



SOCIAL MEDIA IN GOVERNMENT & CIVIC ENGAGEMENT

Presented By:

Mayor Matt Surrency, City of Hawthorne

Jenna Tala, Director of Communication & Education, Florida League of Cities



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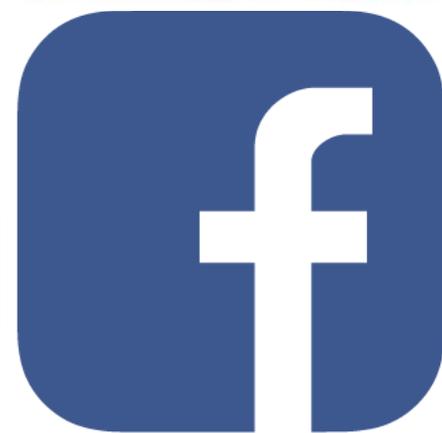
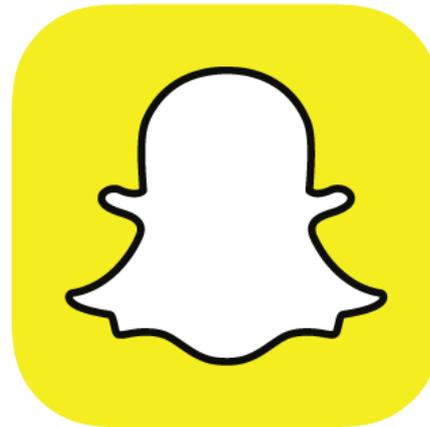
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IN A NUTSHELL

- What is it?
- Why does it matter?
- Individual Use vs Local Gov Use
- Things to consider...
- Civic Engagement
 - Gov Finance Officers → And Social Media?
 - Create Compelling Content
- Q&A





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SOCIAL MEDIA

- **What is it?**
- Why does it matter?



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Definitions of SOCIAL MEDIA

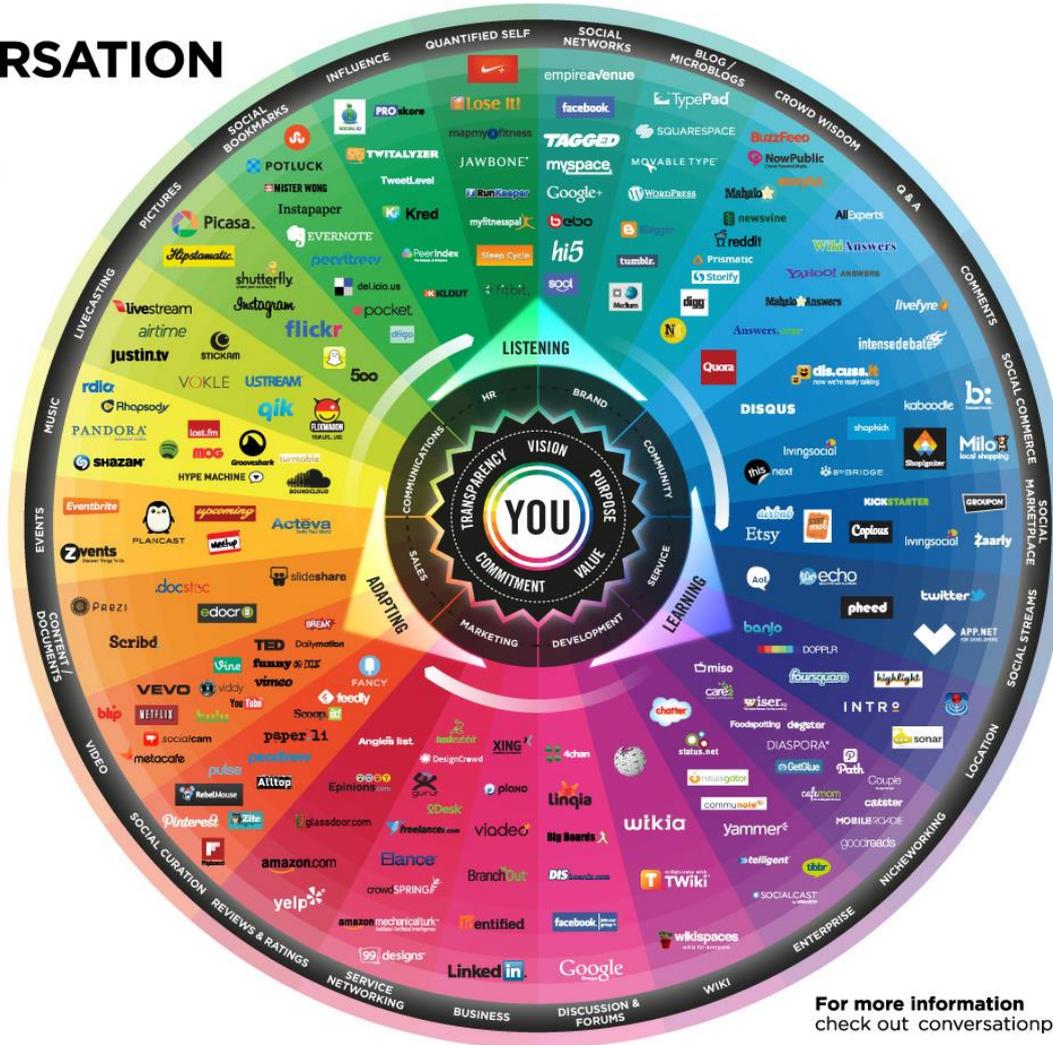
: **forms** of electronic communication (such as websites) through which people create online **communities** to share information, ideas, personal messages, etc.

