

# Social Media in Local Government

## February 12, 2019

# Did you Know?






In 2019, it is estimated that there will be around 2.77 billion social media users around the globe, up from 2.46 billion in 2017.

According to statistics, 77% of Americans used social media in 2018. This number continues to climb on an annual basis.



# Most Popular Social Media Sites

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- Facebook 
- YouTube 
- WhatsApp 
- Instagram 
- Twitter 





## Advantages for Local Government

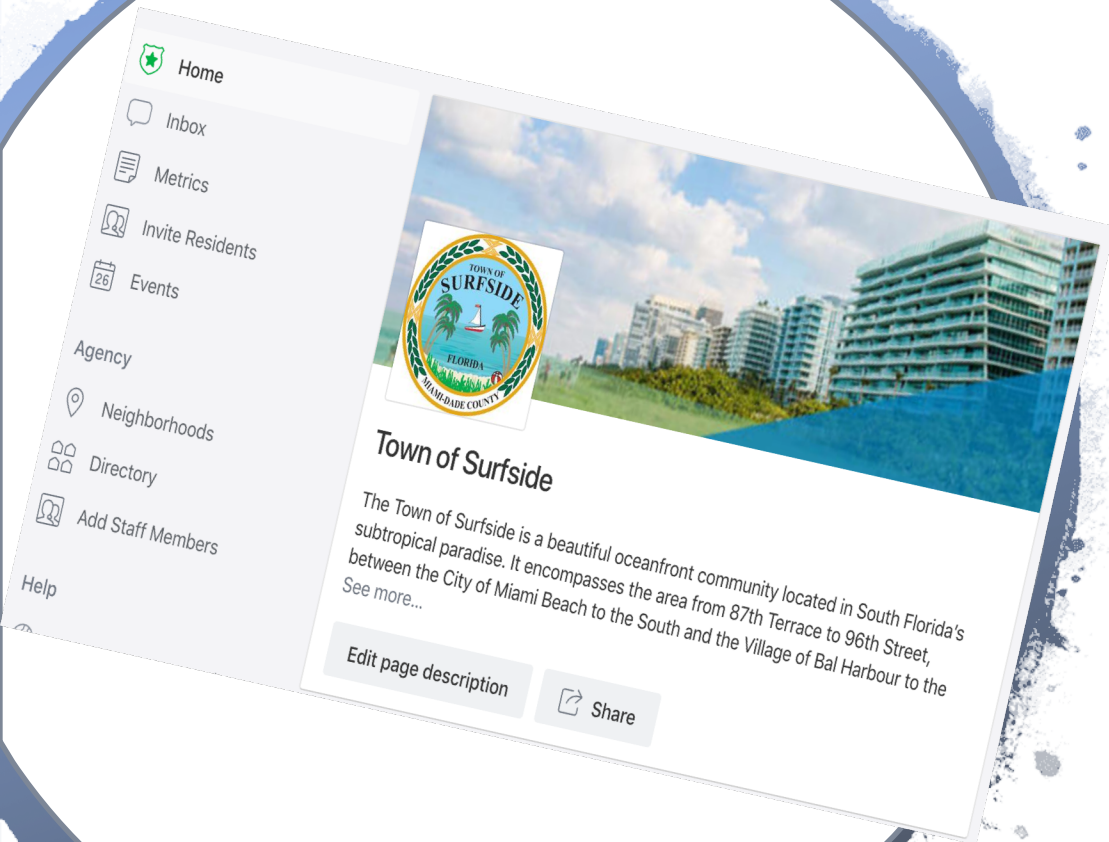
- Fastest and easiest way to engage with residents and vice-versa
- Build transparency
- Help boost citizen engagement
- Crime prevention and police assistance
- Emergency alerts and severe weather updates
- Event/program updates and/or cancellations, and class registration
- Live-streaming of Town Hall meetings
- Public service announcements
- Construction updates and road closures
- Town employee/Department profiles
- Resident profiles
- Municipal job applications
- Positive publicity
- Town history highlights
- Share relevant content from the County
- Correct misinformation and help dispel rumors

# Disadvantages for Local Government

- Vigilance required to ensure messages are appropriate
- Requires more information to be searched during public records requests
- Face legal considerations on social media if not used properly

# Nextdoor Limitations

- 962 out of approximately 6,000 Surfside residents are currently signed up on Nextdoor
- Nextdoor policy does not allow public agencies to monitor or add responses to resident conversations; public agency can only correspond with residents who comment on public agency posts
- Poor analytics
- Too many posts will inundate residents' inboxes for those who opt in for email alerts
- Images and videos have strict limitations; quality is affected
- Content cannot be shared with other users and therefore is not disseminated to its full potential
- Scheduled posts are not allowed
- No ability to stream live videos
- Hashtags serve no purpose



