



Let's get social...

...because you already should be.

Chris Floore
Macon-Bibb County

Georgia Municipal Association
Annual Convention
June 24, 2022

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Break the Norms

Chris Floore
@ChrisFloore
IG: ChrisFloore



GMA
@gacities
IG: GaCities

CVIOG
@CVIOG_UGA
Macon-Bibb County
@MaconBibb
IG: MaconBibbCounty

Tweet and post
pictures from this
presentation...

Tag GMA, CVIOG,
& me in Tweets/IG
posts to expand
reach.



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Break the Norms

- Stop me.
- Ask questions.
- Question what I tell you.
- Give me YOUR experience and thoughts.

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Who Are You??

What is social media to you?

Does it have a place in your organization?

If so, how?

If not, why?

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Who are we??



Chris Floore

Macon-Bibb County Communications



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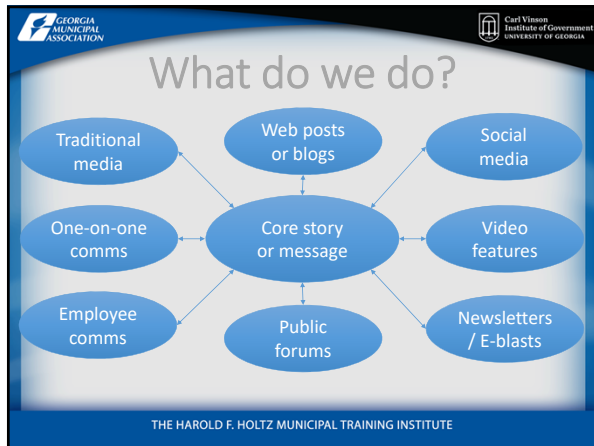


Who are we?



- Strategic communication
- Traditional media
- Partner, government relations
- Online and social media
- Video & photography
- Graphic design
- Crisis communication
- "Other jobs as assigned..."

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The slide is titled "Why are you here?". It contains three questions in a list format: "Tell me what interested you in this class?", "What do you hope to learn or take away?", and "How would you judge this a meaningful use of your time?". The slide has a blue header with logos for the Georgia Municipal Association and the Carl Vinson Institute of Government at the University of Georgia. At the bottom, it reads "THE HAROLD F. HOLTZ MUNICIPAL TRAINING INSTITUTE".



Course Objectives

Gain a better understanding on use of social media in local government.

Overcome fear of using social media.

Explore strategies and tactics on how to communicate.

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Are WE social?

- Macon-Bibb County
- Emergency Management Agency
- Recreation & all centers/parks
- MidGa Regional Airport
- Macon-Bibb GCAPS
- Amerson River Park
- ONPPI
- Mayor's Council of Clergy
- Various organizations, causes

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Are WE social?

	Macon-Bibb	EMA
Facebook	8,242	7,673
	9,908	8,266
Twitter	6,349	2,529
Instagram	2,015	461

Facebook	Twitter	Instagram
33	7	3

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Are YOU Social?

- Facebook
- Twitter
- Instagram
- Pinterest
- Snapchat
- Nextdoor
- Blogs on city website
- Customer service applications
- Neighborhood Watch

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Why Be Social?

- Two-way communication tool that is very public.
- Can directly reach community with information, answers, & solutions.
- Can determine best type of information & delivery.
- Only start a page if:
 - It's where your audience is talking.
 - You're willing to use it.

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Why Be Social?

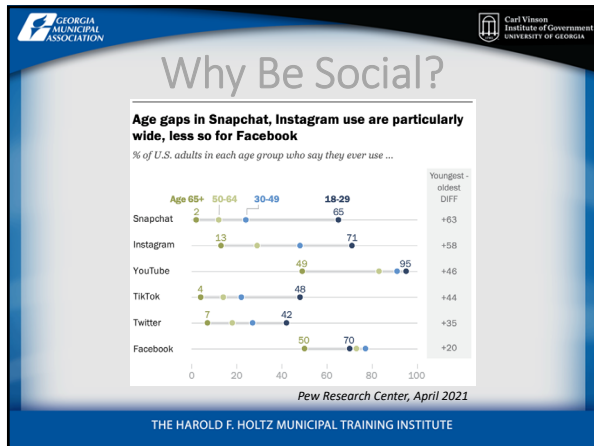
Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...

