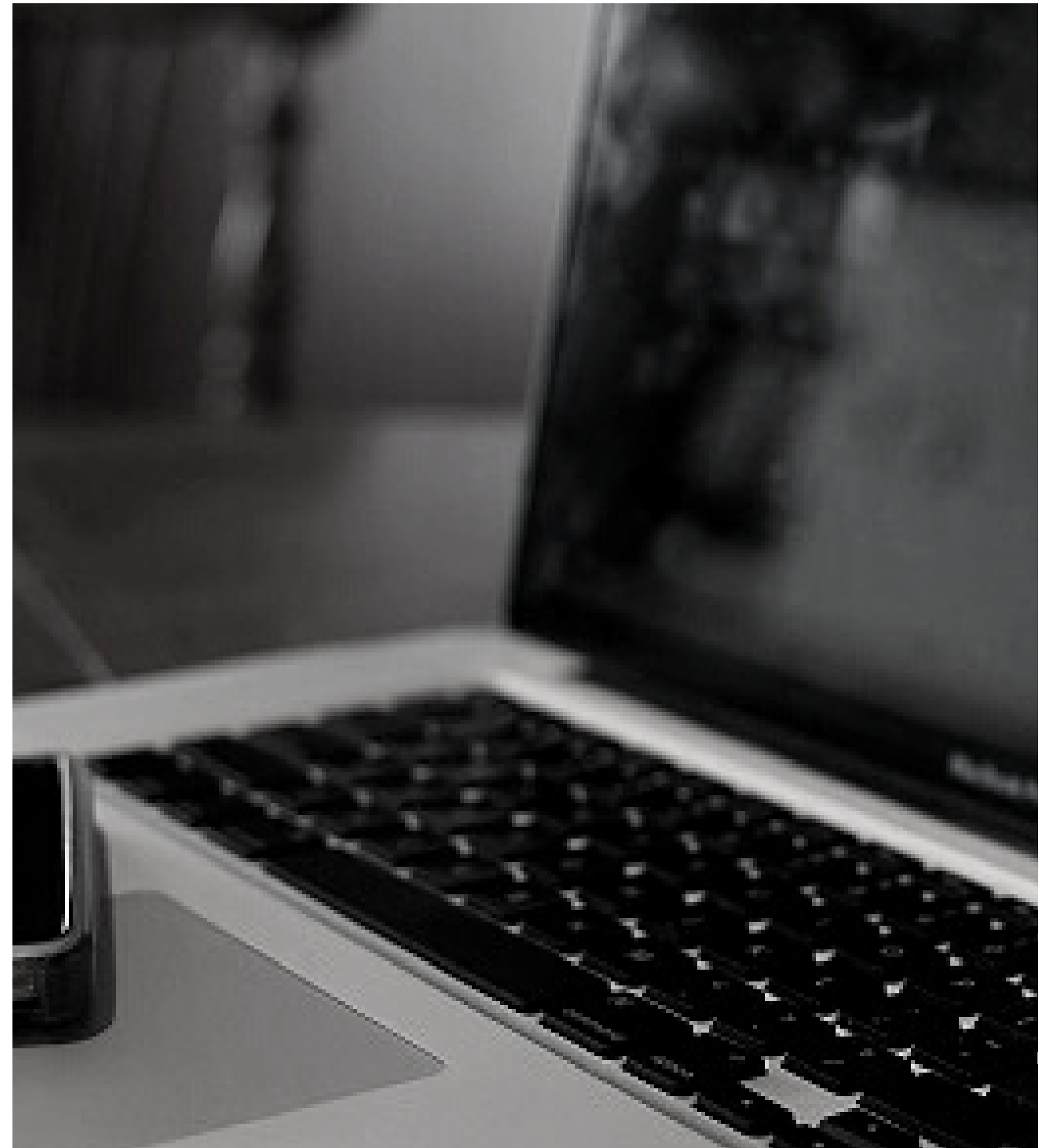# Proposals

- Goal, time, need, audience, costs

Save all content!

- Archiving systems
  - ArchiveSocial: cloud, $199/month
- Download from site
  - manually

Takeaways

- Weekly scheduling
    - include images, text, shared content
- More traffic on page when we post every day
    - content in audience's newsfeed
- How to respond to comments
    - more info required
    - negative