# Government Social Media

@TownOfSurfsideFL

Target audience: Residents

Photos/video of actual events, featuring residents and employees

Content about Town news, events, and emergencies  
(anything relevant to residents)

Educational in nature on matters that concern residents



Event crossover (ie: Third Thursdays)

Local business crossover

# Tourism Social Media

@VisitSurfsideFL

Target audience: Visitors

Branded imagery

Inspirational content about the destination including hotels, restaurants, events and local discounts

Aspirational, experiential and destination driven

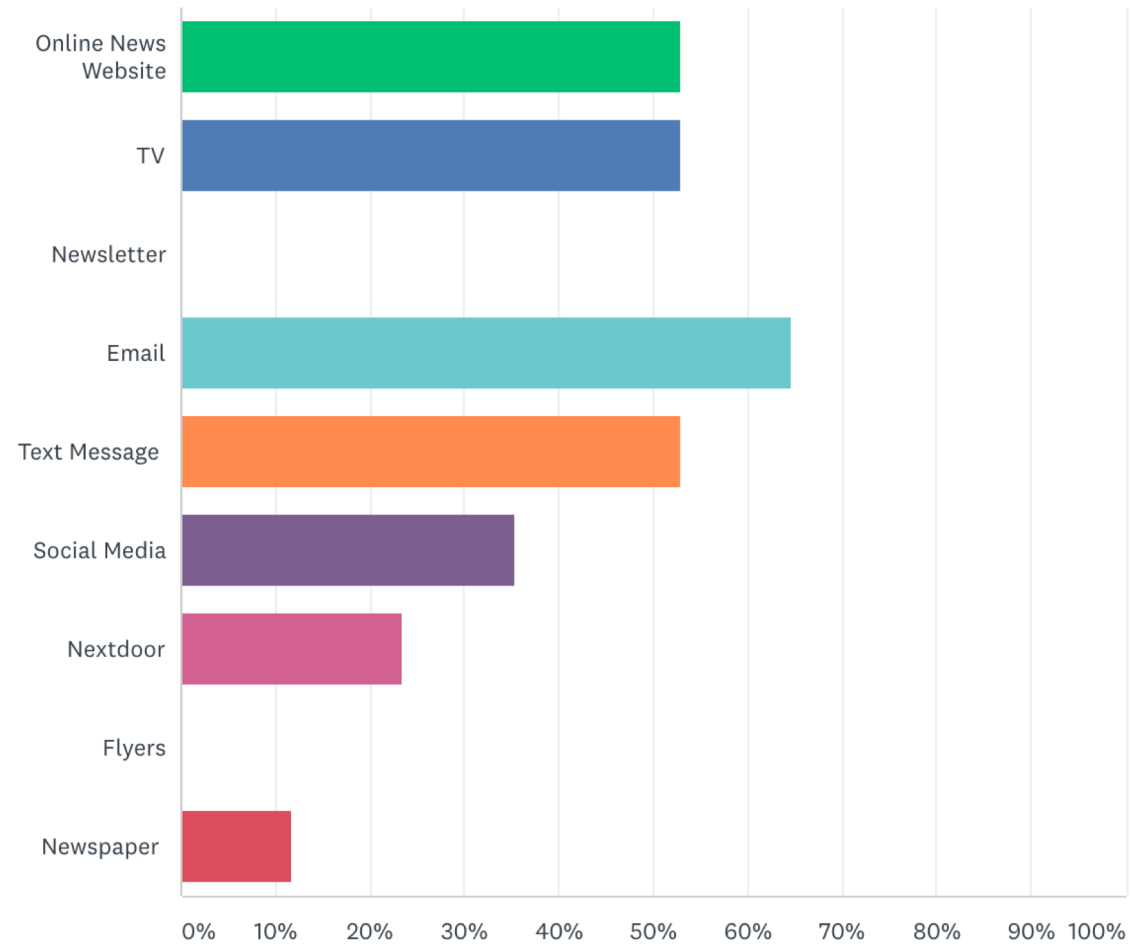
# Preferred Communications Survey Results





