

SOCIAL MEDIA & PUBLIC ENGAGEMENT BEST PRACTICES FOR LOCAL GOVERNMENTS

THURSDAY, OCTOBER 13, 2022 | 10:00 AM – 11:30 AM

HOSTED BY:



IN PARTNERSHIP WITH:



TRIPEPI SMITH
marketing • technology • public affairs

THANK YOU FOR JOINING US!



Host & Moderator

MELISSA KUEHNE
Senior Program Manager
Institute for Local Government



WEBINAR OVERVIEW

Welcome

Social Media Trends and High-Level Best Practices

City of Paramount Social Media Strategies

Lessons Learned from Placer County

Panel Discussion

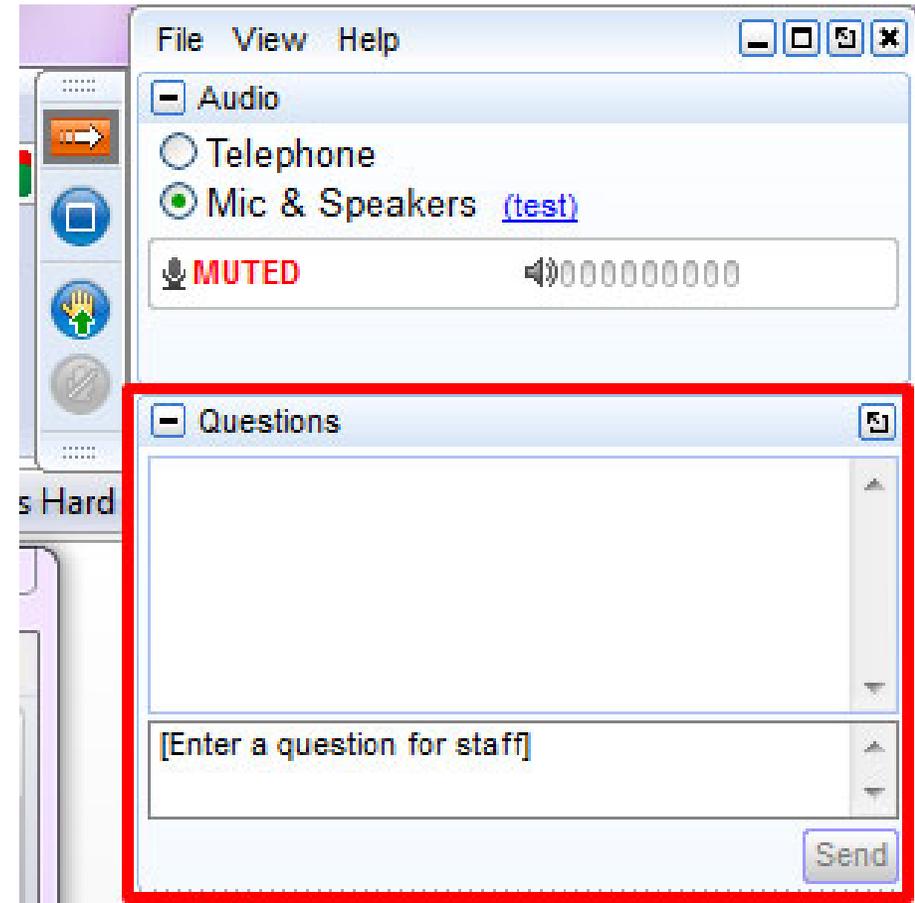
Audience Q&A

Wrap Up & Adjourn

We welcome your written questions and comments in the question box throughout the webinar

HOW TO ASK A QUESTION DURING THE WEBINAR

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



ABOUT ILG



NON-PROFIT, NON-PARTISAN AND HERE TO HELP

- The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

ILG'S PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity**, **increase capacity & build trust** in their communities

TODAY'S PRESENTERS



JON BARILONE
Principal
Tripepi Smith



ANDREW VIALPANDO
Assistant City Manager
City of Paramount



WENDY WILLIAMS
Director of Communications
and Public Affairs
County of Placer

INSTANT POLLING

Who is in the room...

- What type of agency are you with?
- What part of the state are you from?

INSTANT POLLING

About social media...

- How many total social media sites does your agency have?
- Which major social network do you believe is the most important for your agency's communication goals?
- Does your agency have a TikTok account?
- When was the last time your agency “boosted” a post on Facebook and/or Instagram?