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



THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



For more information
check out conversationprism.com



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SOCIAL MEDIA

- What is it?
- Why does it matter?



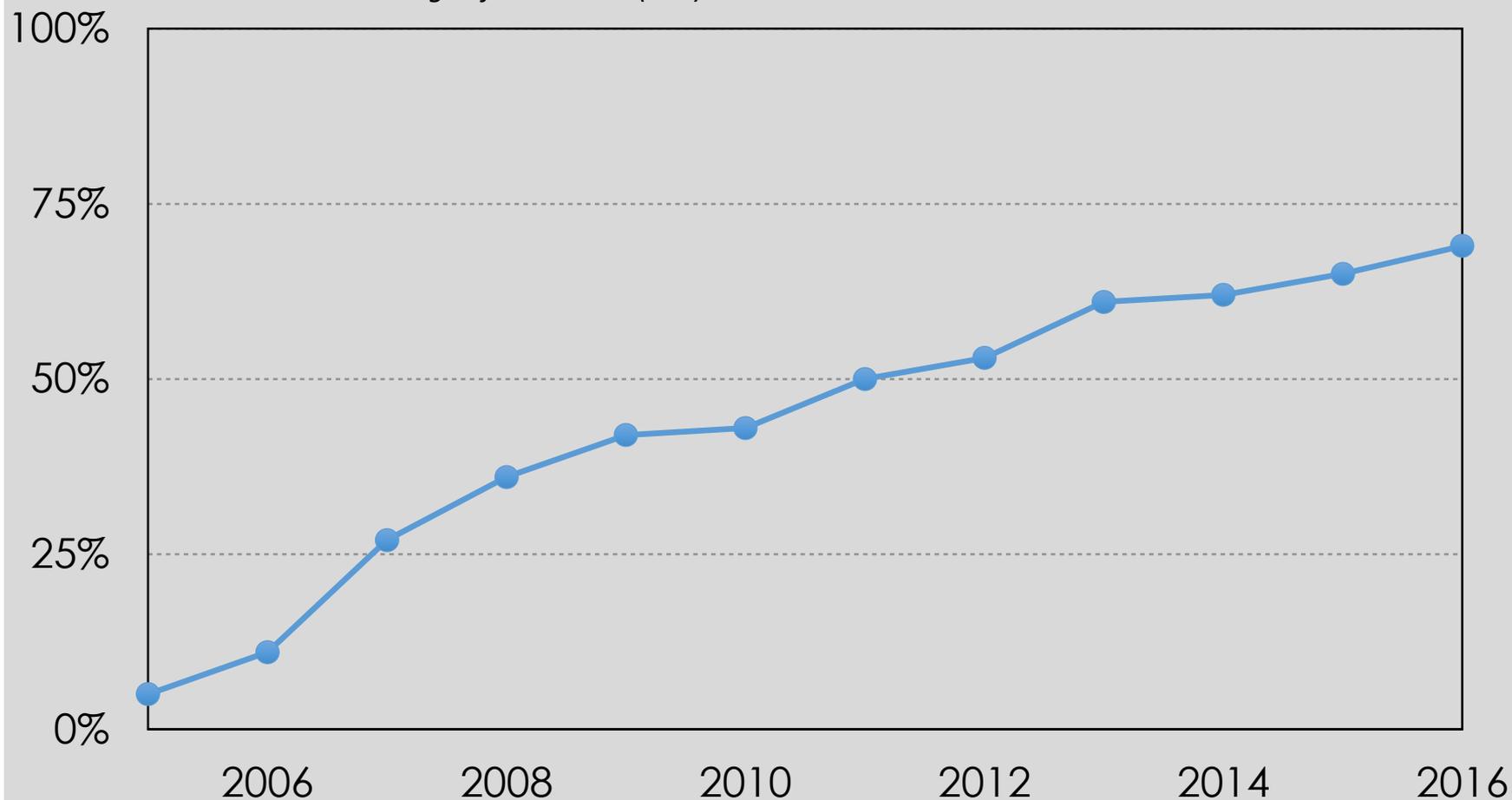
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Social Media Use Over Time