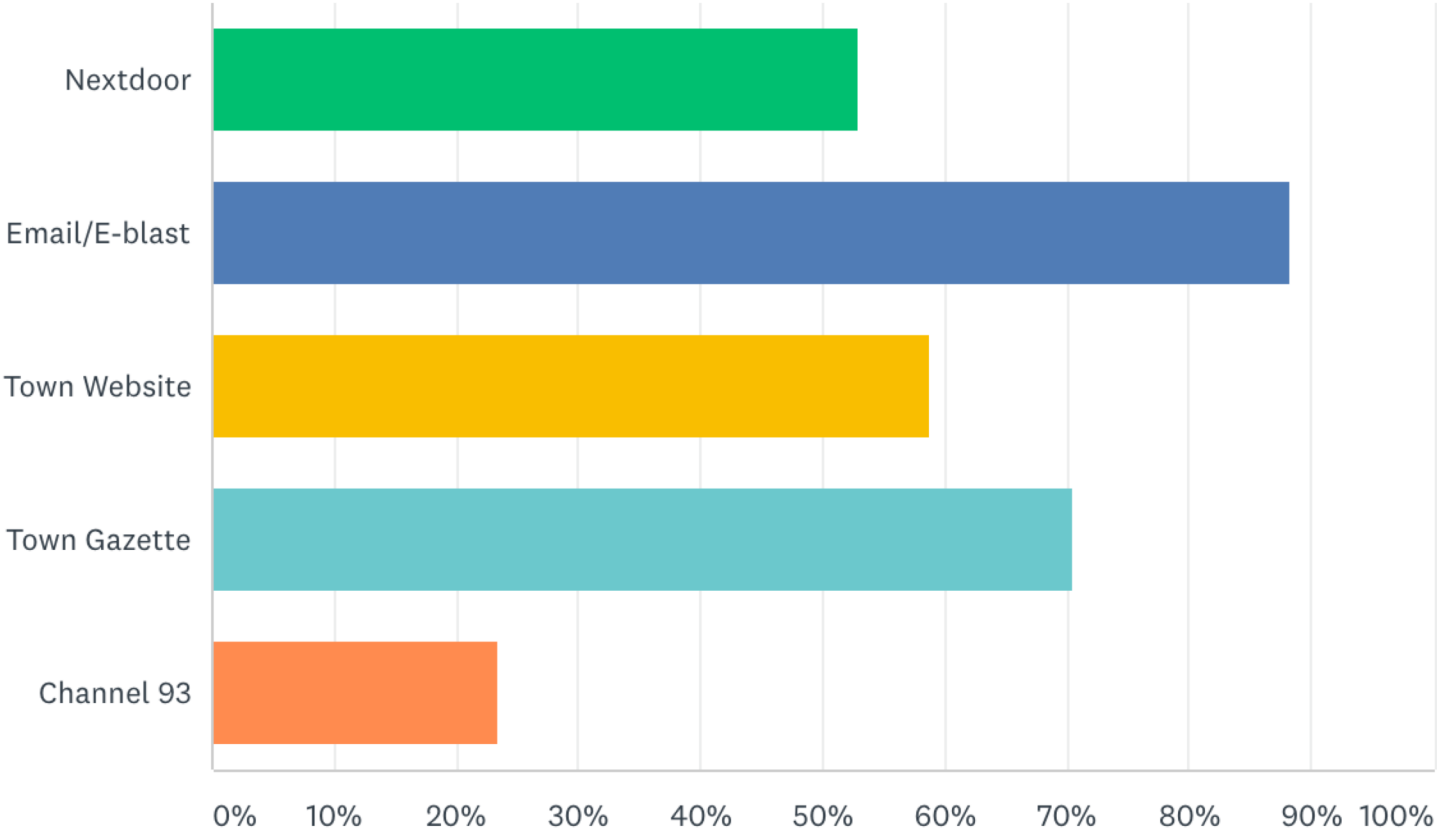
# What are the top (3) three communication channels you use below to receive important information and/or news in general?