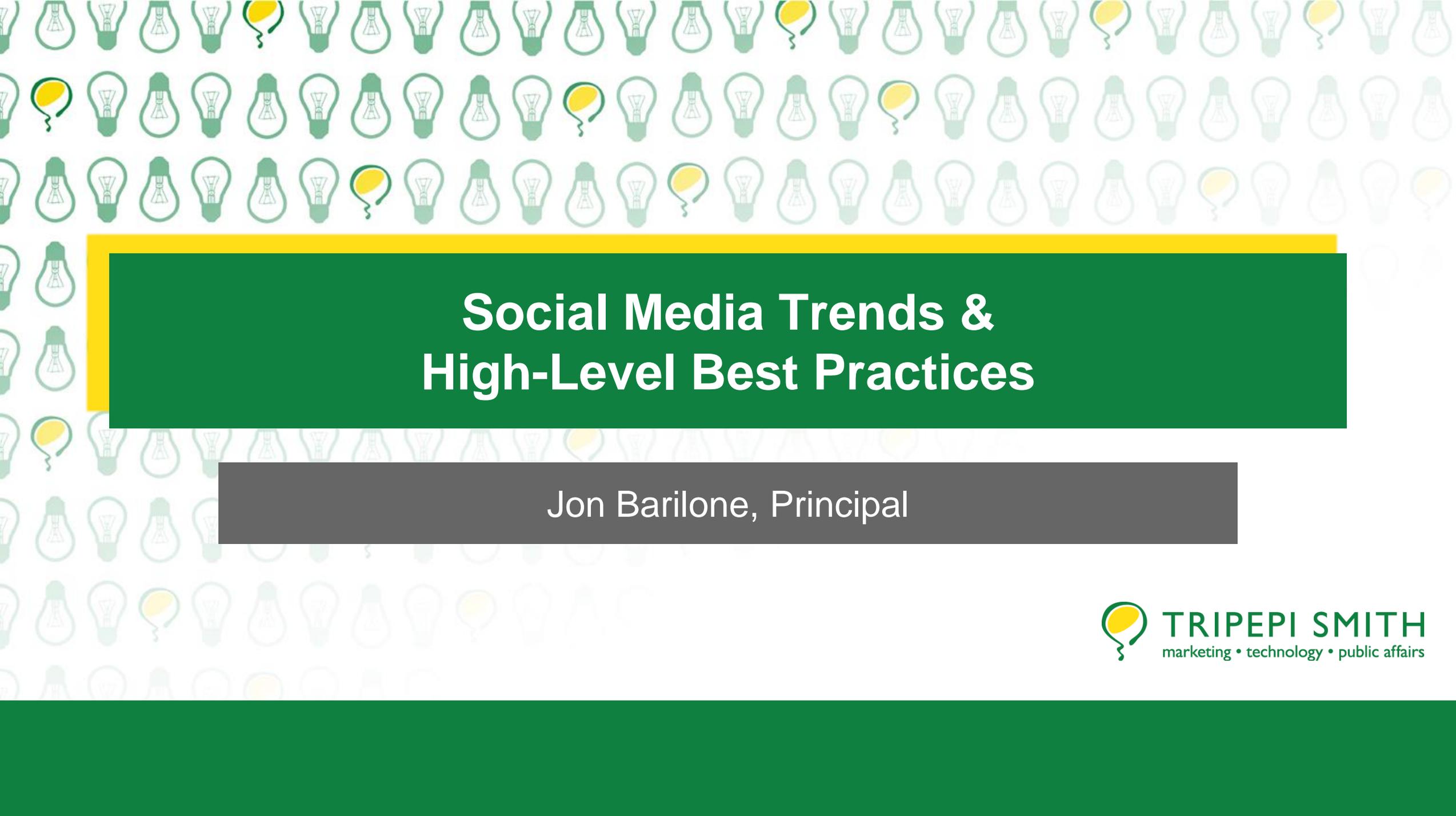


JON BARILONE

Principal

Tripepi Smith





Social Media Trends & High-Level Best Practices

Jon Barilone, Principal



TRIPEPI SMITH
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How Agencies Are Using Social Media

City of East Grand Rapids
February 27 at 3:27 PM · 🌐

As we all know, East Grand Rapids is known for being a walking community, so today we're experiencing first hand what it's like to plow EGR sidewalks.

Watch this video with your friends [Start Watch Party](#)

👍❤️👹 21 3 Comments 3 Shares 1K Views

👍 Like 💬 Comment ➦ Share

Most Relevant

Write a comment... 🗨️ 📷 📄 🗑️

Has EGR ever considered a brush attachment? I can think of a bunch of great reasons why it might not work, but I notice how many of our residents, in the neighborhoods, and in Gas Light Village have taken to the streets because the margin of snow left behind gets trampled into ice. I always clear my sidewalk after the plow has gone through just so the kids feel a little safer getting to school and back.

Thanks for all the hard work!

Like · Reply · 1d 👍 2

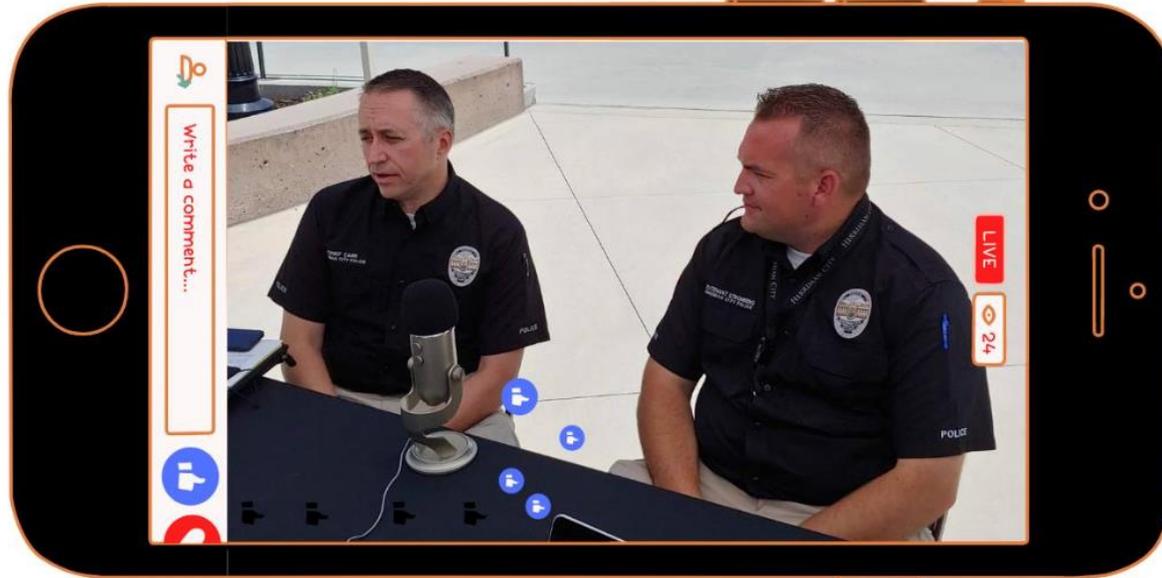
City of East Grand Rapids Hi [redacted], thanks for your comment. The City currently utilizes utility vehicles with broom, blower and plow attachments to clear snow from sidewalks. Because each winter weather event is different, the City has these different snow removal attachments to match the appropriate removal equipment with the winter weather that occurs. Unfortunately, residual snow is present on streets and sidewalks after plowing because there is no equipment available that can remove all snow or ice. Our Public Works team has reviewed several different options and has determined that our current method is still the most effective way to plow our City's sidewalks. We continue to explore our options as new technology becomes available.