Percentage of Americans (18+) who use at least one social media site.



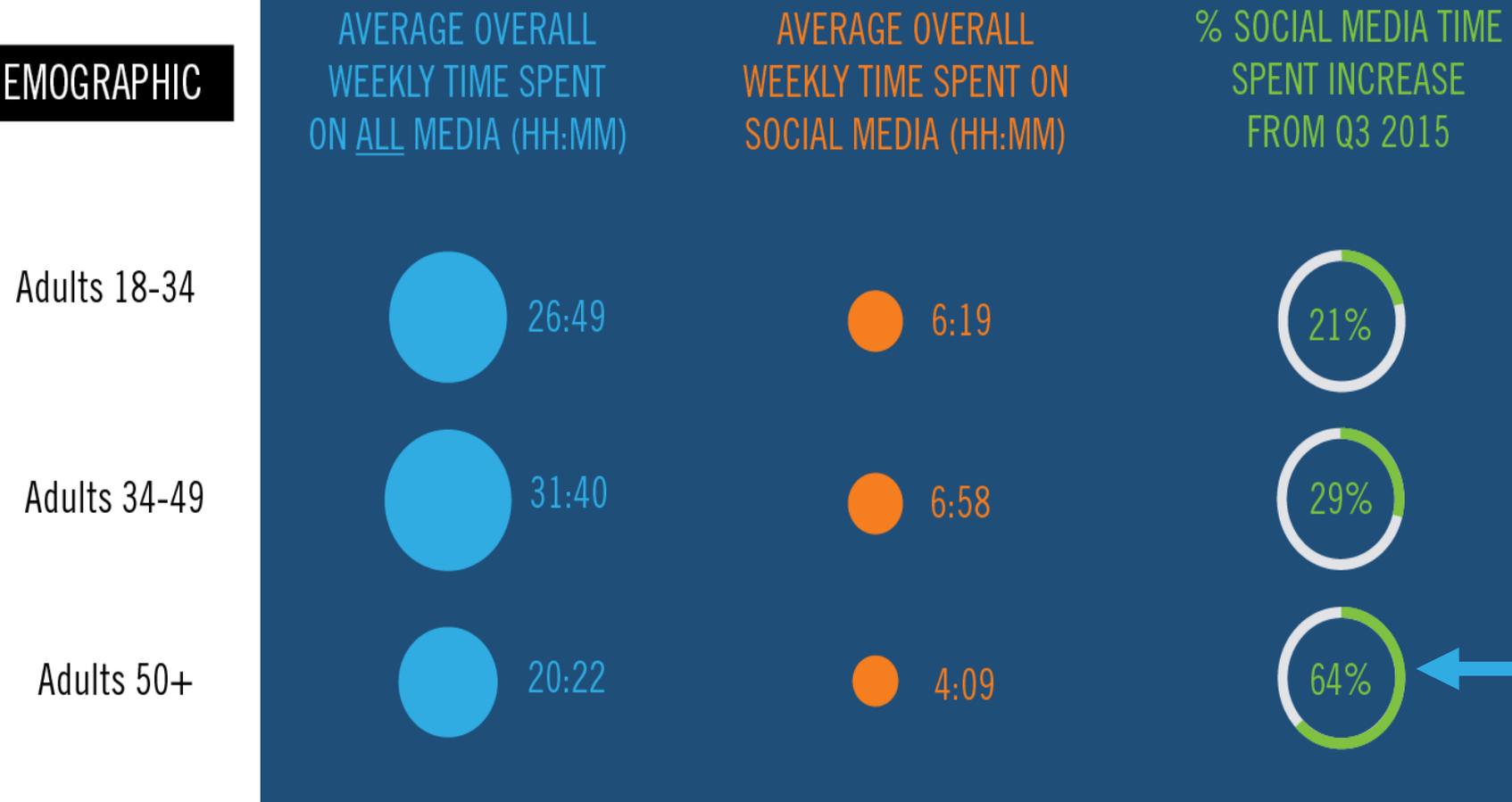
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Social Media Use By Age