Answered: 17 Skipped: 0



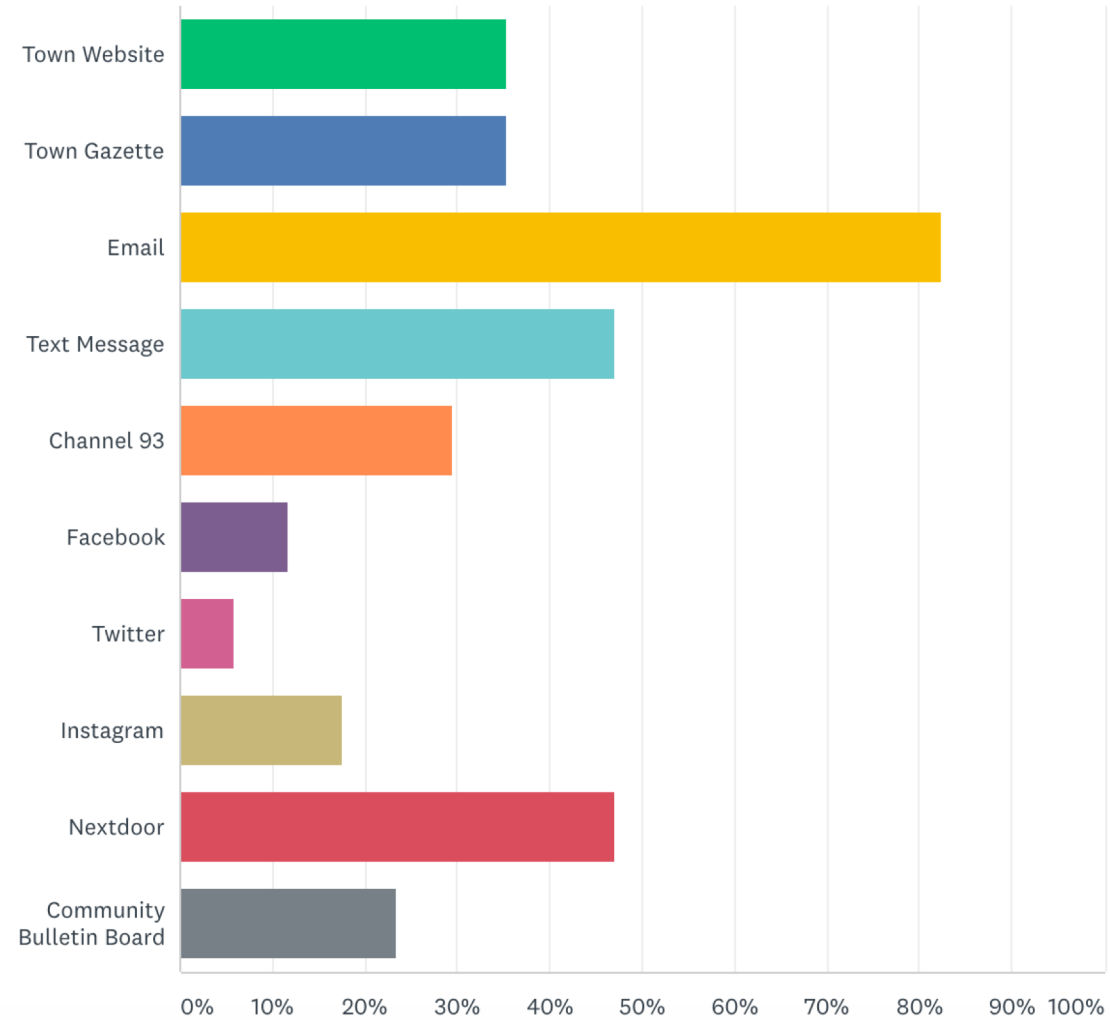
# What are the current communication channels you use to receive information from the Town of Surfside? Select all that apply.

Answered: 17 Skipped: 0



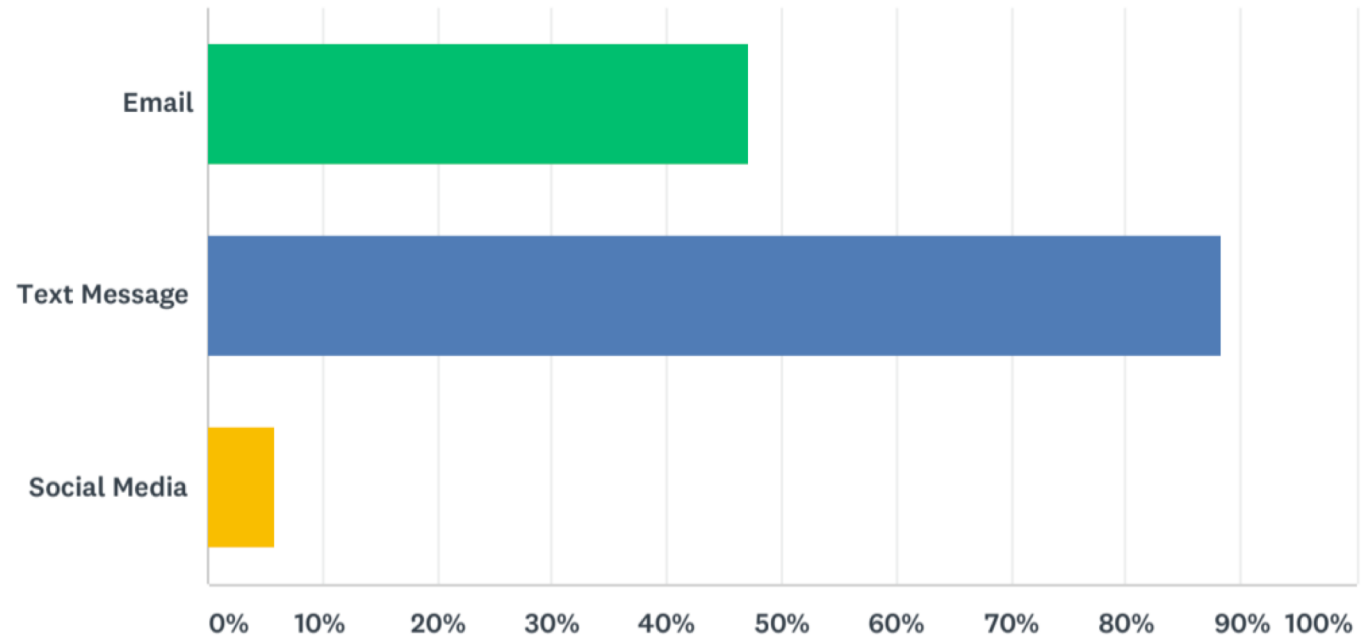
# How would you prefer to receive communication from the Town of Surfside? Select all that apply.