Platform	Percentage
YouTube	81
Facebook	69
Instagram	40
Pinterest	31
LinkedIn	28
Snapchat	25
Twitter	23
WhatsApp	23
TikTok	21
Reddit	18
Nextdoor	13

Pew Research Center, April 2021

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Why Be Social?

If you don't tell your story, someone else will!

People will get answers to their questions, whether it's from the right place or not.

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Why Be Social?

Solve issues in your neighborhoods & be more efficient.

Analytics & engagement help glean your communities' opinions & attitudes toward policies and decisions.

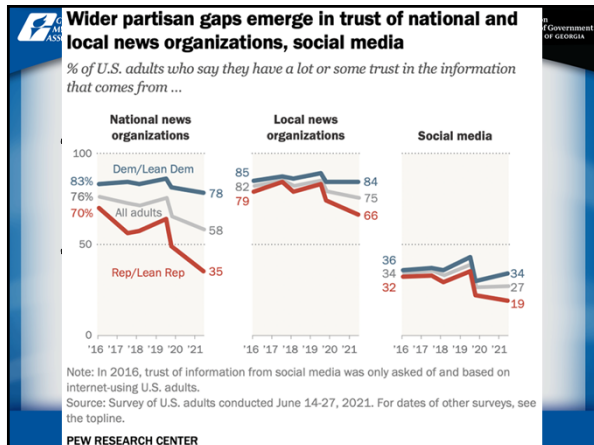
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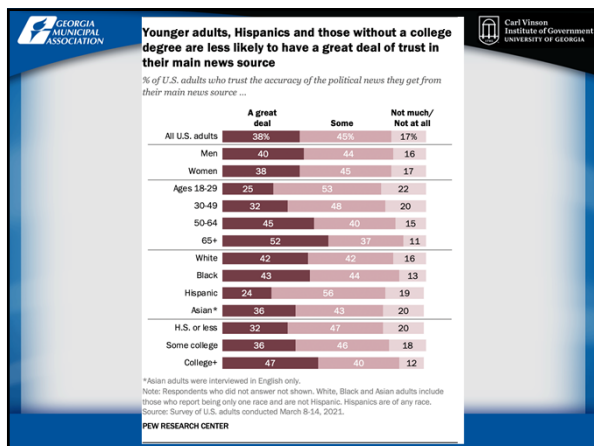
Why Be Social?

You already are.

Social media is just a digital extension of how you already live your life.

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Information

- If media doesn't cover or post, then YOU can still reach people.
 - Press releases, media links, pictures, short videos, announcements, live video.
- Provides forum for people to ask questions about topics.
- Drives traffic to your website.

Macon-Bibb Coverage	
# of stories	725
Days Covered	264/366
Daily Coverage	72%

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Tips & Best Practices

- Images and videos are more engaging than plain text.
- Add a picture to your web story that will post along with the link.
- Posting just a few lines? Use a picture along with it.
- Best: shoot a short video with your smart phone of someone saying what you wanted to write.
- Tie in information with other popular events, organizations, etc.

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Tips & Best Practices

Congrats to the [Magnolia Soap Box Derby](#) on another successful year!



Speed demons race on downtown Macon street

The annual Magnolia Soap Box Derby was held Saturday, April 8, 2017, in downtown Macon, Ga. The event features races for children, high school students and adults as they race in their custom-made cars.


WWW.MACON.COM

- People reached – 346
- 2 likes
- 19 post clicks
 - 4 link clicks
 - 15 other clicks

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Topics & Best Practices



Headed to the [Magnolia Soap Box Derby](#) this weekend and bringing your children? Check out the new playground we recently installed. Here's Parks & Beautification Director [Sam Kitchens](#) talking about how they upgraded some older equipment and put in a little landscaping to reactivate an unused corner of Washington Park.

- Video views – 1,402
- Unique viewers – 1,216
- Minutes viewed – 293
- People reached – 3,197
- Post engagement – 95
 - 65 likes, 6 loves
 - 15 comments, 9 shares

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Tips & Best Practices



Macon-Bibb County
@MaconBibb · Apr 6




Happening today! Our Fire Department will make donations to @JaysHOPE1 and the Ga Fallen Firefighters Association. Funds came from their Firefighter Calendar. Lunch at HQ (800 Oglethorpe) is at noon, with the program at 11



Liz Jarvis Fabian, 13WMAZ News, 41NBC / WMGT-DT and 7 others


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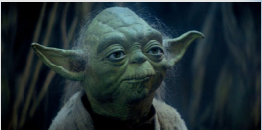
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Efficiency

The public needs a way to do more than just read your press releases & news items.

