

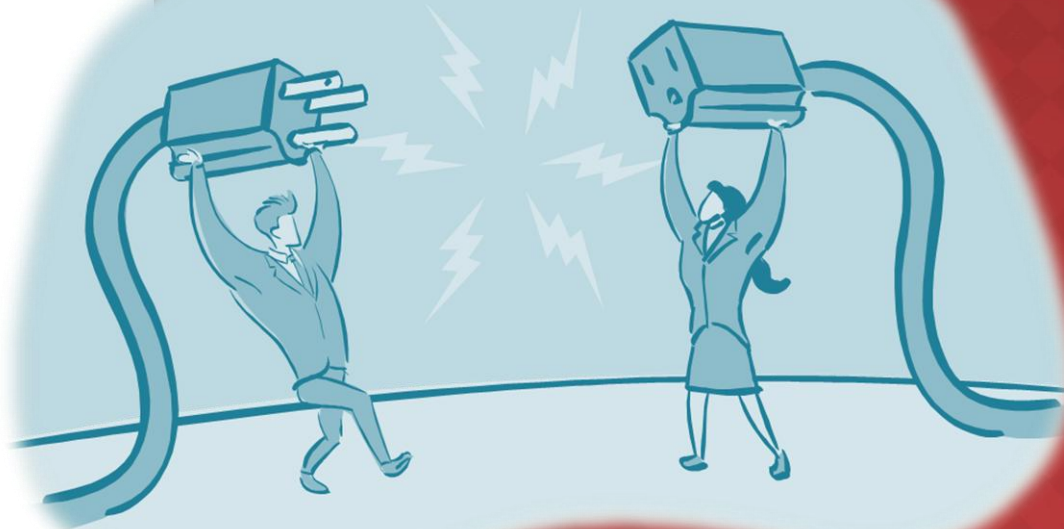


Overview

Technology in Communications

**Best Practices and Considerations for Government
and Social Media**

NEW MEDIA HAS THE SAME RULES OF OLD MEDIA



Goal
Audience
Message
Platforms
Metrics

*THE FORMER
SUCCESS METRIC FOR
SOCIAL MEDIA (SM)
WAS IF IT WAS USED.*



NGA @NGA_GEOINT

9 Oct

The "Goddess of GEOINT" Tish Long takes the stage [#GEOINT2012](#)
[#GEOINT](#)

Expand

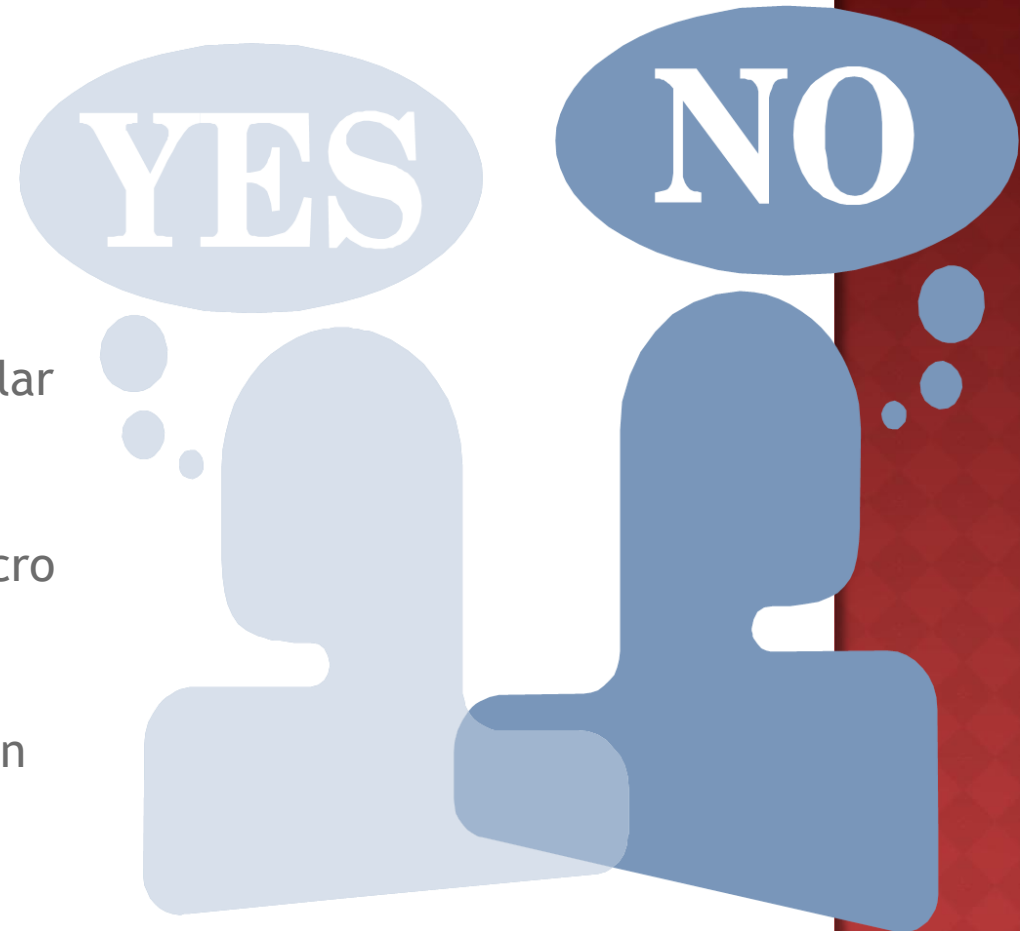
FIGURE OUT YOUR GOVERNMENT ORGANIZATION'S GOAL