DEMOGRAPHIC

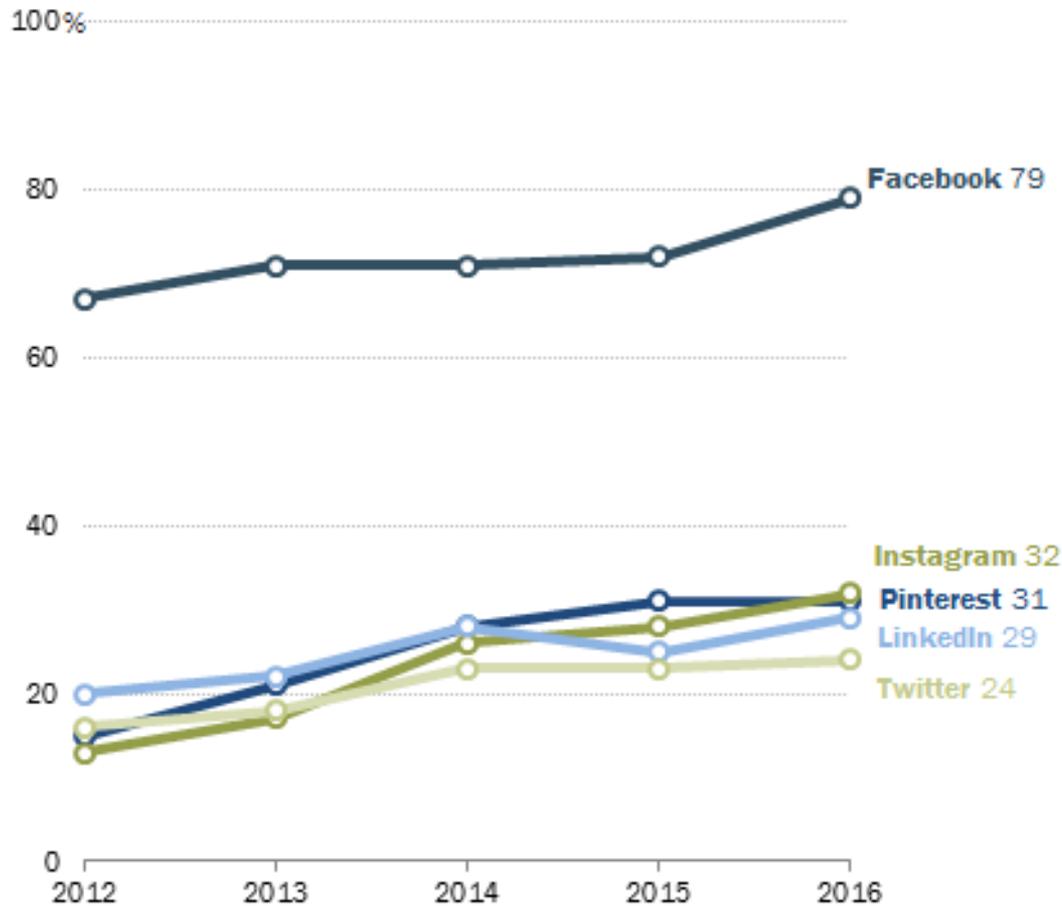


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Social Media Use By Platform