Like · Reply · 21h 👍 1

👉 View more replies

How Agencies Are Using Social Media

CHAT WITH THE CHIEF



JOIN THE Q&A CONVERSATION WITH CHIEF CARR



**HERRIMAN CITY
POLICE**



LIVE



**INSTITUTE FOR
LOCAL GOVERNMENTSM**

Promoting Good Government at the Local Level



TRIPEPI SMITH

How Agencies Are Using Social Media



US Social Network User Growth, by Platform, 2020 & 2021

% change

	2020	2021
TikTok	87.1%	18.3%
Reddit*	25.9%	14.4%
Pinterest	7.8%	3.1%
LinkedIn**	6.2%	4.2%
Instagram	6.2%	3.7%
Snapchat***	4.0%	2.6%
Twitter	4.0%	0.2%
Facebook	3.3%	0.8%

*Note: internet users of any age who access their account via any device at least once per month; *logged-in users; **internet users 18+ who access their LinkedIn account via any device at least once per month; ***mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month*

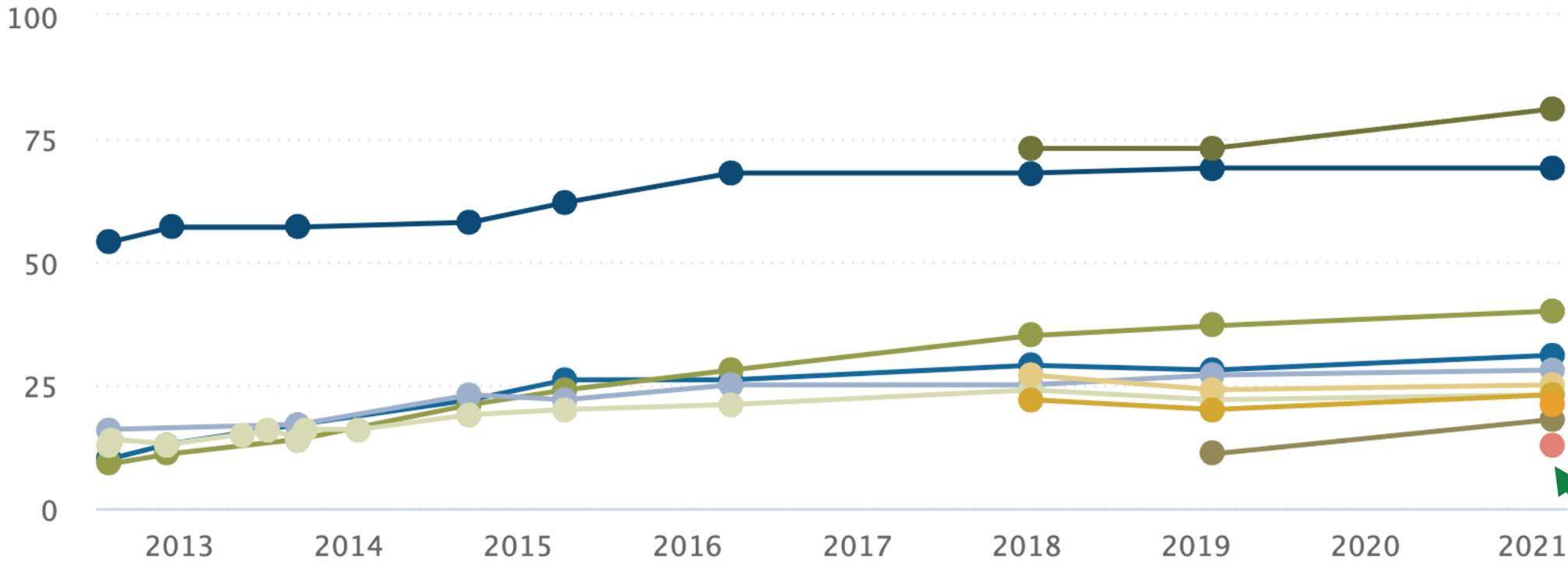
Source: eMarketer, April 2021

266084

eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

Current Trends: What Do Adults Use?

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



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

● Facebook ● Pinterest ● Instagram ● LinkedIn ● Twitter
● Snapchat ● YouTube ● WhatsApp ● Reddit ● TikTok
● Nextdoor