- ◉ SM is more than a marketing tool
- ◉ Consider the **Social** aspect
- ◉ It is an extension of an organization's communications strategy
- ◉ It should become a significant part of any customer engagement strategy
- ◉ It can be used as a data gathering tool and feedback mechanism
- ◉ It can be employed to solve problems



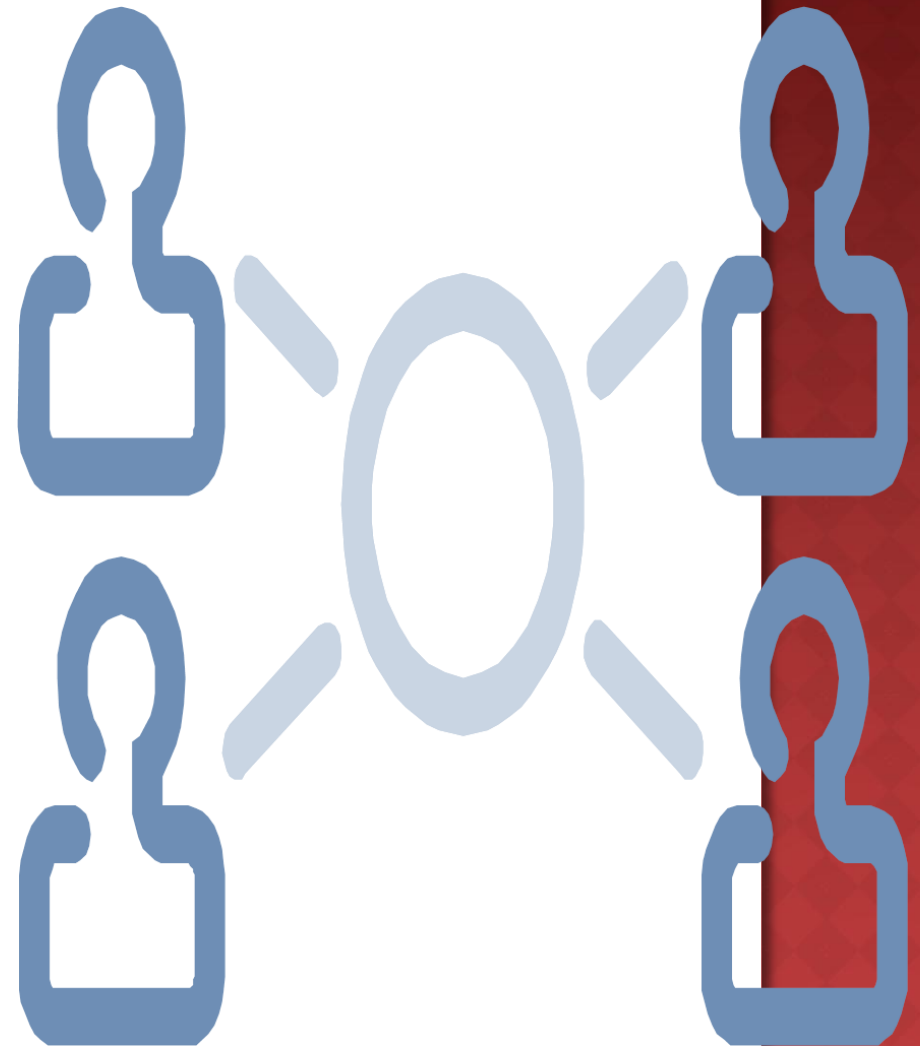
WHAT ARE THE NEEDS OF ORGANIZATION'S AUDIENCE?

- ◉ Think two-way communications
 - Do they need to ask questions?
 - Are they seeking support?
 - Can they be organized into a singular community?
 - Should they be segmented into micro communities?
 - How can you cultivate and maintain relationships?