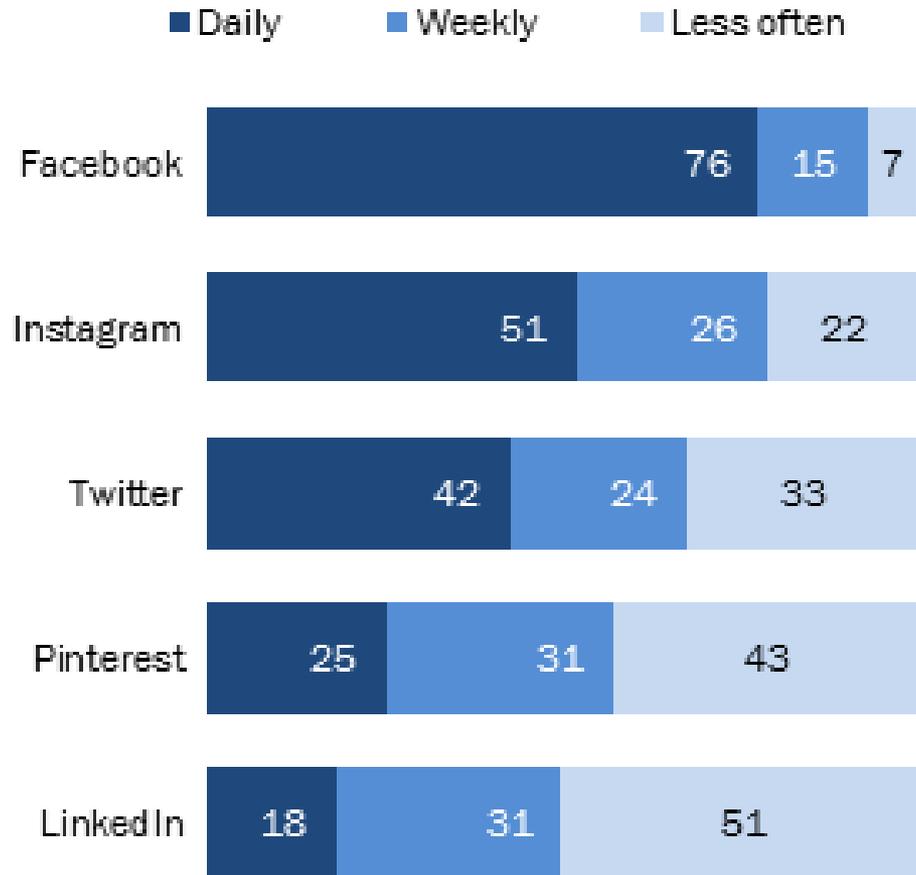


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Social Media Use + Frequency



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Social Media Motivations



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**A majority of U.S. adults –
62% – get news on social
media, and 18% do so often.**



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Individual Use vs Local Government Use



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Intent vs Perception

As public servants, think ‘Ambassador’



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WHO IS 'YOUR NETWORK'

Friends

Family

Colleagues

Childhood Reconnections

...Potential Employees?

...Potential Employers?

...People with vastly different appetites for sarcasm?

...Contacts you may not recall adding?



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INTENT VS PERCEPTION



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Individual Use vs **Local Government Use**



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Opportunity or Time-Trap?



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Benefits to Local Government

- Enhanced capacity to disseminate and receive information
- Excellent means of fostering greater transparency
- Improved marketing of municipal events and services
- Increased reach to public for emergency messaging
- Broad reach at a low cost
- Opportunity for civic engagement



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Costs to Local Government

- Staff time
- Graphic design
- Photography
- Videography
- Sponsored Content/Boosting
- Archiving



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Is It A Public Record?

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 agency”



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Is It A Public Record?

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;”



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Is It A Public Record?

Regardless of the platform, if the post/tweet/image or other material otherwise meets the standards for a public record...