Current Trends: Pay to Play

Content x Distribution = Impact

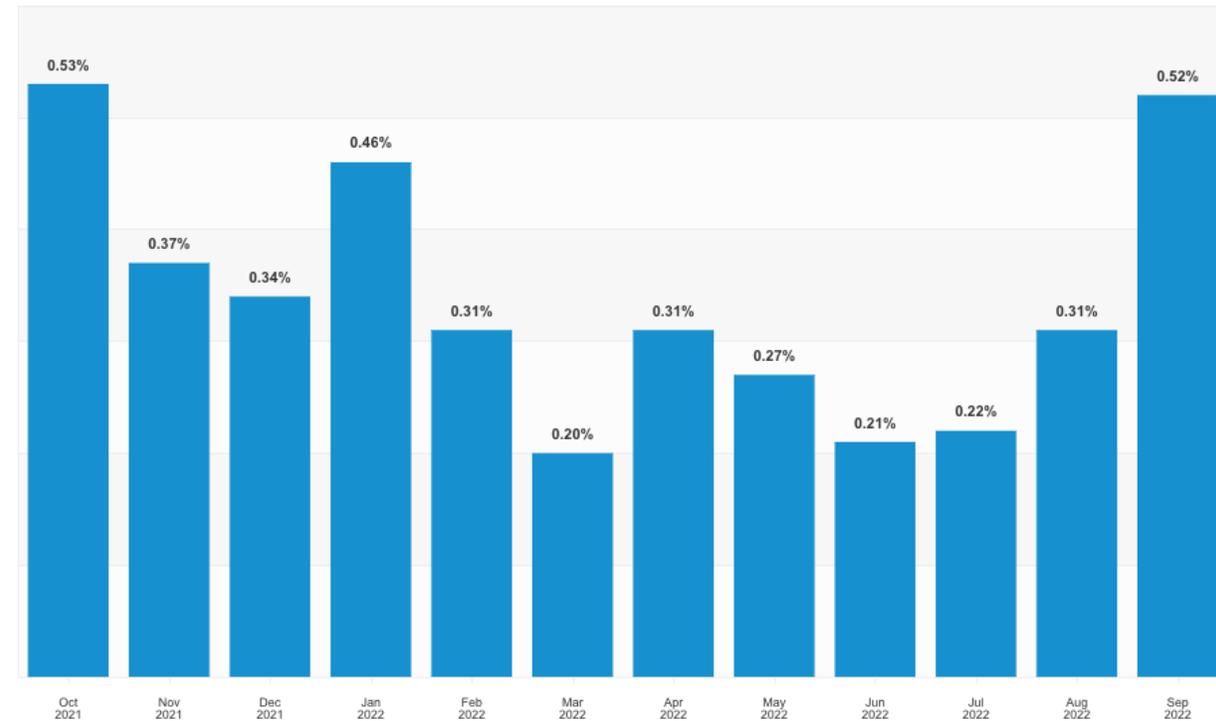
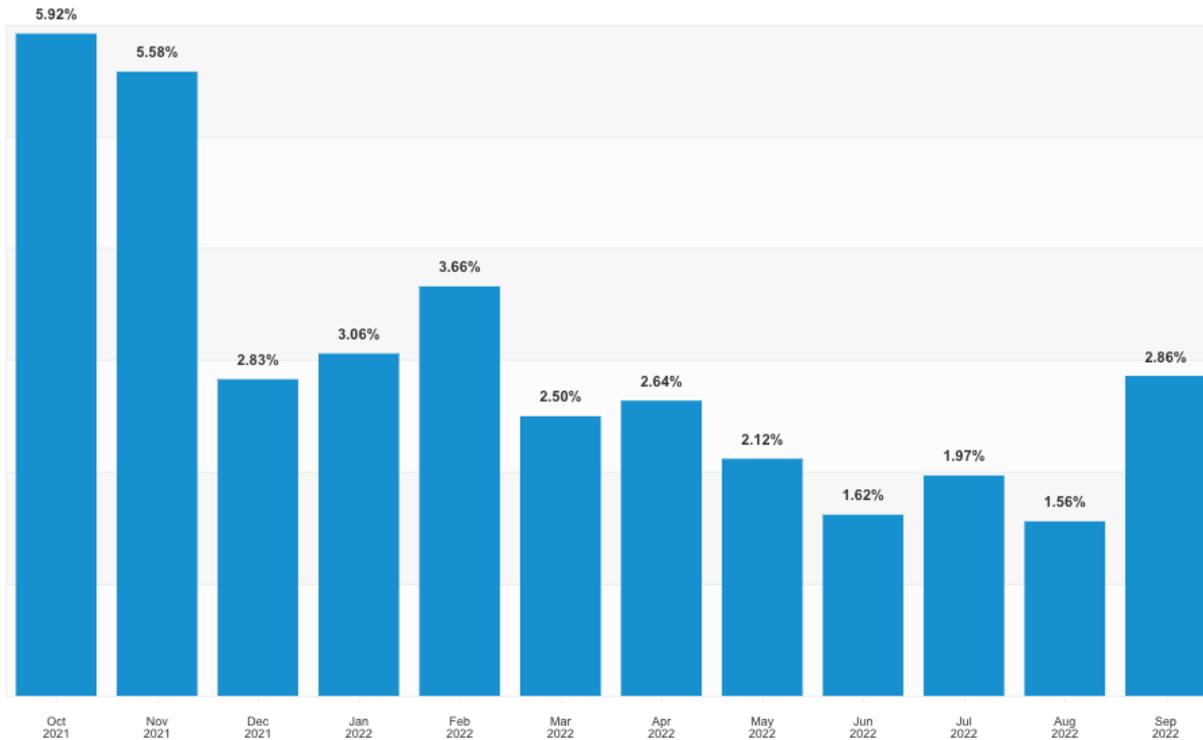


