

SOCIAL MEDIA: Everything You Never Thought You Wanted to Know

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Social Media Defined.

: forms of electronic communication through which users create online **communities** to share information, ideas, **personal** messages, and other content (as videos)

: the **collective** of online communications channels dedicated to community-based input, **interaction**, content-sharing and collaboration



Social Media Use Over Time

% of U.S. adults who use at least one social media site

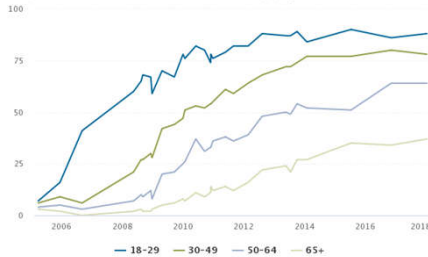


Source: Surveys conducted 2005-2018.
PEW RESEARCH CENTER



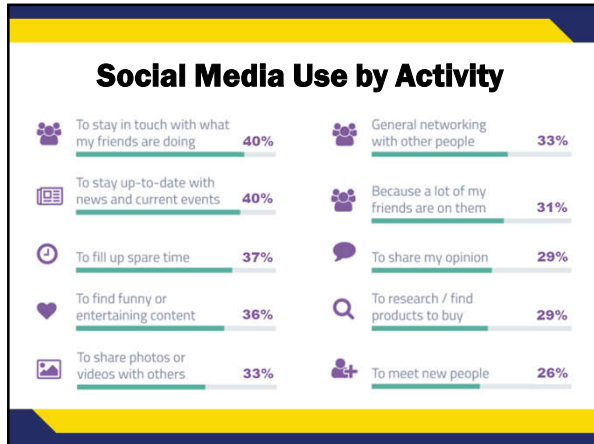
Social Media Use by Age

% of U.S. adults who use at least one social media site, by age




Source: Surveys conducted 2005-2018.
PEW RESEARCH CENTER





A majority of U.S. adults – 68% – get news on social media, and 20% do so often.

Pew, August 2018





So, how can cities USE social media to connect with residents?





Municipal Uses

- Advertise Events
- Showcase Employees
- Recruit
- Educate Citizens
- Communicate Before, During & After a Storm
- Influence Public Opinion
- Crowdfsource Crimestoppers
- Have fun!



Disclalmer.



Government in the Sunshine

F.S. 119.011(12)

"All documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, **regardless of the physical form, characteristics, or means of transmission**, made or received pursuant to law or ordinance or in connection with the transaction of official business by any City."



Government in the Sunshine

Florida Constitution, Art. I, sec. 24(a)

"Every person **has the right to inspect or copy** any public record made or received in connection with the official business of any **public body, officer, or employee** of the state, or persons acting in their behalf . . . This section specifically includes . . . counties, municipalities and districts;"



Government in the Sunshine

Public agencies are allowed to adopt **reasonable rules and regulations** which ensure the orderly conduct of a public meeting and which require orderly behavior on the part of the public attending.

- Involves 1st Amendment Rights



Limited Public Forum

- Interactive government social media sites are likely to be categorized as limited public forums.
- The limited public forum is a place or space designated for speech by "certain groups" or for "discussion of certain subjects."
- Only *some* moderation of comments is permissible (time, place, manner).



Moderation of Public Comment

- Moderation must be 'content neutral.'
- 'Hiding' and deleting posts *may* violate rights.
- Any post edited, removed, or otherwise moderated still should be treated as a *public record*.



Have a Policy.



Policy Considerations

- Be Explicit in Your Purpose
- Decide Who Speaks
- Spell Out Records Retention



Know the Costs.





\$300/month
\$3,600/year

\$399/month
\$4,788/year

82k population

147k population



CITY OF LARGO
YOUR COMMUNITY OF CHOICE. *Naturally*

Communications & Marketing Department:
8.70 FTEs
\$844,300

82k population



TOWN OF JUPITER

Community Relations & Public Information:
6.0 FTEs
\$411,500

61k population




ALGORITHM








The Facebook Algorithm.


- Post published
- Mr. Bot analyzes post
Type, Quality, Trending, Relevancy
- Shows to select audience
Show first, Past engagement, Searches
- Positive engagement = more people
Hover, reactions, clicks, comments & shares
- Negative engagement = less people
Scroll, hide, unfollow



Like



Love

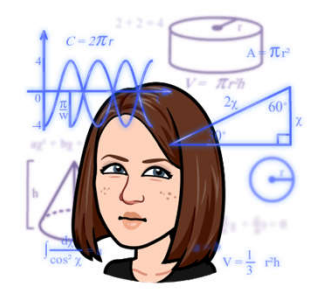

Haha



Wow


Sad


Angry



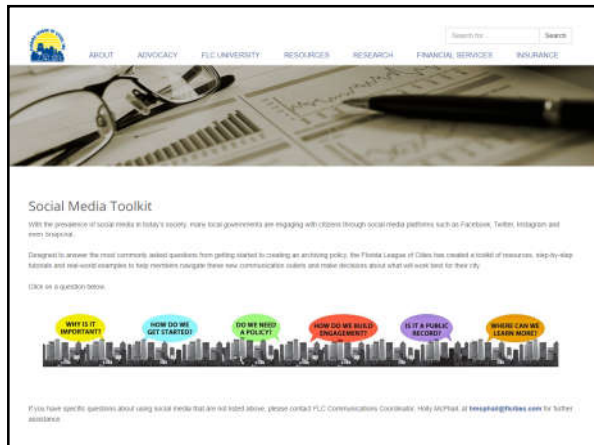


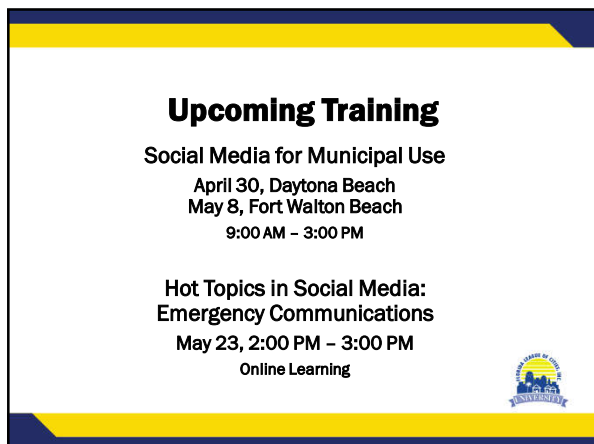


		
Basic \$0, 3 profiles	Premium \$99, 10 profiles	Free \$0, 3 profiles
Professional \$19, 10 profiles	Corporate \$149, 15 profiles	Pro \$15, 8 profiles
Team \$99, 20 profiles	Enterprise \$249, 20 profiles	Small \$99, 25 profiles









Thank you!

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