- It *is* a public record
- It *must* be retained
- It *must* be producible for inspection or copying if requested



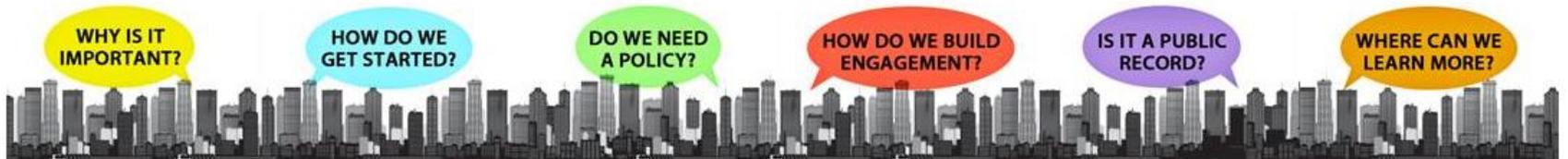
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Social Media Toolkit

With the prevalence of social media in today's society, many local governments are engaging with citizens through social media platforms such as Facebook, Twitter, Instagram and even Snapchat.

Designed to answer the most commonly asked questions from getting started to creating an archiving policy, the Florida League of Cities has created a toolkit of resources, step-by-step tutorials and real-world examples to help members navigate these new communication outlets and make decisions about what will work best for their city.

Click on a question below.



If you have specific questions about using social media that are not listed above, please contact FLC Communications Coordinator, Holly McPhail, at hmcphail@flcities.com for further assistance.

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Is it a public record?

The simple answer: yes.

As social media increasingly becomes the forum for conversation between citizens and the public sector, it has become subject to public records law. Keeping track of that conversation is growing more challenging everyday. Manual documentation is time consuming and error prone. It puts governments at the mercy of social media platforms who are under no obligation to preserve content, and of third-party posters who can delete their comments at any time. Utilizing a professional archiving service built for public sector needs can provide local government with peace of mind that regulatory compliance is being met and staff needn't babysit social media every moment.

QUICK TIP: Easily download your city's Facebook page to create a permanent record of all your posts and interactions that is easy to keyword search. [Learn more.](#)

Explore the links below to read Florida's public records law and learn from the experience of other cities.

[Public Records Law - Florida Statutes Chapter 119 \(Sunshine Law\)](#)

[Social Media Records Guidelines from the Office of the Attorney General](#)

[Public Records Requests for Social Media: What You Need to Know](#)

[Attorney General's Advisory Legal Opinion on Coral Springs Facebook page and Records Retention Requirements](#)

[Communicating with Confidence - Enhanced Record-Keeping Boosts Hollywood's Social Media Presence](#)

[The Government in Your Facebook: An Examination of Social Networking Sites and Florida's Public Records Law](#)

[Are You Archiving Your Social Media Posts?](#)

[Taking Down Trolls: How the City of Margate Defended Their Policy with a Social Media Archive](#) (Webinar)

[City & County Attorney Legal Guide to Social Media](#)

WHY IS IT
IMPORTANT?

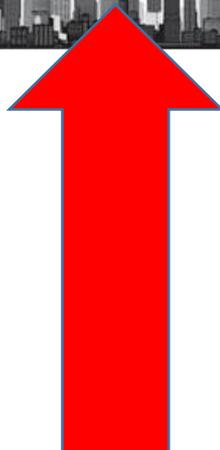
HOW DO WE
GET STARTED?

DO WE NEED
A POLICY?

HOW DO WE BUILD
ENGAGEMENT?

IS IT A PUBLIC
RECORD?

WHERE CAN WE
LEARN MORE?



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Do we need a policy?

Yes! Social media is a new world of opportunity for local governments to communicate with citizens and receive feedback. Its risks are similar in nature to those of other types of communication, but with a different twist because material circulates so widely and there are many potential contributors. One recommended tool for addressing these risks is to adopt a social media policy. But what should be in that policy? The resources below will provide you with key questions to consider and sample policies from Florida cities.

[Designing Social Media Policy for Government](#)

[4 Factors Agencies Should Consider When Developing a Social Media Policy](#)

[City & County Attorney Legal Guide to Social Media](#)

[Social Media Policy Template](#)

Examples:

[City of Crestview](#)

[City of Miami Beach](#)

[City of New Port Richey](#)

[City of St. Cloud](#)

[City of Tallahassee](#)

WHY IS IT IMPORTANT?

HOW DO WE GET STARTED?

DO WE NEED A POLICY?

HOW DO WE BUILD ENGAGEMENT?

IS IT A PUBLIC RECORD?

WHERE CAN WE LEARN MORE?



