07: Harnessing Social Media

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Harnessing Social Media

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Presented by:

Fels Institute of Government
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Today’s Fels Institute Presenters

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About the Fels Institute of Government

• Fels: Since 1937 preparing graduate students for leadership in city, state and federal government
• Fels Consulting brings expertise of professionals and creativity of grad students to public problem-solving
• 1,400 projects over 75 year history
Promising Practices

• Practical and cutting-edge
• Evidence-based solutions
• Actions, programs, or processes that work in practice, not just theory
• Social media, public engagement, performance management....
A Little About You...

• Describe your interest in Social Media:

  a. I **manage** my organization’s social media activities
  b. I **contribute** to my organization’s social media activities
  c. I’m interested in learning more about social media but have **no direct** responsibilities
  d. Other
Session Topics

• Local Government use of Social Media
• Effective management of Social Media
  • Social Media as a service
  • Managing Social Media
  • Monitoring and measuring Social Media
• Plan for implementing effective Social Media in your organization
What Defines Social Media?

Social Media is...

• Interactive...not Authoritative
• Personal...not Institutional
• Narrowcast through networks...not broadcast
What Defines Social Media?

Social Media is...

...Used by American Adults Over 18

% of American Adults Using Social Media

Facebook  LinkedIn  Pinterest  Instagram  Twitter

Pew, Sept. 2014
One City Online: Chicago Social Media

Connect with the City of Chicago via Social Media

Facebook

- Mayor's Office: The Official Facebook page of the City of Chicago Mayor's Office.
- Chicago Bicycle Program: The Official Facebook page of the Department of Transportation's Chicago Bicycle Program.
- Chicago Park District: The Official Facebook page of the Chicago Park District.
- Chicago Police Department: The Official Facebook page of the Chicago Police Department.
Boston Police Twitter Feed

In times of crisis, this account helps share critical information with Twitter Alerts. Be prepared.

- 6 Followers you know
- 1,623 Photos and videos

Recent Tweets:
- "In times of crisis, this account helps share critical information with Twitter Alerts. Be prepared." (17h)
- "UPDATE: Death Investigation in the Area of 691 Centre Street, Jamaica Plain. bpdnews.com/news/2015/2/12..." (47m)
- "UPDATE: Death Investigation in the Area of 691 Centre Street, Jamaica Plain. bpdnews.com/news/2015/2/12..." (17h)
- "In times of crisis, this account helps share critical information with Twitter Alerts. Be prepared." (17h)
- "In times of crisis, this account helps share critical information with Twitter Alerts. Be prepared." (18h)
Social Media Report

• Face your fears
• Manage
• Get your team straight
• Build your audience
• Find your voice
• Self-evaluate
• Get started
Fels Report: What We Studied

• Comprehensive study of Social Media in local government

• 108 surveyed cities & 21 in-depth interviews
  Identified data, case studies and promising practices
What We Found

• Social Media is growing despite tight budgets
• Cities use Social Media to meet core operational goals
• Not just for communications anymore
• Cities are actively monitoring Social Media

Fels Research, 2012
A Little About You...

- What social media platforms does your organization use most?

  a. Facebook
  b. Twitter
  c. YouTube
  d. Google+
  e. Mobile app
  f. WhatsApp
  g. Vine
  h. Snapchat
  i. Other
Local Government Use of Social Media

Twitter and Facebook lead the pack ...

but mobile applications are gaining speed

Fels Research, 2012
Other Technologies Local Governments Deploy

- Foursquare
- QR Codes
- Mobile apps
- Vine
- Instagram

City of West Palm Beach, Florida. “WPB Connect,” iPhone Screenshot
Update from Facebook
What are the biggest social media challenges you or your city or your department face?
Social Media As a Service

90% of cities “use Social Media for an activity other than communications”

Fels Research, 2012
Economic Development

- Boston, MA - Food Trucks
- Dublin, OH – New Business Spotlights
Public Engagement/Policy Feedback

- Chicago, IL – Facebook town hall
- Madison, WI – Budget process
- Philadelphia, PA – Legislation feedback
Service Operations/Response

• Washington D.C. – Dept of Transportation & Dept. of Consumer and Regulatory Affairs

• Arvada, CO - GoRequest
Emergency Management

Ranked 4.8 on 5 point scale, with 5 representing the most important services

Fels Research, 2012
Case Study – Hurricane Sandy

Figure 1 - Sending Reports through the Mobile Application
Tweets to New York residents during “Sandy”
Other Emergency Management Examples

• Boston – Marathon bombing
• Ann Arbor, MI– Gas line break
• Alexandria, VA– snowstorms
• Fires, major road closings, criminal incidents...
More Social Media as a Service

- Boulder, CO—Parks and Rec QR codes
- Boynton Beach, FL—Public art QR codes
- Arvada, CO—Send media to flickr
Implementation: Promising Practices

“Government offices report that it is critical to assess new social media before implementing the tools into existing work processes”

- Identify objectives
- Determine a strategy
- Listen to existing conversations
- Carefully assess resources
- Reach out to peer cities and conduct research
Case Study Exercise
Management Promising Practices

- Organizational strategy
- Define goals and successes expected
- Approval process and gatekeepers
- Social Media policy
- Emergency Situation
Why Measure?

- Continue to be more effective
- Determine success in meeting objectives
Monitoring and Measuring Tools

• Most popular Social Media sites offer tools

• Key is to determine what success looks like – objectives – beforehand.
A Little About You...

• How often do you monitor social media?

  a. Hourly
  b. Daily
  c. Weekly
  d. Never
  e. Other
A Little About **You**...