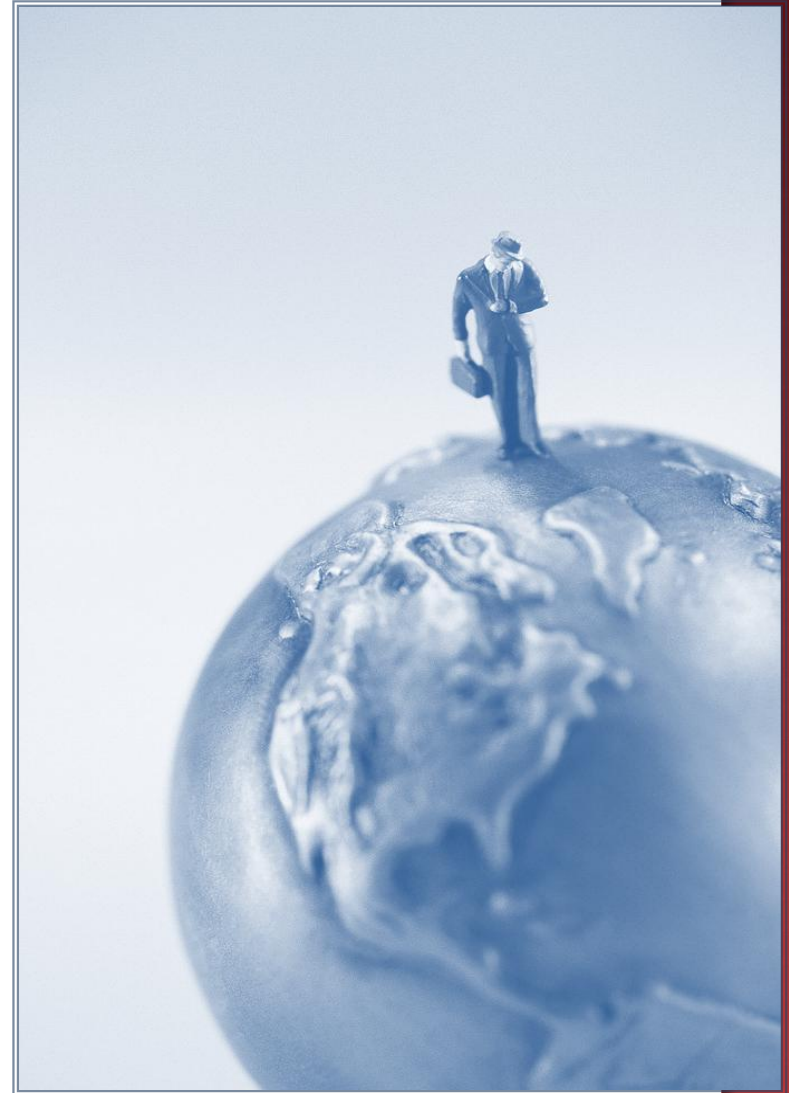
WHAT ARE YOU TELLING THEM?

- ◉ Are you arming your audience with the information they care about?
- ◉ Is everyone within the organization speaking with the same voice on SM?
- ◉ Do you engage regularly, not just when you have news to share?
- ◉ Do all of your platforms have similar content?
- ◉ Are you being cute or clever, which may not resonate with your office?



WHO IS TELLING THEM THE INFORMATION

- ◉ SM should not be regulated to an intern or a new hire
- ◉ Position your senior officials as advocates and subject matter experts around the community and with media
- ◉ Give customers and advocates a voice within your communications strategy as people prefer to get information from friends and family



WHAT ARE YOU DOING

- ◉ There is a descending order of reach:
 - Direct Mail
 - Website
 - Email
 - Facebook
 - Twitter
 - YouTube
 - The Rest: Pinterest, Tumblr, Flickr



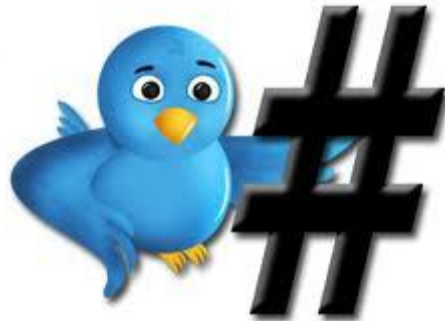
NEW TOOLS AREN'T ALWAYS THE BEST

- ◉ Pinterest lends itself best to organizations selling products or services, not government
 - Interior design
 - Cosmetics
 - Fashion
- ◉ Tumblr is a self-licking ice cream cone
 - Even the most-followed users have small followings
 - Curated information comes off as self-curated
- ◉ Text alerts
 - Extremely popular for critical information
 - Users predominantly like the service
- ◉ Pop-up ads
 - High click-through rate (50%)
 - Users hate it



HOWEVER, OLD STANDBYS AREN'T STATIC

- ◉ Websites should be mobile! Period.
- ◉ Facebook is now a public company and will start catering to paying organizations
- ◉ Consider developing a user agreement with the platform, instead of just starting a page on your own
- ◉ Include calls to actions within the platform:
 - Buttons to press
 - Hashtags to use
 - Opportunities to share



IS IT THE RIGHT PLATFORM?