Develop a Policy

- ✓ **Involve legal stakeholders.**

Have discussions about first amendment rights and records retention now. Depending upon your content and audience, you may find yourself on the receiving end of a public records request.

- ✓ **Use plain language.**

Both staff and the public should be able to understand. Customize a template or a sample from a similar organization.

- ✓ **Assign responsibility.**

Define expectations of who will post what and when.

- ✓ **Rework as needed.**

Social media is constantly changing. You may need to change with it.





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HOW DO WE BUILD ENGAGEMENT?



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Quick Tips from Roanoke, VA

- Collaborate for unified approach, better results
- Treat every day like a social campaign
- Respond to tragedy tastefully, respectfully
- Inject some humor



Roanoke Virginia ✓

@City_of_Roanoke

Follow

Berglund Center site to become new underground IceStar Arena for 2026 Olympics! #roanoke2026

11:48 AM - 1 Apr 2016

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Gov Finance Officers + Social Media

- Liaison/Resource to Social Media Manager
- Crowd Sourcing
- Share Recognitions (FGFOA's ACE, GFOA)
- Data, Statistics and Trends
- Interdepartmental Competitions
- Calendar Triggers



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How does your local government use social media?



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Create Compelling Content

Holly McPhail
FLC's 'social media guru'
Hmcphail.flcities.com



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Create Compelling Content

- ✓ **be authentic.**

Post with a purpose. Don't just say what you are doing, share why.



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Create Compelling Content

- ✓ **highlight relationships.**

Who are you with? Use @ to tag people, organizations, friends, followers & influencers.



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Create Compelling Content

- ✓ **engage in conversation.**

Don't just post, interact. Start conversations. Like, comment, share, retweet, reply.



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Create Compelling Content

- ✓ **be consistent.**

If something is worth doing, do it well and do it often. Build your brand to be a reliable source of information.



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Create Compelling Content

✓ mix it up.

Vary what you say and how say it. Use images and videos to draw the reader in.



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Create Compelling Content

✓ #trending

Don't fear hashtags, use them. It's a great way to connect your content with others.



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Civic Engagement



City of Tallahassee, FL - Government

June 16 at 7:18am · 🌐

A house is more than bricks and concrete. It's your home, a place where memories are made. Naturally, you want to protect it. Check that your home is sound for hurricane season. Get tips and learn about the City's loan program for portable generators at <http://bit.ly/2n9S8Qb>



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City of Pensacola Government

May 30 at 4:44pm · 🌐

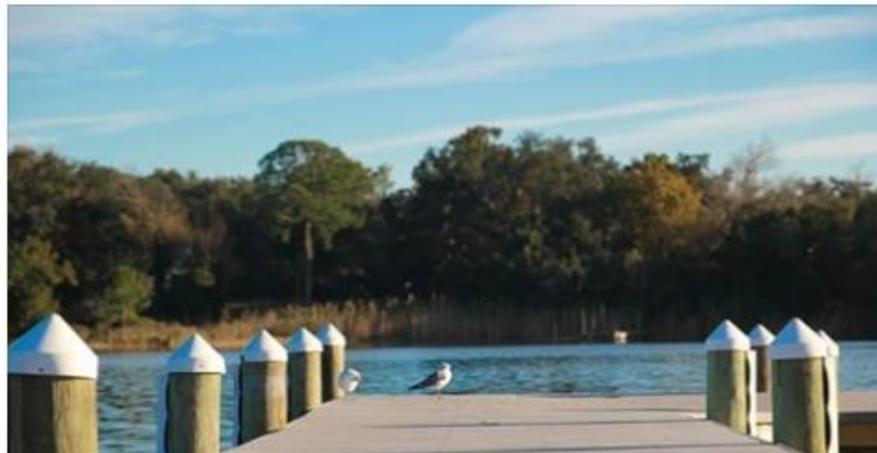
The City of Pensacola is undertaking the building of a new Community Resource Center at Bayview Park. Caldwell Associates Architects has been hired to plan and design the new facility. Please join us to provide your input about what types of uses and functions to include in the building, and to share your ideas about how to make this project a tremendous new addition to the great benefits of living in Pensacola.

All interested citizens and park users are welcome!

Date: TONIGHT, Tuesday, May 30th

Time: 6:00 p.m. – 8:00 p.m.