Social media gives you a channel for people:

- Requesting services and seeing them completed;
- Complaining & learning they were heard; and
- Asking questions or seeking information.



"The danger is not to know the truth." – Yoda

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Answer Questions



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Answer Questions

Can someone please address when this small area of road work at 652 Mulberry street will be finished? Been trying to call multiple Macon-Bibb County departments all morning but keep getting a busy tone. Was told last Friday by public works it would be paved on Monday, May 22. Called Monday when no one showed up and was told the supervisor doesn't work on Mondays. It still hasn't been touched. Work began on Wednesday, May 10 and still remains unfinished. The Library Ballroom has a wedding this weekend, as it does most weekends, and really needs work to be finished before then. Please advise.

If work can't be finished can we at least get another couple of metal plates and get rid of the eye sore of comes out front?

Thank you,
Kavulaa

Afternoon...sorry for the busy signal today. Our phones are down as of this morning b/c of a statewide network outage.


Let me look into the issue, and I'll get back with you.

Also, my name is Chris Floore with the Office of Public Affairs. I run this account and the Mayor's Office account. I see you messaged us there, as well. Telling you this so you didn't think the Mayor's Office was not answering your concern.


No its okay! I appreciate you responding. Just getting frustrated with public works because every time I call I can't get a direct answer. I understand that they can't promise anything but it also feels like there's no effort to forward any information either.

I was also told the road would be finished by Monday but no one came out Monday or today. The supervisor also told me that he runs a light crew on Friday's so I'm afraid it won't get finished tomorrow either. It just looks really bad and we've already had to deal with it last weekend for our event. The bride for this week is panicking because it also looks like you can't enter our parking lot.

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Answer Questions

Yes. They were scheduled to start earlier this week, but with the rain, the plants where we get our asphalt shut down. So they couldn't even get the asphalt to pave over; everything else is done. (It was a broken/clogged pipe that flooded when it rained so it was repaired and the area backfilled.)

Just spoke with the Director, and he's aware of the wedding. They're going to check to see if the plant is open today and try to get it paved today as much as possible. All depends on if we can get the asphalt.

How was the wedding?

Sent by Chris Floore [?]

It went pretty well. Thank you for asking! They also finished the paving on Friday afternoon, so all was well. I appreciate you reaching out. 🙏

Great to hear that!

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Facebook

- PICTURES, PICTURES, PICTURES!
- For lengthy information, link back to your website.
- Tag partner organizations and people in your posts.
- Don't live post from an event. Post a photo album later with a short description.
- VIDEO, VIDEO, VIDEO!



Macon-Bibb County
Published by Edna Ernsbath · June 22 ·

On Thursday, June 24, 2021, Mayor Lester Miller announced several changes to significantly improve trash and recycling pick-up, including the hiring of a third-party company.

IMPORTANT: We ask that everyone, no matter which zone you are in, to leave your recycling bins out Sunday, June 27, as Solid Waste crews will begin to pick up recyclables Monday, June 28.

13 WMAZ • 43NBC / WMOZ • WOXA.tv • The Telegraph & Citizen • Center for Collaborative Journalism • GPS Macon • One Pasa



MACON-BIBB COUNTY
Mayor Miller announces changes to solid waste collection | Macon-Bibb...
On Thursday, June 24, 2021, Mayor Lester Miller announced several changes to significantly improve trash and recycling pic...

2,252
People Reached

539
Engagements

↑ +2.7x Higher
Distribution Score

Boost Post

31

19 Comments 50 Shares

Like

Comment

Share

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Facebook



Macon-Bibb County
Published by Olivia Walter · August 2 at 8:57 PM ·

Tonight at [Niche 385](#), around 80 people joined the [MVP: Macon Violence Prevention](#) conversation in relation to downtown nightlife. Several downtown business owners started the conversation on ways to stop violent crime downtown. [#WeAreMVP](#)





Macon-Bibb County
Published by Olivia Walter · August 2 at 8:57 PM ·



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Published by Olivia Walter · August 2 at 8:57 PM ·



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Facebook



Macon-Bibb County
Published by Chris Flores · August 2 at 12:22 PM ·

Higher pay for public safety, raising the minimum pay for our employees, lowering the mileage rate, incentivizing getting the #COVID19 vaccine. It's going to be a busy Tuesday evening! [#ForwardTogether](#) [#TeamMaconBibb](#)



TSWMAZ.COM
Bibb commissioners set to discuss incentive for vaccinated employees, dropping millage rate

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Facebook LIVE!