Answered: 17 Skipped: 0

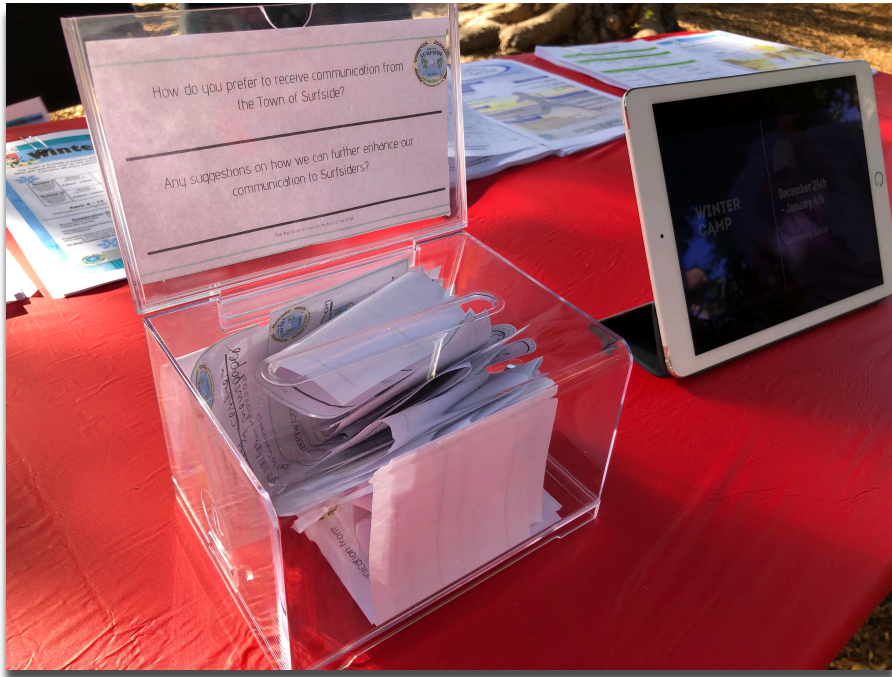


# Q10 What is the best way to reach you in the event of a crisis and/or hurricane? Select all that apply.

Answered: 17 Skipped: 0



# On-site Preferred Communications Survey



- A condensed version of the Preferred Communications Survey was conducted on site at the Winter Wonderland event on Sunday, December 16th, 2018
- 34 residents participated in the survey
- A majority of participants stated that they prefer email communication
- Other trending responses were the use of text messages, Nextdoor, Town website, social media, physical flyers posted at the Community Center, and mail

# Budget

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The monthly retainer for the PIR includes all tasks and time associated with social media, including:

- Social Media platform set-up
- Strategy and plan development
- Content creation and curation
- Platform management and engagement
- Municipal social media research and trends
- Graphics
- Photos and videos
- Social listening tool
- Analytics tracking and monthly reporting



# Budget

The only budget impacts would be the following:

- Minimal cost to boost ads should the Town of Surfside desire to advertise a public campaign or an event
- The time of Town Administration to review proposed social media strategies, plans and content
- Time spent by Town Clerk should public records be requested



The Town of Surfside currently pays \$398 per month for ArchiveSocial. Four VisitSurfside accounts are linked to ArchiveSocial: Facebook, Instagram, Pinterest, and Twitter.

There would be no additional cost to include up to 6 more additional social media channels.

# Q & A

