

SOCIAL MEDIA CONTENT

For County Government

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<http://GovGirl.com>

What we'll cover:

- County government social media content strategy
- How to ensure you don't run out of ideas
- Best tools & websites

Develop your Publishing Framework

- Schedule Regular Time & Place
- Create a **Content Calendar**
 - List priority activities/events
 - Make it shareable if you have a team
- Set up area for **Resources**
 - (ex. Google Docs/Evernote)
- Set up your **Publishing Tool**

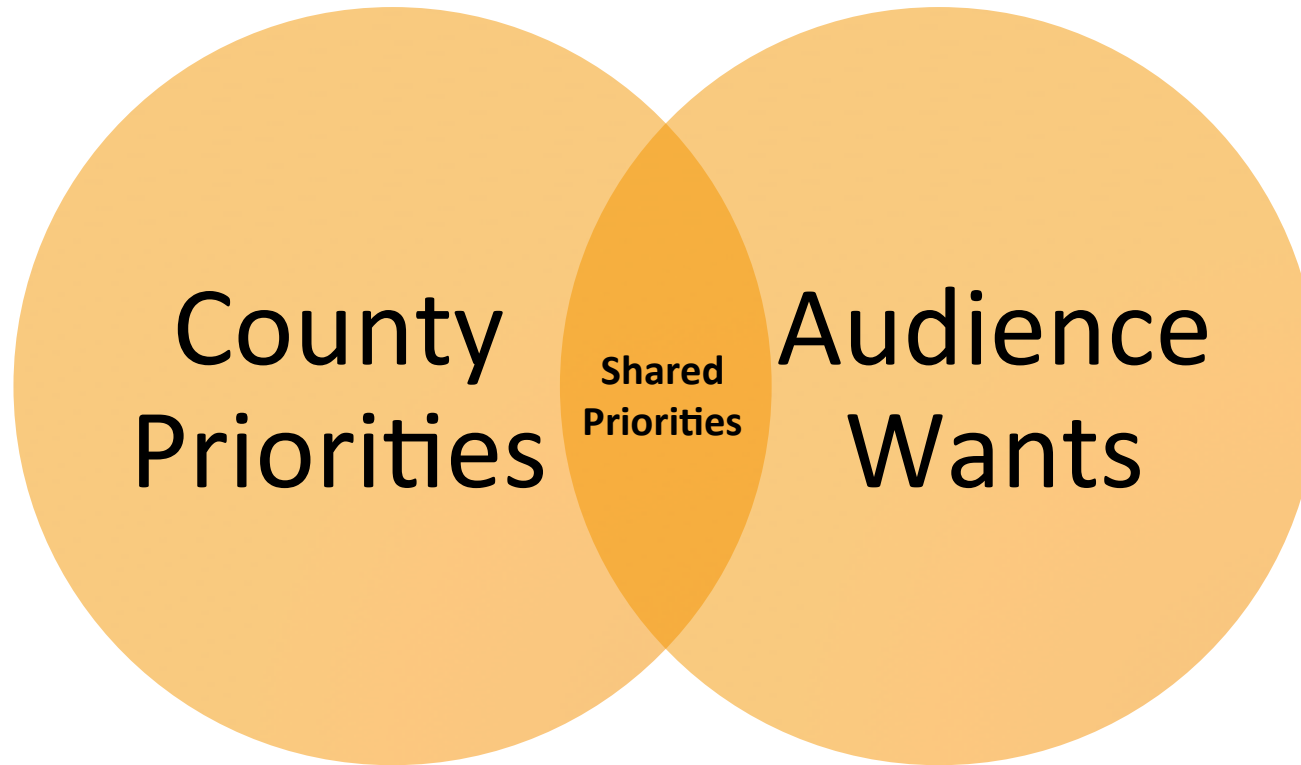
Create a Content Strategy

- Define **Agency Priorities**
- Discover what your **Audience Wants**
- Concentrate on **Shared Priorities** (this is what makes it awesome!)