- Do you use social media monitoring technology?
  
  a. Yes; free tools from social media platforms (e.g., Facebook and Twitter)
  b. Yes; platform sites such as Hootsuite, Mon.itor.us, Radian6, Vocus
  c. Yes; other
  d. No
“Most cities interviewed are uncertain how best to measure the effectiveness of their social media activities”

• Cities track: number of followers, comments, reposts, likes, web traffic & media hits

• Only 52% say quantifying social media activity is part of their overall reporting process

• 84% believe this is a coming requirement
Measuring Social Media Activity

It’s not enough to measure the number of followers. You need to measure the level of engagement.

Quantitative measures: limited information
• Qualitative measures: growing
• Measurement to demonstrate transparency
Promising Practices

Measurement

• Measure levels of engagement

• Ask benchmarking questions

• Experiment with online tools and metrics
Sample Hootsuite Report

Sample Campaign

Twitter: Profile Summary

@YourUserName
Firstname Lastname

Location Info

Followers: 827,679
Following: 400,885
Listed: 18,486

The bio information for your selected twitter profile will appear here. This is just a sample. Your actual data will be displayed once you create your report. This data is only a sample.

Twitter: Retweets - Count

Total Retweets: 7,061

Interval displayed: Daily

Google Analytics: Regional Site Traffic - Map Overlay

Google Analytics: Traffic Sources

Twitter: Twitter Sentiment

Keyword | Percent
--------|--------
Affection Friendliness | 10.29%
Enjoyment | 7.69%
Amusement | 43.59%
Contentment | 17.95%
Sadness Grief | 7.69%
Anger Loathing | 7.69%
Fear Uneaseless | 0%
Humiliation Shame | 5.13%

How would you describe the measurement of the impact of your organization’s social media activity?

a. Measure **regularly** and in **effective** ways
b. Measure the impact **regularly**, but **not** in the most **effective** ways
c. Measure the impact but **not** on a regular basis and/or **not** in the most effective ways
d. Do not measure the impact
THANK YOU

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KEY WEBSITES

First Fels Social Media report:
https://www.fels.upenn.edu/sites/www.fels.upenn.edu/files/PP3_SocialMedia.pdf

Second Fels Social Media report:
http://www.fels.upenn.edu/webform/social-media-report-webform

Fels Consulting Website: http://www.fels.upenn.edu/consulting
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Facebook
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Governments on Facebook
Reaching, impacting, and activating citizens at scale
Katie Harbath
Global Lead, Politics and Government Outreach
Facebook worldwide: 1.3 billion+
Facebook in the United States

- 186M people monthly
- 160M people monthly on mobile
- 74% return every day
Study: 30% of Americans Get Their News on Facebook

Most talked about in 2014

1. Ebola Virus Outbreak
2. Ice Bucket Challenge
3. Robin Williams
4. Super Bowl
5. Michael Brown & Ferguson
6. World Cup
7. Conflict in Gaza
8. Midterm Elections
9. Malaysia Airlines
10. ISIS
674 M election-related interactions (Brazil 2014)

272 M election-related interactions (United States - 2014)

227 M election-related interactions (India 2014)
Everything Starts with Your Page

1. Choose a lasting page name & URL
2. Set appropriate administrator roles
3. Publish Comments Policy
4. Inform content and ads with Page Insights
5. Schedule and target page posts appropriately
Securing Your Account

1. Strong Password
2. Login Alerts/Notifications
3. Secure email account
4. One-Time Passwords
5. Facebook.com/hacked
But most will discover your content in News Feed

1. Pages are a *source*, not a destination
2. Creativity and authenticity are rewarded
3. Keep content succinct, timely & visual
4. Post engaging updates roughly once per day
5. Host regular “Q&A” sessions
How Does Facebook Choose What To Show In News Feed?

Visibility = Interest × Post × Creator × Type × Recency

- **Interest**: Interest of the user in the creator
- **Post**: This post’s performance amongst other users
- **Creator**: Performance of past posts by the content creator amongst other users
- **Type**: Type of post (status, photo, link) user prefers
- **Recency**: How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what’s shown.

post engaging content

Upload videos directly to Facebook.

Highlight unique photos and original graphics.
Share your story.

Post updates from your public and your personal life; help voters learn more about you.

Bring people along on the campaign.
keep supporters & media informed

Break campaign news

Drive event sign-ups

Highlight policy positions

Remind supporters about important dates and activities
Communicate during disasters

Post before, during, and after

Use photo and video to display the roles and duties of responders

Use hashtags to increase exposure and discussion
make your content social

Tag other Pages (surrogates, allies, media, etc.) and locations you visit.

Use hash tags to give your audience more context.
Engage your fans by hosting a live Q&A, and regularly replying to their questions and comments. Regular engagement creates new advocates.
Creating good content on Facebook is important not only for organic engagement but also to have a successful advertising strategy.
Page Insights

Showing data from 04/02/2014 - 04/08/2014

Page Likes
- **19.7K** Total Page Likes, ▲3% from last week
- **578** New Page Likes, ▼48.4%

Post Reach
- **37K** Total Reach, ▼87% from last week
- **29.6K** Post Reach, ▼79.8%

Engagement
- **3.5K** People Engaged, ▼63.1% from last week
- **2.1K** Likes
- **185** Comments
- **354** Shares
- **4.7K** Post Clicks
Post when your fans are on Facebook
Post when your fans are on Facebook

**Schedule Posts**
Be posting regular content even when you can’t be available

**Target Posts**
Send content to only some of your fans based on gender or age
Next Steps

1. Create a conversation calendar
2. Post both local and national content
3. Schedule a Q&A/Engage with fans
4. Post video directly to Facebook
5. Ask people to follow you on Facebook – speeches, op-eds
Questions?