Current Trends: Pay to Play

Average Facebook Page
post Reach: 2.86%

FB logo

Average Facebook Page
post Engagement: 0.52%



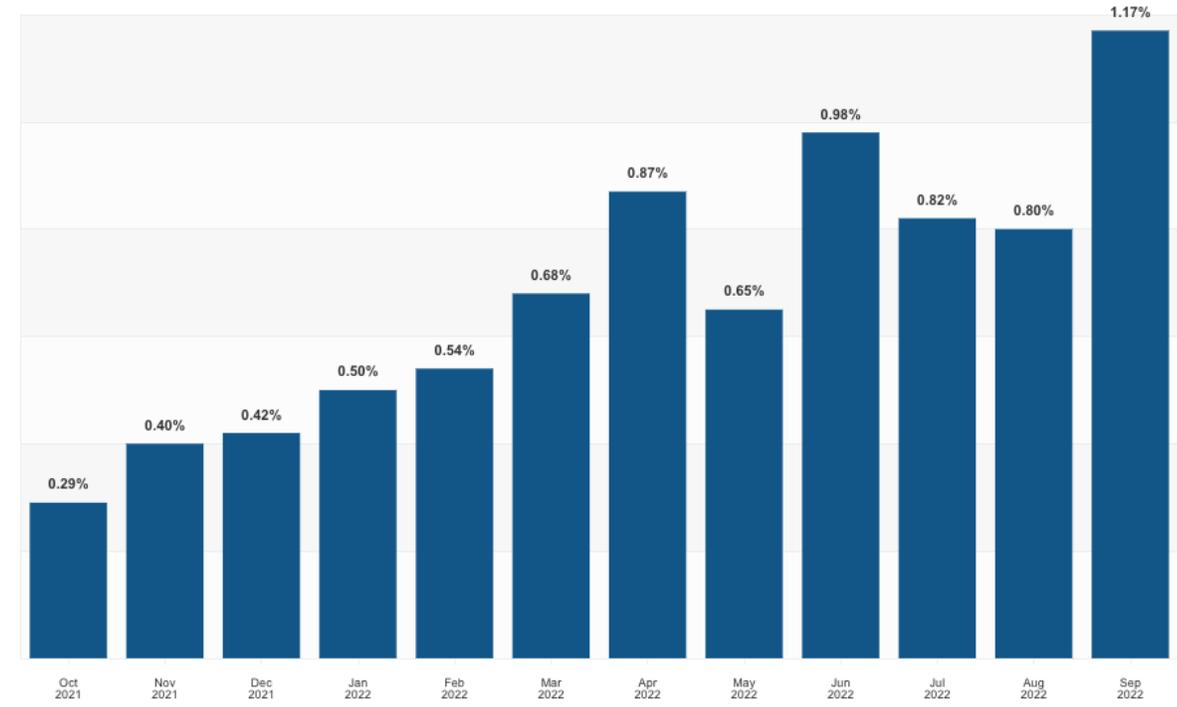
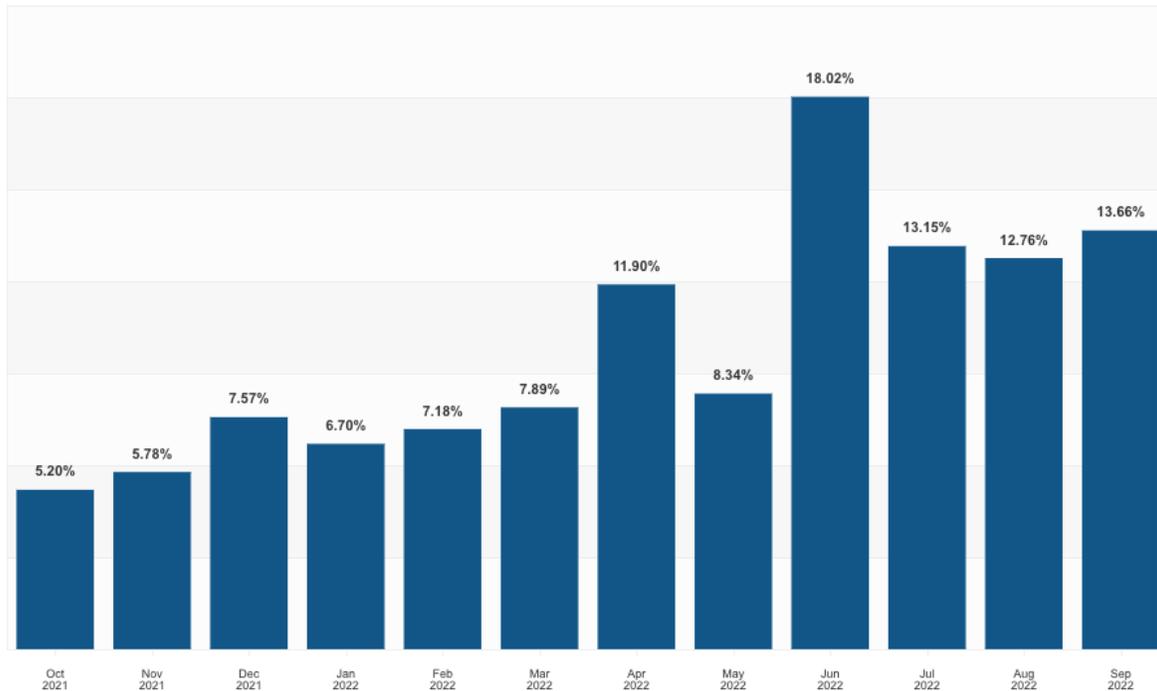
286 out of 10,000 Followers will see; 52 will engage

Current Trends: Pay to Play

Average Instagram
post Reach: 13.66%

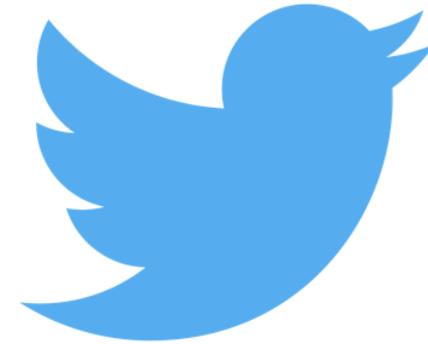
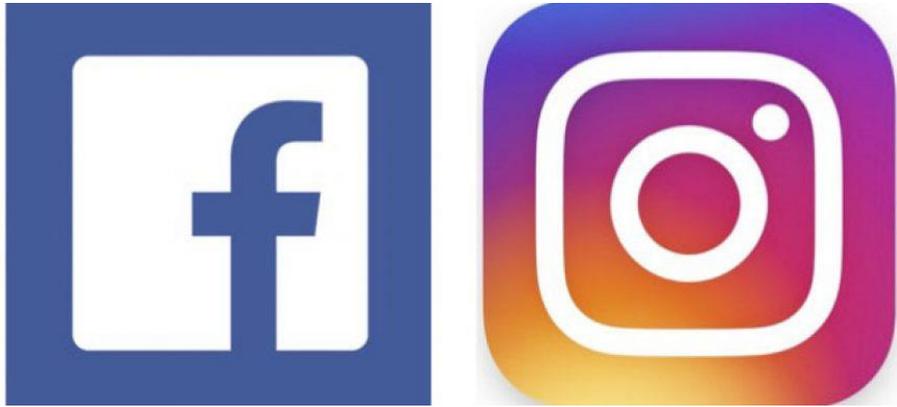
IG logo