Create a Content Strategy

This Might Look Like

- Commissioners or Elected Officials Priorities
- Your Agency's Mission
- Activities & Events



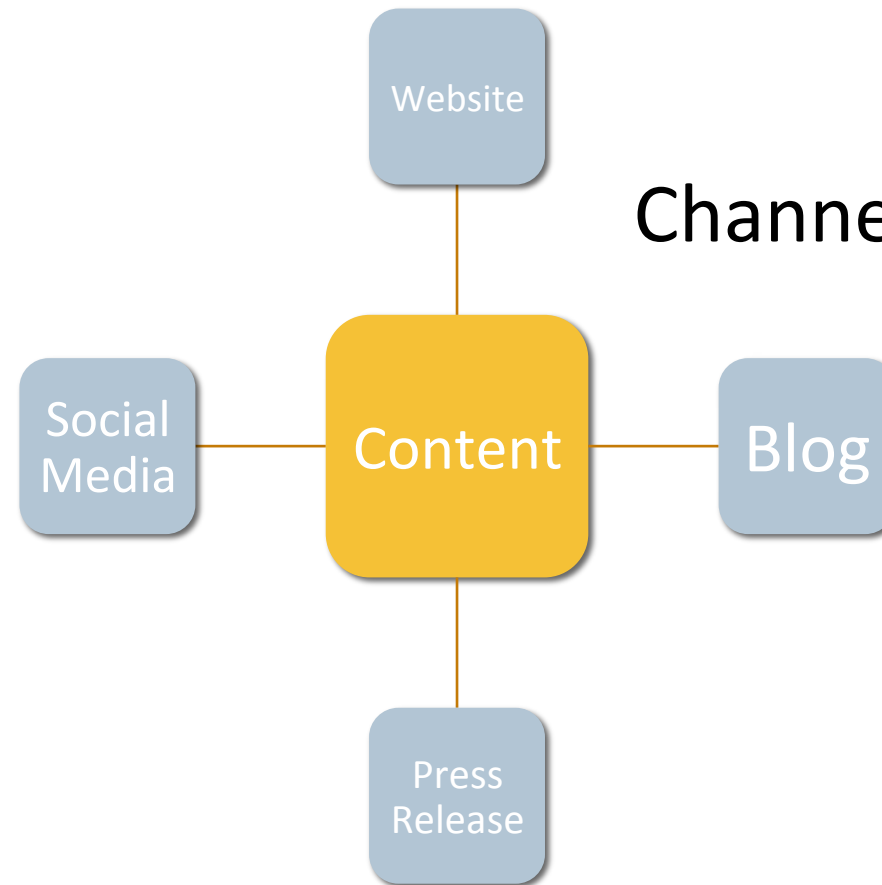
Find this Data

- 311 Call Center
- Live chat – top ?'s
- Website Analytics
- SocialMention.com



Outline **Available Channels**

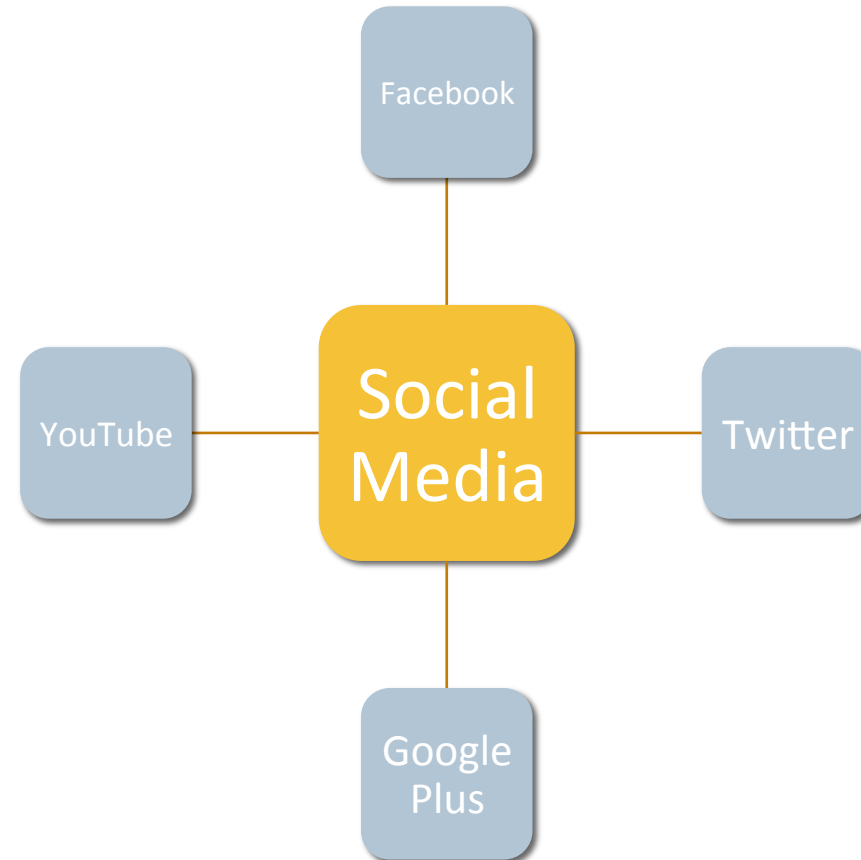
Outline Available Channels



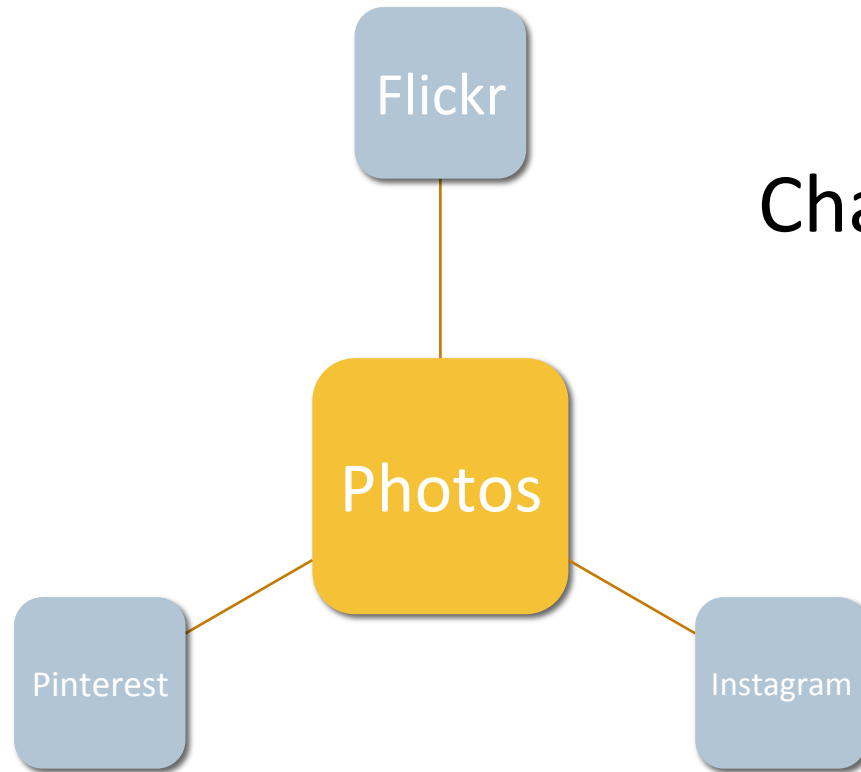
Channel Options for Content

Outline Available Channels

Identify Social Media Outlets



Outline Available Channels



Channels for posting photos

Outline Available Channels

Channels for promoting events

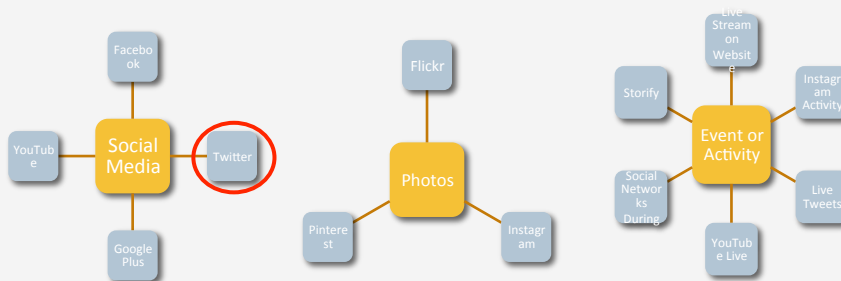


Social Media Planning Sheet

Content: **Water Quality Report**

Priority: High Medium **Low**

Channels:



Key Messages:

Our water quality has improved over the last quarter b/c we replaced ailing infrastructure

Hashtags: **#water, #h2O**

Call To Action:

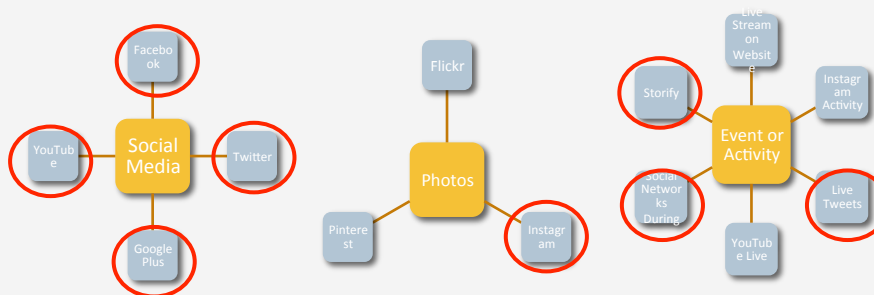
Sign up to get report via email

Social Media Planning Sheet

Content: **Mandatory Water Reduction**

Priority: **High** Medium Low

Channels:



Key Messages:

Due to drought, everyone is doing their part to reduce water use by 5%.

Hashtags: **#water, #drought**

Call To Action:

Sign up for water reduction tips

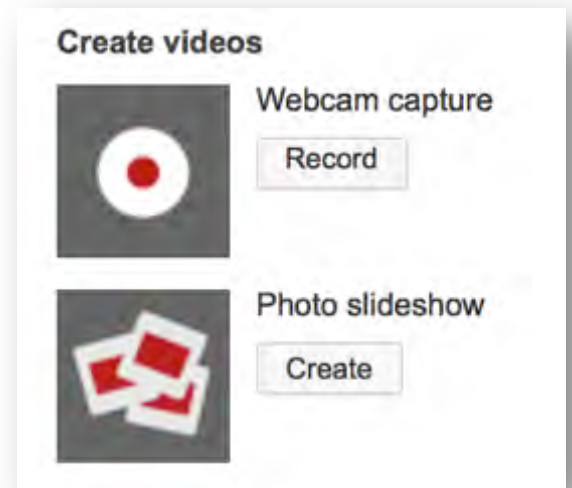
Generating Ideas (constantly)

Keep Inspiration Sheets

- **Headline Template**
- **Content Formula Sheet**
 - Need advice on _____ (activity)? _____ (link to article, blog, etc.) #tips
 - Question: How many of you have ever been to _____ (event or activity)?
 - Fill in the blank: Our family has visited _____ park the most often
 - Snapshots of 'around town' pictures. Especially cool during weather events.
 - #TBT (throwback Thursday)
 - #FF _____ (username) for great _____ (info, tips) on _____ (area of expertise)
 - #Trivia What year was _____ (your county or agency) established?

Need More Ideas?

- Set up Google Alerts
 - Alert for key terms, such as “County of _____” “ranked best” “ranked top”
- Set up FB watch list (curate content from other sources)
- Cover events live
- Invite yourself to meetings
- Repurpose content
- KnowYourMeme.org
- Create content on the fly





City of Reno Government

January 30

Watching some much needed snow blanket the #biggestlittlecity. Beautiful view from the 16th Floor conference room.



Like · Comment · Share

40 1 3

Jim Johns and 39 others like this.



Matt Sanchez Awesome 😊

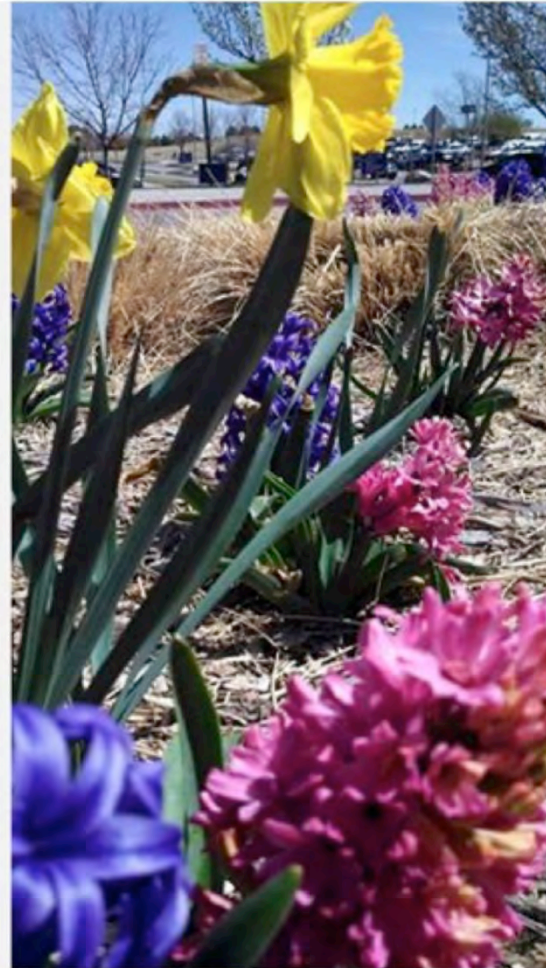
January 30 at 10:38am · Like · 2



Aurora, Colorado City Hall

April 11

Aurora sun invites springtime flowers! — in Aurora, CO.