- Allows for instantaneous engagement.
- Software allows for graphics on the video sent to Facebook Live.
- Software available for multi-camera video.
- Highest levels of engagement.
- Facebook algorithm drives video higher in feeds.




Video views – 2,800
Minutes viewed – 1,301
People reached – 2,888
Post engagement – 424


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Facebook LIVE!

FB Live Events	Hours Watched	Video Views
79	8,883.5	203,887



Streamed Meetings	Hours Watched	Views
24	1,047.73	3,138



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Twitter

PICTURES, PICTURES, PICTURES!

- Tag other users in the picture instead of the body of the tweet.

Don't start a Tweet with the @ symbol.

- Registers as reply and limits reach.

NO: @ChrisFloore explained why tweeting doesn't make us a twit.

YES: .@ChrisFloore explained that even twits can tweet.

Live tweet from events using appropriate hashtags and quotes.

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Instagram

- PICTURES, PICTURES, PICTURES!
- Use the filters wisely. Tag other groups in your photo.
- Pick the best 2-3 photos from your events to tell your story.
- Use filtered pictures on Twitter and Facebook.

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Nextdoor

- Set up a Nextdoor Agency account.
 - Only way to reach all neighborhoods in your county.
- Post releases, videos, and newsletters...but especially public notices like trash collection changes, road closures, etc.
- Post and RESPOND regularly.
 - Take a conversational, neighborly tone with posts and responses.
 - Imagine it's the neighborhood cookout.

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Linking Accounts

- Each medium has a different way of telling stories, so use them wisely.
- Do NOT link Facebook and Twitter.
 - People's handles don't match up.
 - Tagging is different.
- DO NOT link Instagram and Twitter.
 - Lose the picture on Twitter.
 - Instead, take the picture Instagram creates and use it on Twitter.
- DO NOT link Instagram and Facebook.
 - Tags on IG don't translate to Facebook.
- Do NOT link your website to automatically post to any social media account.

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Do or Do Not...

- DON'T WRITE IN ALL CAPS!
- #Don't #abuse #hashtags.
- Stop using the same message over and over.
- Listen first, post second.
- Avoid poor grammar and spelling errors.
- Use appropriate images, colors, fonts, etc.

PLEASE KEEP THE DOOR CLOSED!!!
THANK YOU!!!!

Please don't use Comic Sans—we are a Fortune 500 Company, not a Lemonade Stand.

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Be careful!

Every mistake you make on social media could have serious consequences, but not participating is a mistake in itself.



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Level Up

Should you let multiple people have access to your accounts?



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In (Partial) Summary

Social media is not new and is here to **stay**.
No risk, no reward.
 Starting **small** is smart.
 It's both **what** you say and **how** you say it.
 Take advantage of **technology**.
 Find **mentors**.
 When in doubt, ask (someone younger).
 Tie your social media in to your other communication efforts.

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Do or Do Not...

- Intranet
- Vimeo
- Mass notification systems
- Messaging tools (Slack, Skype)

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Be Excellent to Each Other

- Don't set unrealistic expectations.
- Be generous, give credit where credit's due.
- Match your content to the right network.
- Behave the way you want others to.
- Think before tagging.

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If What, So What?

- Three key components to communicating effectively:
 - Strategic Plan
 - Communication Plan
 - Ability to implement

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Strategic Plan

- Strategic Plan
 - Core communication tool for an organization.
 - Guides work of organization & departments.
 - Sets goals, objectives, strategies, tactics.

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Communication Plan

- Communication Plan
 - Supports organization's Strategic Plan.
 - Identifies effective ways to reach audiences.
 - Guides the work of how and what is communicated.
 - Ensures alignment of all communication efforts.




*"A very wise Jedi once said **nothing happens by accident.**"*
— Anakin Skywalker

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Reach Out





Chris Floore

@ChrisFloore
cfloore@maconbibb.us



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