Average Instagram
post Engagement: 1.17%



1,336 out of 10,000 Followers will see; 117 will engage

Current Trends: Pay to Play



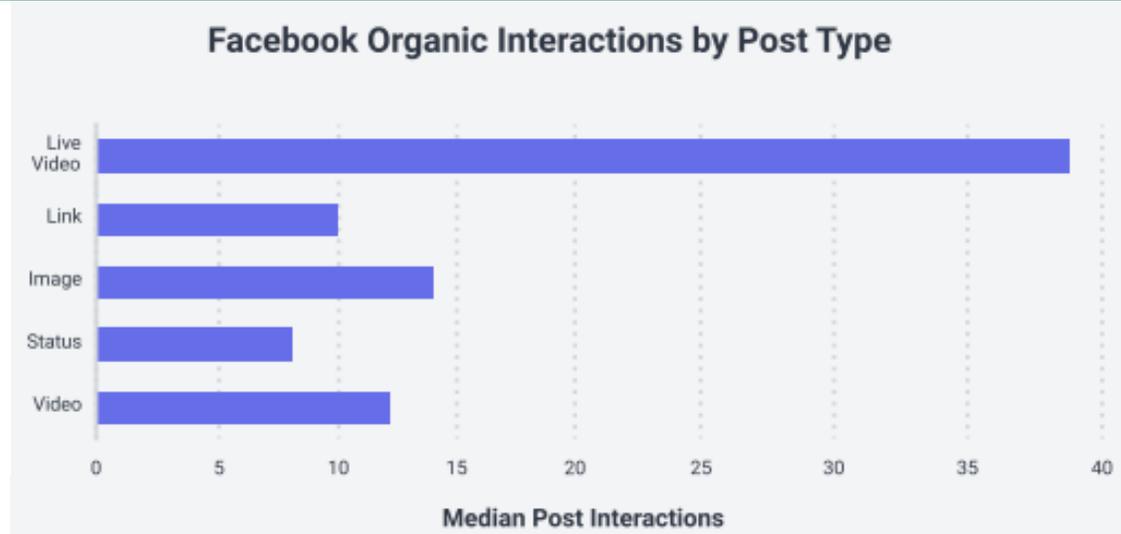
Best Practice: Video, Video, Video

New Report Finds Social Media Video Now Sees as Much Consumption Time as Traditional TV

Published Jan. 4, 2022

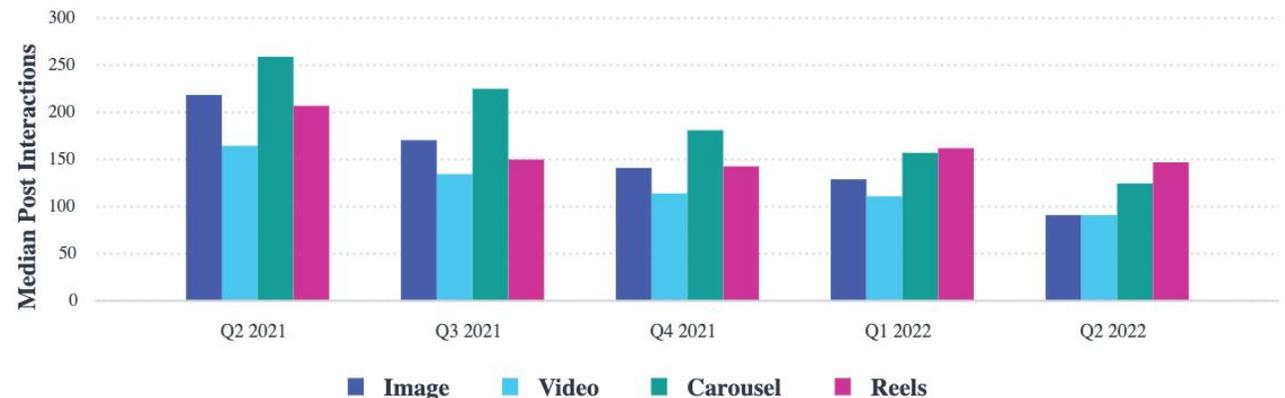
Meta announced during its Q1 2022 earnings call that Reels, its short-form video feature and TikTok rival, now makes up more than 20% of the time that people spend on Instagram. The company also noted that video, overall, makes up 50% of the time that users spend on Facebook.

Although Meta didn't specify how much of that time is made up by Reels, it noted that Reels are performing well on Facebook as well.

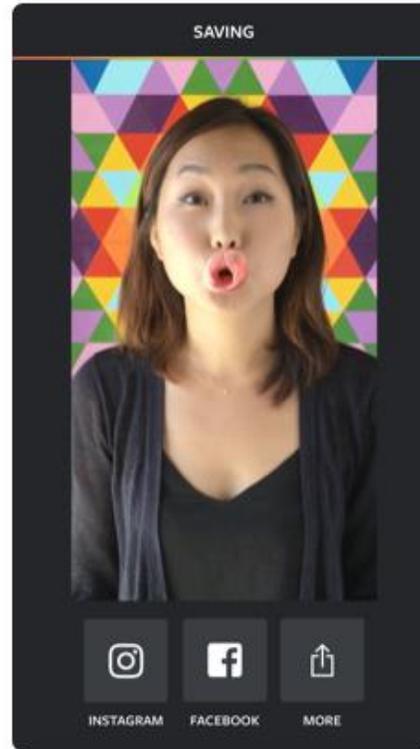
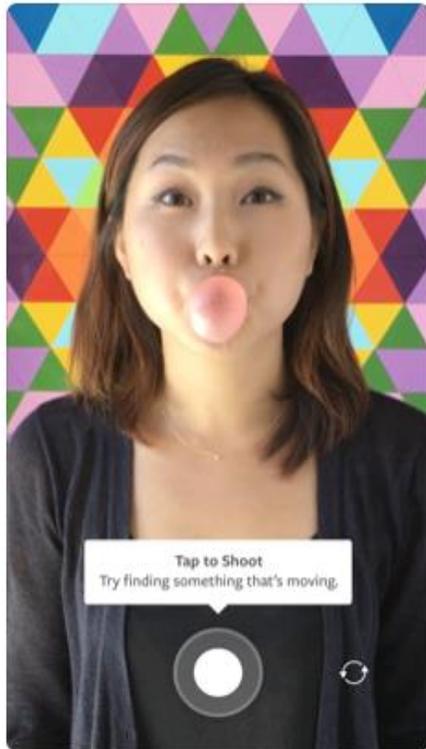


Evolution of Median Posts Interactions

Brands may want to publish Reels more often



Best Practice: Interesting Video



Best Practice: High-Quality Video

*They say:
“The best camera
is the one
you have with you.”*

(But if you have access to a professional video camera and/or drone, even better!)