Location: Bayview Senior Center, 2000 E. Lloyd Street, Pensacola, FL 32503



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Are you looking for ways to increase business opportunities?

Want to do business with the City of Miami?

- The City of Miami is the largest municipality in South Florida.
- \$180 million in purchase orders in FY2016
- Fair, equitable and transparent competition

[CLICK HERE TO REGISTER >](#)

Register today to attend a **FREE** workshop brought to you by your friendly neighbors at the City of Miami Procurement Department



WORKSHOP #1

Location: Little Haiti Cultural Center
Theater Auditorium
212 NE 59th Terrace
Miami, FL 33137
Date: Thursday June 29, 2017
Time: 10am-12pm

WORKSHOP #2

Location: City Hall
3500 Pan American Drive
Miami, FL 33133
Date: Thursday July 6, 2017
Time: 10am-12pm

WORKSHOP #3

Location: Shenandoah Park
Community Center
1800 SW 21 Ave
Miami, FL 33145
Date: Thursday August 31, 2017
Time: 10am-12pm

Visit www.miamigov.com/procurement for more information

Want to do business with the City of Miami?

- ✓ Miami is the largest city in South Florida.
- ✓ \$180 million in purchase orders last year
- ✓ Fair, equitable & transparent competition.

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Harvard's 2017

Innovations in American Government Awards Semifinalists



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The Great Game of Government County of Greene, MO

Creates widespread financial literacy among all county employees.

The program raises awareness of how each employees' actions impact the county's bottom line has produced tremendous savings for their departments or offices, as well as for the county as a whole.



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Using Instagram to Address Blight City of Mobile, AL

Utilized Instagram to develop a comprehensive, digitally-mapped inventory of every blighted residential structure. It geo-locates blighted properties while documenting the impact to residents - \$83 million+ in lost market value.

- Allows rapid cataloging and city-wide assessment.
- Data collected through this effort revealed that blighted properties comprise 2% of housing stock and 25% (13,188) of homes are within 150 feet of blight. Each of those homes sees an average negative \$6,300 to their value, an \$83 million loss city wide.
- Stronger enforcement tools in place will allow city to restore \$10 million+ in real estate equity to local homeowners.



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I Value: Community budget input City of Hampton, VA

'I Value' determines and builds on residents' values, aggressively campaigning via social media, e-newsletters, neighborhood organizations, cable interviews, ads, and fliers. First year: proposed budget cut of 5% of city's bottom line, yet drew little opposition. Each year polling questions went deeper.

- FY 2011 focused on needs versus wants;
- FY 2012 focused on whether broad service levels should be maintained, reduced, or eliminated;
- FY 2013 specific cuts were put on the table, but again met little opposition.
- FY 2014 faced another decline in home values/revenue, but data from previous cycles showed further cuts were not acceptable.

Choice: increase revenues or continue to cut programs/services that residents valued. Participation/input increased by another 60%, and at meetings, more than 90% supported some sort of tax-rate increase.



Mayor Christopher Cabaldon West Sacramento, California

...On why social media is important to civic engagement, and why local government meetings aren't enough:

"When we make decisions in those kind of meetings based on who shows up ... we end up getting the wrong outcomes; we pick the wrong thing; we chose often the most inequitable things; we sometimes pick based on our most animal instincts..."



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Mayor Christopher Cabaldon West Sacramento, California

That's why his city, along with Santa Monica, is testing a **Tinder-like app** that "**meets citizens where they are.**"

Like the dating app Tinder, it lets users **swipe left or right** to express their approval -- or dislike -- of something. But instead of potential dates, users would be **rating possible city projects.**



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Civic Engagement

Integrate. Integrate. Integrate.



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Civic Engagement

Eric Gordon, Professor, Emerson College

...He doesn't dismiss social media, but cautions against assuming it is synonymous with citizen engagement by itself.

He argues that civic engagement fully formed is messy and takes time – countering tech's promise of fast and easy – calling meaningful engagement “a necessary inconvenience.”



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Learn More



FLC Annual Conference

August 17-19, 2017

World Center Marriott, Orlando



FLC University

September 7, 2017

Orlando Training Center



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THANK YOU!

Mayor Matt Surrency, City of Hawthorne

Jenna Tala, Director, Communication and Education

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