



Engaging & Communicating with Citizens

the role of social media



ENGAGEMENT

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- an **arrangement** to do something or go somewhere at a fixed time



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- a formal agreement to get married
- an arrangement to do something or go somewhere at a fixed time
- a fight or battle between armed forces
- Public engagement is a term often used to describe "the involvement of specialists listening to, developing their understanding of, and interacting with, non-specialists."



COMMUNICATION

Communication is the act of **conveying intended meaning** to another entity through the use of **mutually understood** signs and rules.



COMMUNICATION



Forming of communicative intent



Message composition



Message encoding



Transmission of signal



<GAP>



Reception of signal



Message decoding



Interpretation of the message by recipient



MEDIA

Media communications **reach** and **influence** people **widely**.

Social media is **fast**, **far-reaching**, and can be your friend or foe – all in the same day.



CNN

**FOX
NEWS**
channel

**The
Weather
Channel**



Social Media

Friend or Foe?

YES!



Social media is any type of technology used to **post**, **share** or **exchange** information and participate in **online** discussions.




Nextdoor

Leverage your agency contacts.




Public agencies have limited access on Nextdoor. [Learn more.](#)

 NCDOT Aaron Schoonmaker, North Carolina Department of Transportati...

Raleigh-Area Open House hosted by the NCDOT

Want to learn more about NC Department of Transportation Projects in the Raleigh area? Come join NC DOT representatives on May 6 from 4-7 p.m. at the McKimmon Center (1101 Gorman St., Raleigh, NC 27606) for an open house where you can view maps, receive handouts and ask questions regarding Raleigh transportation projects. See more...



3d ago · Subscribers of North Carolina Department of Transportation in 1 area

👍 Thanked! 💬 Reply

😊 30 💬 1

nextdoor.com/agency/directory/






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- Interests
- All Interests New
- Dogs
- Gardening & Landscape
- Hiking & Trails
- Walking
- Yoga
- Directories
- Neighbors
- Pets

Public Agencies

Updates **Agencies**

-  Raleigh Police Department
-  Wake County
-  City of Raleigh
-  North Carolina Department of Transportation
-  National Weather Service North Carolina



The Virtual World: Replicating Public Meetings Online



- Use social media to get viewers there, link to a particular point in the presentation, etc.
- Other considerations:
 - Technical: Lighting, audio
 - Why now?
 - Sustainability & Expectations
 - Accomplishing the same goal: Webinars, videos, etc.



Mooresville Fire & Rescue added 3 new photos.

Published by Kim Sellers [?] · January 18 · Mooresville ·

No matter the situation, as odd as it is, Mooresville Fire-Rescue personnel get the job done. While fighting a structure fire with Shepherds VFD in less than optimal conditions, Engine 4 slid 80 feet down the road. Fire personnel continued fire suppression, extinguished the fire, and a wrecker was dispatched,



Before creating online content, consider the risks and rewards that are involved.

Always communicate with your consumers. Don't ignore them.

 **Michael Allen** ← Inbox

 **Michael Allen** 3 hours
I sure would like to know why the trash truck sees the need to carry my can down the street ! we have been putting in the same spot for 8 years no problem, no one has said a thing about moving it .so is this some kind of joke or what ? more than once trash has been dumped along the road ! they keep going ! I like to know who is over this dept. and what is their no.

 **Town of Mooresville NC** 2 hours
Michael, please share your phone number and address and a supervisor in that department will call you about your concern.

 **Michael Allen** about an hour
thank you , 515 Brawley ave. Mooresville 704-662-5543 & what a quick response !!! thanks !!

 **City of Raleigh** October 11 at 3:24pm

Reminder: the city is waving Yard Waste Center fees for removal of Hurricane Matthew storm debris until Oct 22
<http://www.raleighnc.gov/.../Comm.../Articles/MatthewUpdate.html> ...



Like Comment Share



#460

A brand is no longer
what we tell consumers
it is, it is what consumers
tell each other it is.

Scott David Cook, co-founder of Intuit

STARTUPVITAMINS

IS ANYONE LISTENING TO YOU?

Get out of your bubble and
share what people want to
know, not just what you want
to say.

MPOs & RPOs

- Promote your account/s

Email signatures

Project Sheets

PowerPoint templates

Newsletters

Flyers/Invites

Business Cards

- Follow* to Stay in the loop – Monitor!

Positive and negative advocates

NCDOT!

Elected officials, appointees

Local towns, cities, counties

(*Add a disclaimer that following is *not* endorsing.)

- Watch out for accidental posts from personal accounts





MPOs & RPOs (cont'd)

- Identify 1-2 account managers – these will be the “posters”
- Set up accounts and improve existing profiles
- Create a social media content calendar
- Peak Times to post

Establish a Social Media Policy

▼ Social Media Policy

CITY OF RALEIGH, N.C. ADMINISTRATIVE REGULATION
Social Media Policy
Effective Date: August 1, 2018

1.0 Purpose
This document is intended for employees who are a part of the City of Raleigh's social media efforts as a guide to expectations. As a City, we are responsible for the dissemination of information that relates to the public in a timely manner. The use of social media as part of our communications strategy allows us to put city news, alerts, job postings, street closings, city council decisions, and other information in front of people, utilizing mediums they already use to absorb news. Raleigh residents are socially active and well-versed in social media outlets play a large role in that. Therefore, maintaining a presence on these platforms allows us to engage with the community. Social media is a proven means of engaging with community. If done well, we can use this strategy to promote Raleigh as a place to live and work.

2.0 Revision History
This policy serves to replace all information included on CORECON under "Request Social Media Account" and "Usage Policy".

3.0 Organizations Affected
This policy applies to all departments, officers, agents, and employees of the City of Raleigh. It does not apply to elected officials who serve on City boards and commissions, as these officials are not covered by City employment policies. Employees who post on social networks in their capacity as City of Raleigh employees must adhere to this policy.

4.0 Definitions Social Media

STRATEGY: What do you want your content mix to be?

- Example: 50% Drive to Website
- 15% Regional Info
- 15% NCDOT
- 5% Feds
- 15% Education, Accomplishments

- I. Short Policy/
Administrative
Regulation
- II. Identify Spokespersons,
Approvers
 - i. Protocols for organization's
account holders
 - ii. Share login with
Contractors/Consultants?
- III. Frequency of Posts
- IV. Timelines for Responding
- V. When Comments or
Posts can be Taken Down
(removed)
- VI. All posts are Considered
Public Records



What to share:

- Amplify your activities, events
- Amplify activities of partners
- Share accomplishments
- Announcements (TAC, TCC)
 - Agendas
- Job openings
- Interesting facts from meetings
- Retweet!
 - NCDOT, FHWA & FTA, AMPO, APA, WTS, other MPOs





Kim Sellers
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Town of Mooresville, NC

Bonnie A. Parker
Public Engagement Planner
NC Capital Area MPO

April 24, 2019