- ◉ **Don't devote resources to platforms that your audience isn't following**
 - FEMA noticed Twitter was the most popular communication vehicle during Hurricane Irene
- ◉ **However, unpopular platforms can still hold value**
 - Google Plus doesn't have many users but having a page increases search engine optimization
- ◉ **Consider the information you are presenting**
 - Infographics and photos are better received on Facebook than Twitter
- ◉ **Don't let media influence joining a platform**
 - There were many news stories on the Presidential candidates' use of Spotify; however, there were less than 100K followers combined
- ◉ **Do you really need an application?**
 - A lot of organizations overload SM platforms, when they really need a comprehensive app

YOU CANNOT JUST JOIN SOCIAL MEDIA, YOU NEED A PLAN

- ◉ **Know what you will discuss**

- Does the audience care about day to day operations
- Or is the audience just seeking services or support

- ◉ **Develop and execute a policy on response**

- Set timelines, such as 2 hours during a workday and 24 hours on the weekend

- ◉ **Ensure the social media team is in the know**

- In crisis situations, they should be part of the communications strategy
- Products and services should be available on social media platforms
- NYC tweeted forms to request emergency assistance after Hurricane Sandy
- USGS has products available for first responders in their app

- ◉ **Commit to real-time communications**

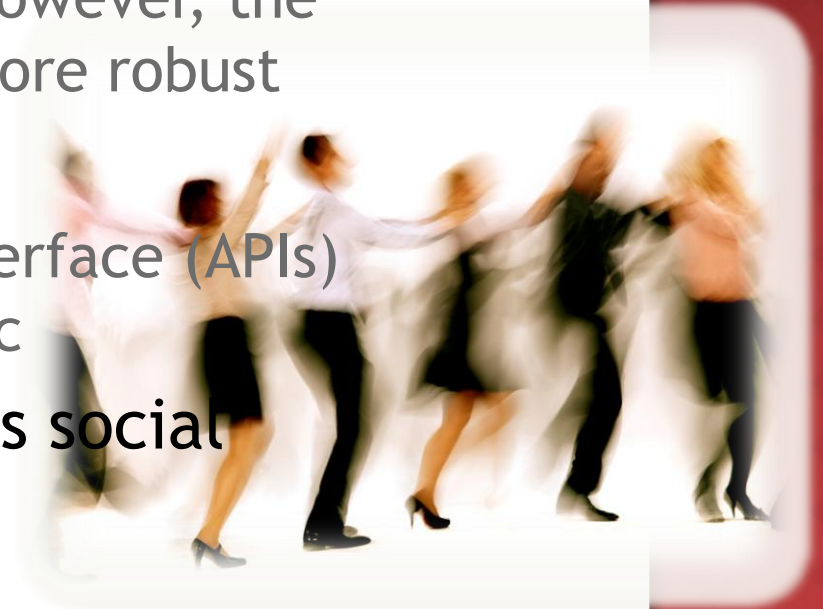
- The Governor of Maryland tweeted Maryland's polling guidance to preempt questions

UNDERSTAND FULLY THE RETURN OF INVESTMENT AND REACH

- ◎ **NO ONE CARES ABOUT IMPRESSIONS OR FOLLOWER COUNTS ANYMORE**
- ◎ **Determine the cost per acquisition**
 - Employing a full-time SM manager for 1K followers may not be the best investment
- ◎ **Think beyond information dissemination but what does it alleviate**
 - Dept of State's FB costs \$1 per question asked vs. \$7 per 800 number call
 - Transparency can lead to a drop in FOIA requests
- ◎ **How many clicks were productive**
 - Many click-throughs are accidental, how many actually took the action you ultimately wanted
- ◎ **You don't need fancy data aggregators**
 - Most organizations SM presence can be easily tracked through Google Analytics or Lexis Nexis

SEEK A COMMUNITY

- ◉ Register your government sites on GSA's directory of official federal government social media pages
- ◉ Join a community of practice to learn what other federal, state organizations are doing
 - USGS has a similar mission as NGA; however, the social media strategy is extremely more robust
- ◉ Share the wealth
 - Provide Application Programming Interface (APIs) and open source code with the public
- ◉ Like and share other organization's social media pages



QUESTIONS?