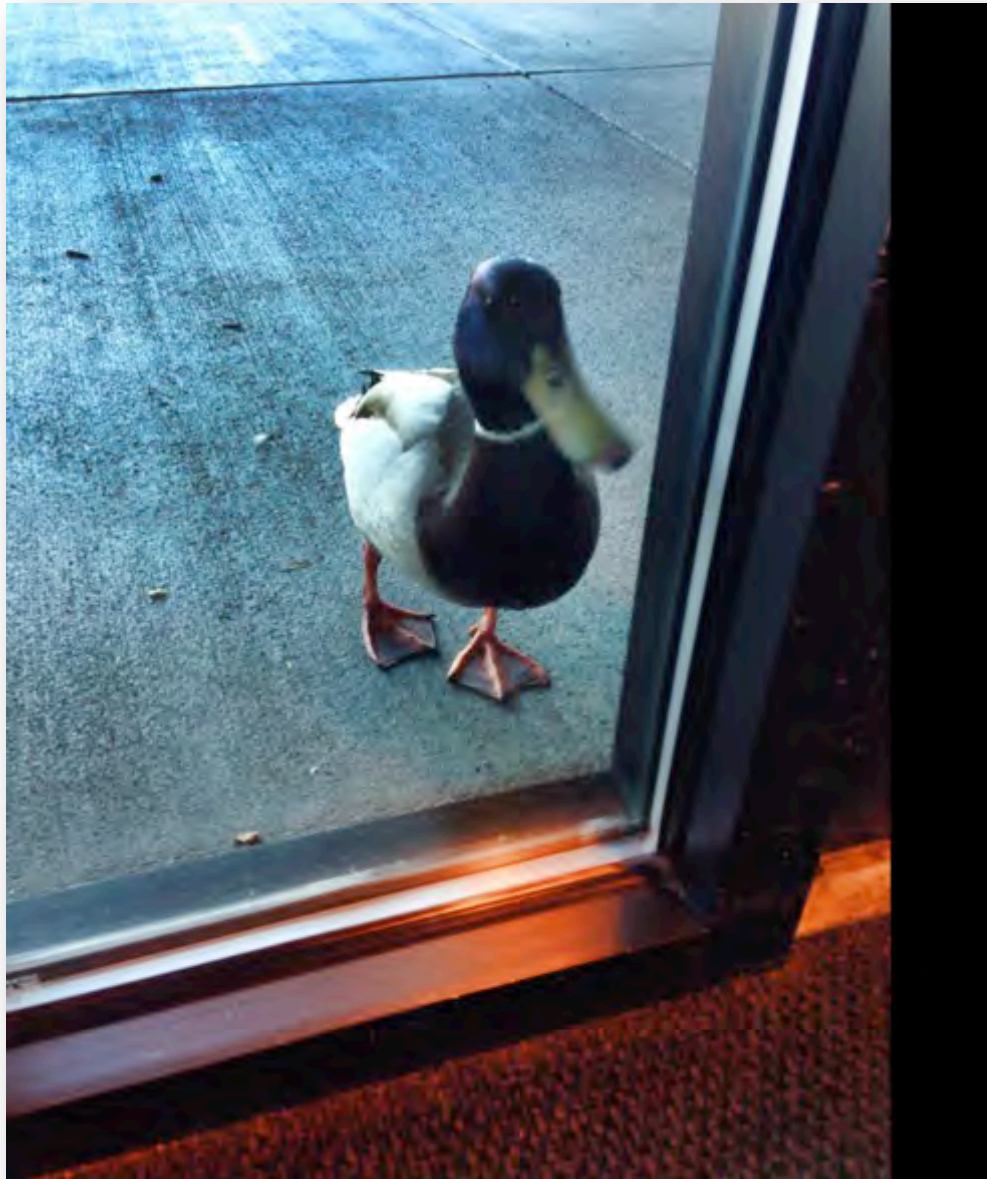


Like · Comment · Share · Assign To

1

47 people like this.