Best Practice: “Digital Governance” Check-up



[https://TripepiSmith.com/
Digital-Governance](https://TripepiSmith.com/Digital-Governance)

A Quick Digital Governance Health Check

Take this short quiz to learn whether your social media "digital governance" is mature, chaotic, or just needs some more work/information.

Who determines the direction for using digital assets to meet your agency goals?

- The City Manager
- The PIO / Communications Team
- Other department/division
- I don't know
- It's not defined

Who controls the passwords/login info for all City-owned social media sites?

- The IT Department
- The PIO / Communications Team
- Individual social media managers
- I don't know
- It's not defined

Do you have a documented social media strategy that all social media managers can follow?

- Yes
- It's in progress
- I don't know
- No



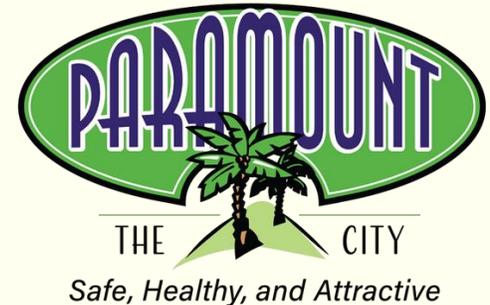
ANDREW VIALPANDO
Assistant City Manager
City of Paramount



CITY OF PARAMOUNT

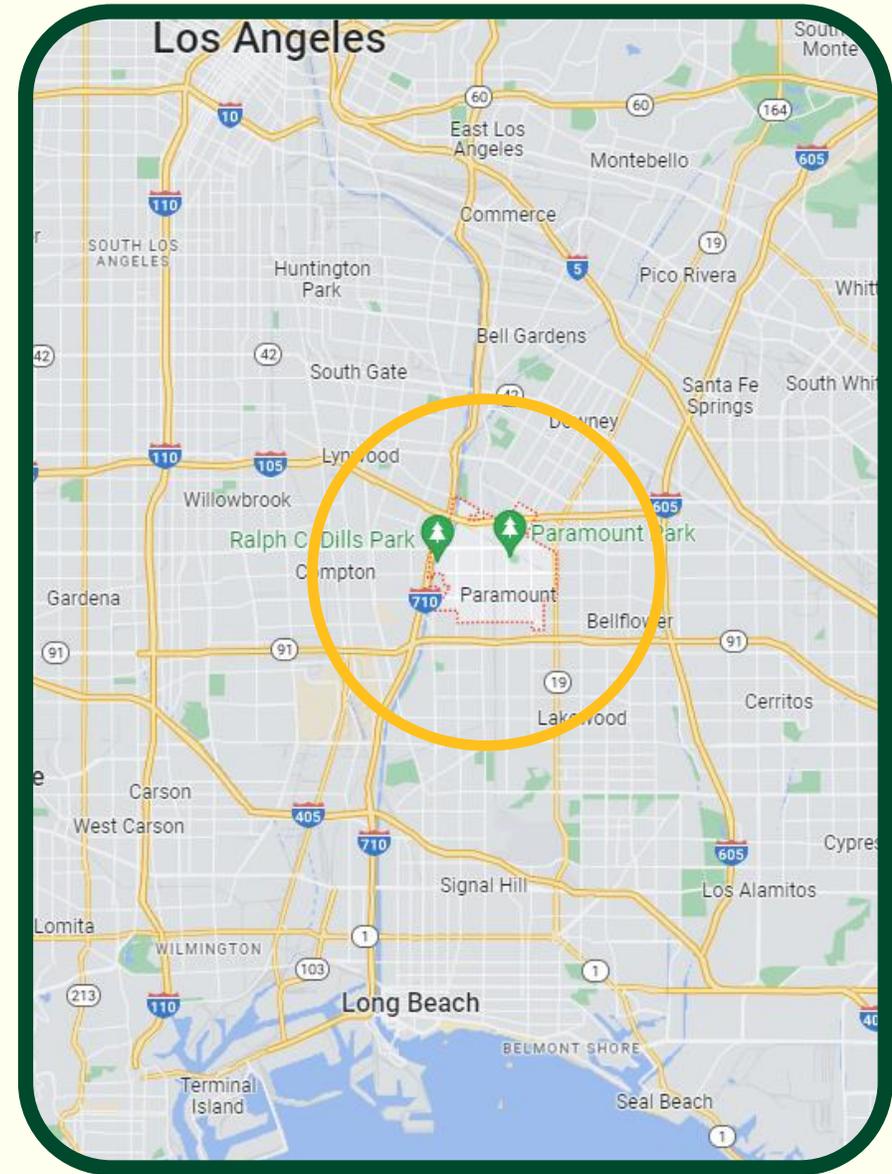
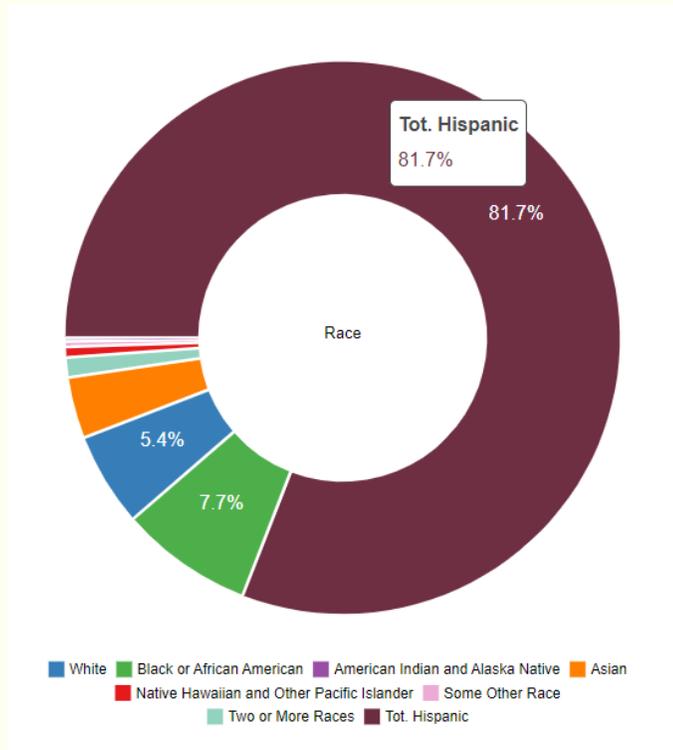
Social Media Strategies

