



Building a Social Media Policy



Presented by Lynn Kenyon
Session # 8



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Information Technology

Grand Prize - iPad Mini




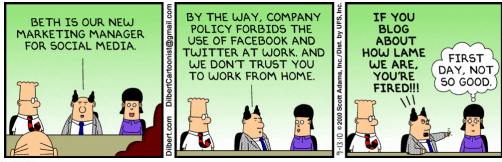
Don't forget to fill out your card!



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Why Have a Social Media Policy

- 2.38 billion Facebook users
- 330 million Twitter users
- Can be a double-edged sword
- Codify a clear policy for social media managers and directors



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Identify the Purpose and Goals

A tool to disseminate time critical information fast

- Do not “do” social media just to do social media
- State the goal of your social media presence
- Create boundaries of how social media is to be used
- Set a baseline for measuring success

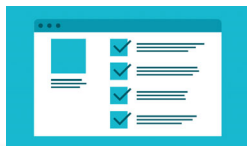


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Logistics

- Frequency of posting
- Professional tone – businesslike, courteous and civil
- Personal touch – signing post with signature to include name and contact information
- ADA compliance for electronic information



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Policy for Public Engagement

- Citizen Engagement
 - Interaction with citizens
 - Post comment policy
- Municipality Employee Engagement
 - “These statements are made on the behalf of the Municipality”
 - If response is longer than one sentence, provide a name and phone number
 - Media inquiries always referred to the Public Information Officer
 - Elected Officials - Public Record



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Saturday

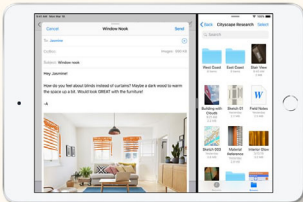
11:45 a.m. - Streamlining Business License Applications

1:10 p.m. – Text Messaging Archiving Basics / Smart Cities 101

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All day busy life

Less time, a punch

Touch ID fingerprint sensor

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