Too Comments



City of Bend, Oregon Government

Liked · May 2

We have a visitor at City Hall this morning. Looking for a permit to build a nest? Don't need one, Mr. Duck.

Like · Comment · Share

34 people like this.

1 share



Cindy Tisher Maybe he wants to do some volunteer work? Perhaps providing courier services?

Like · Reply · May 2 at 10:41 am



Write a comment...

Sponsored

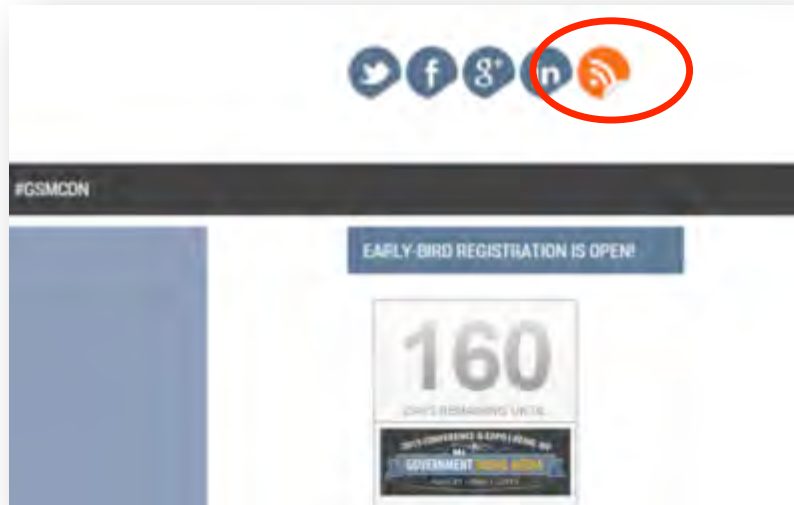
Create Ad

1 Month FREE

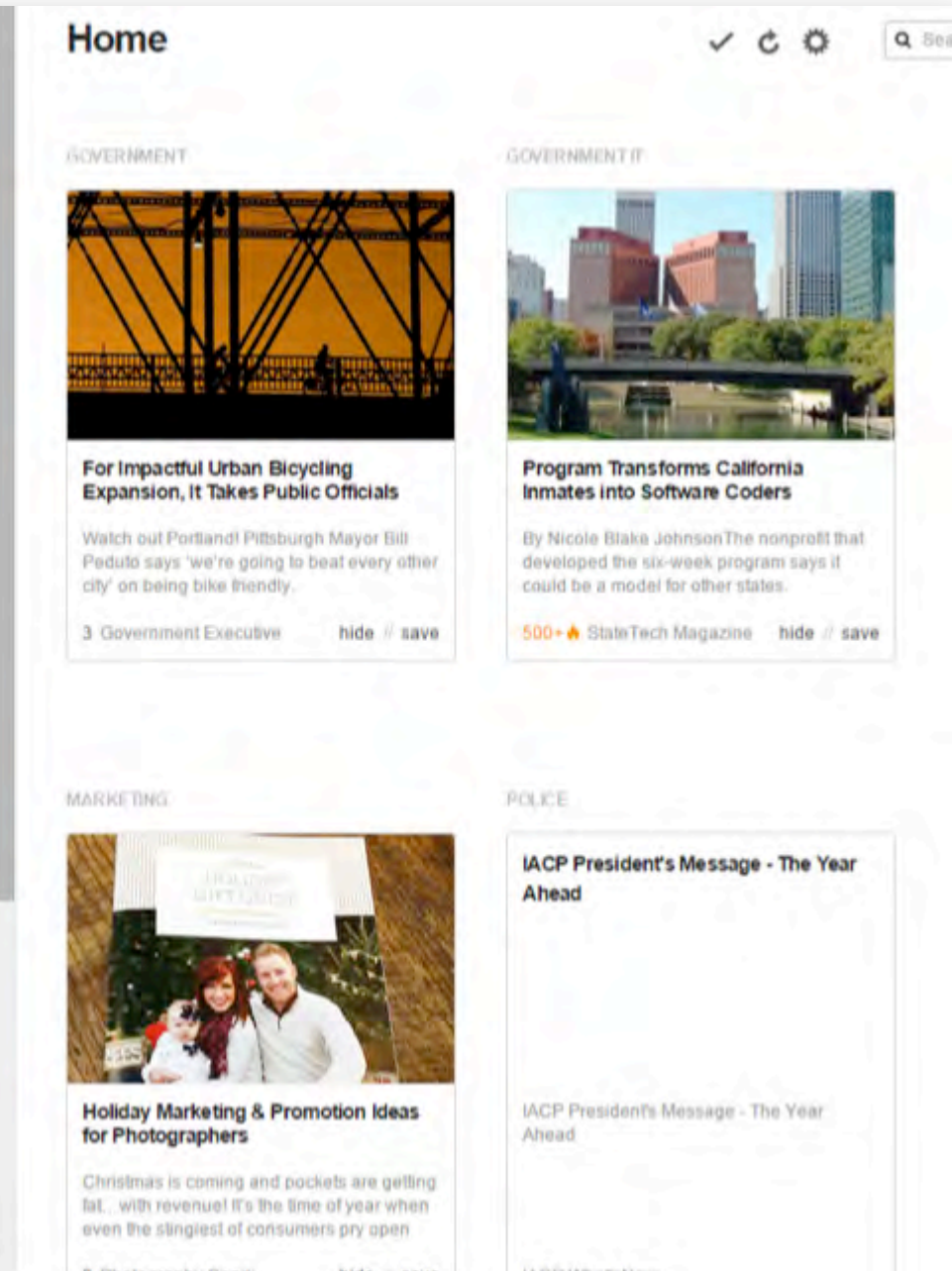
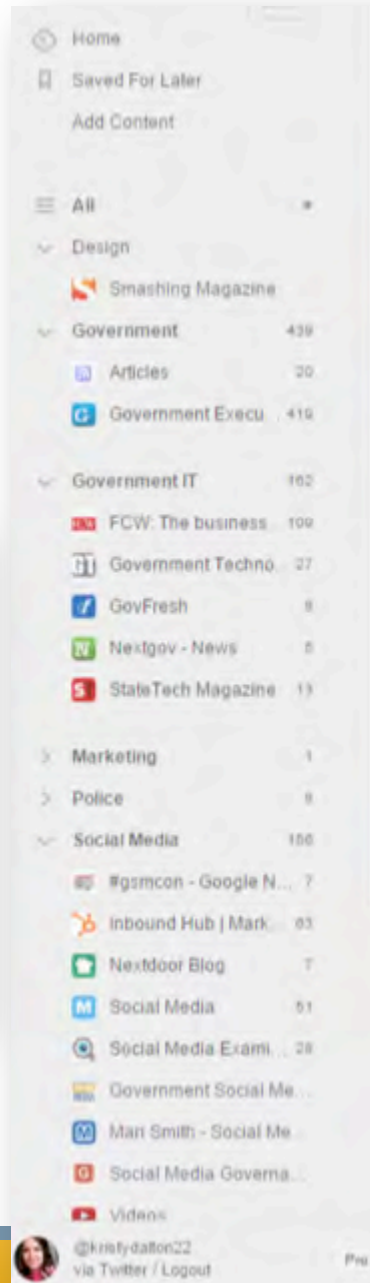
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GOVERNMENT
SOCIAL MEDIA





The screenshot shows the Buffer web interface. At the top left is the Buffer logo. To the right are links for "Business Plans", "Help", and "My Account". Below the logo is a navigation menu with "Accounts" (with a plus sign), "Content" (with a list icon), "Analytics" (with a bar chart icon), "Schedule" (with a calendar icon), and "Settings" (with a gear icon). The "Accounts" sidebar on the left lists several accounts: "kristydalton22" (Twitter), "Governme..." (Facebook Page), "Kristy Dalton" (LinkedIn), "Governme..." (Google+ Page), "Governme..." (Twitter), "GovGirl" (Google+ Page), "GovGirl" (Facebook Page), and "Governme..." (LinkedIn Company Page). The main content area is titled "Queue" and shows "Suggestions" (1), "Contributions", and "Feeds". A message says "Hey there! Looks like we have sent all of your updates. Share below!". Below this is a "Create a Group" section with a "Select None" button and a row of social media icons for the accounts listed in the sidebar. The text "What do you want to share?" is displayed below the icons. At the bottom right of the main area is a blue button labeled "POST TO QUEUE".



<http://GSMCON.com>

Q&A

Thank you!
Kristy Dalton

<http://GovernmentSocialMedia.com>
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