Engaging & Communicating with Citizens

the role of social media

• a formal agreement to get married

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- 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

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8	Forming of communicative intent
	Message composition
Ø	Message encoding
**** *****	Transmission of signal
	<gap></gap>
	Reception of signal
	Message decoding
L	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.





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The Weather Channel

Social Media

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Friend or Foe? YES!

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

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Nextdoor

Leverage your agency contacts.





Report 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...

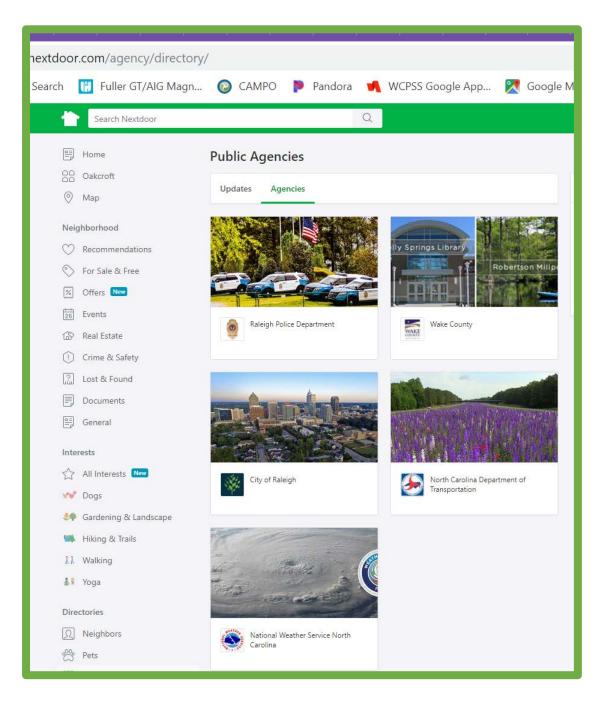




3d ago - Subscribers of North Carolina Department of Transportation in 1 area

🙂 Thanked! 💭 Reply 🗸

○ 30 □ 1



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.

🗟 Micha	ael Allen	• Inbox
1 and 1	Michael Allen I sure would like to know why the trash truck sees the need to carryngular Sr 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.	3 hou nip
M	Town of Mooresville NC Michael, please share your phone number and address and a supervisor in that department will call you about your concern.	2 hou

Michael Allen

about an hou



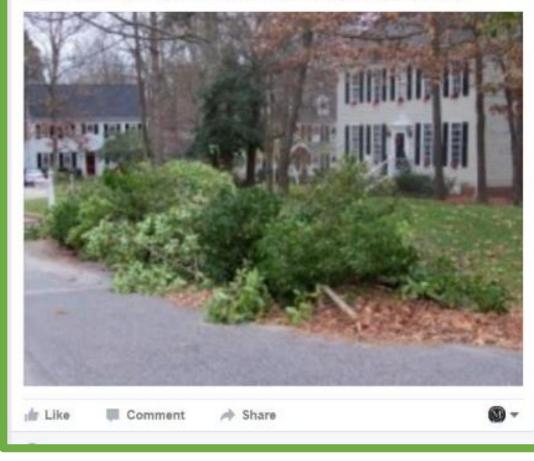
thank you , 515 Brawley ave. Mooresville 704-662-5543 & what a quick response !!! thanks !!



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 ...



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

#460

Scott David Cook, co-founder of Intuit

STARTUPV

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

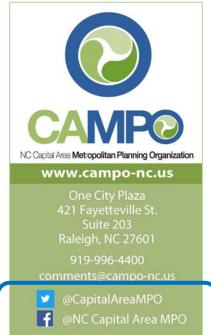
Email signaturesFNewslettersF

Project Sheets Flyers/Invites PowerPoint templates 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 socia part of our communications strategy allows us to put city news, alerts, job postings, street closings, city council decisions, and c information in front of people, utilizing mediums they already use to absorb news. Raleigh residents are socially active and wel social media outlets play a large role in that. Therefore, maintaining a presence on these platforms allows us to engage with re media is a proven means of engaging with community. If done well, we can use this strategy to promote Raleigh as a place to li play.

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 official who serve on City boards and commissions, as these officials are not covered by City employment policies. Employees who par 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 Public Information Officer Town of Mooresville, NC

CAMPO

Bonnie A. Parker

Public Engagement Planner NC Capital Area MPO

April 24, 2019



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