Andrew Vialpando
Assistant City Manager



About Paramount

- 4.6 sq miles
- Gateway Cities region, Southeast Los Angeles
- Predominately Hispanic or Latino Community
- About 53,000 Residents



Who We Are

- One of first all-female City Councils in State
- Six departments
 - **90 Full-time employees**
 - **175-200 Part-time employees**
- Community Engagement and Information
 - **One full-time PIO**
 - **Two part-time Communications Specialists**
- Issues we face
 - Regional Air Quality
 - Homelessness
 - Street takeovers
 - Economic Development



Strategies & Practices

- ❖ More Proactive Engagement and Monitoring
 - In addition to Content Creation
- ❖ More Facebook Live and videos
- ❖ Draw on strengths
- ❖ Keep it simple, avoid content overload
- ❖ Prioritize responding to misinformation
- ❖ Engage with influencers



Facebook Posts



Insights

Last 28 days

Reach

The number of people who saw any of your posts at least once.

Engagement

The number of reactions, comments, shares and clicks on your posts.

Followers

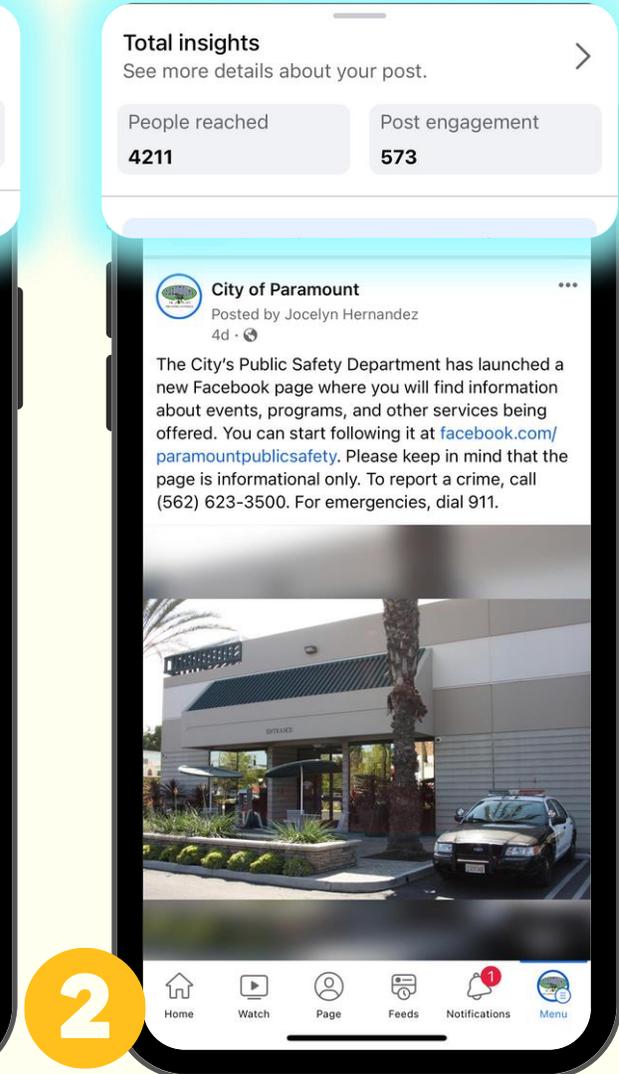
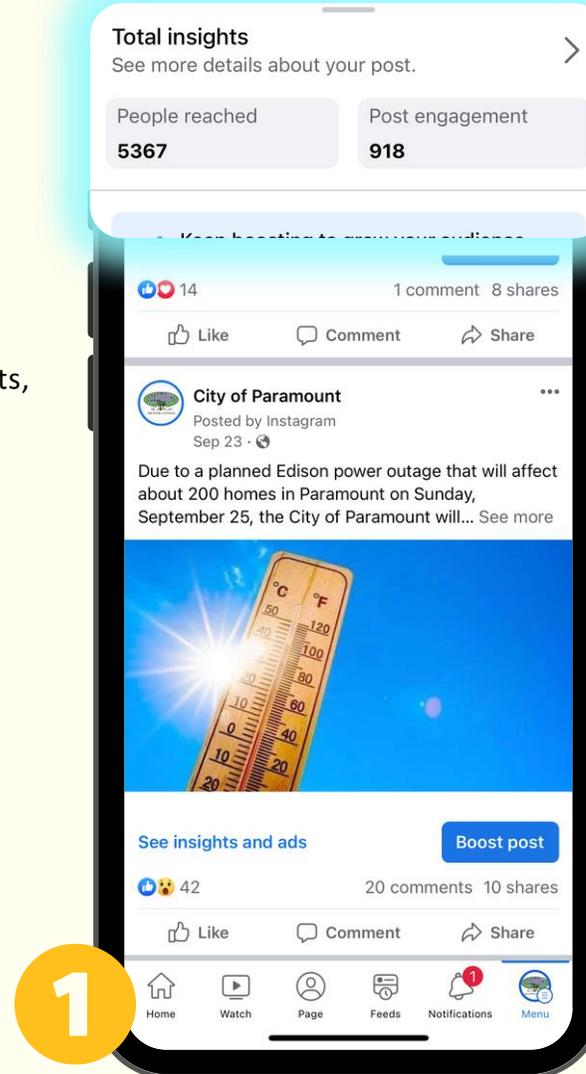
8.1K

Reach

20,547

Engagement

9,737



Instagram Posts



Insights
Last 30 days

Followers

11K

Reach

19.2K

Engagement

2,738

Top Performing Posts

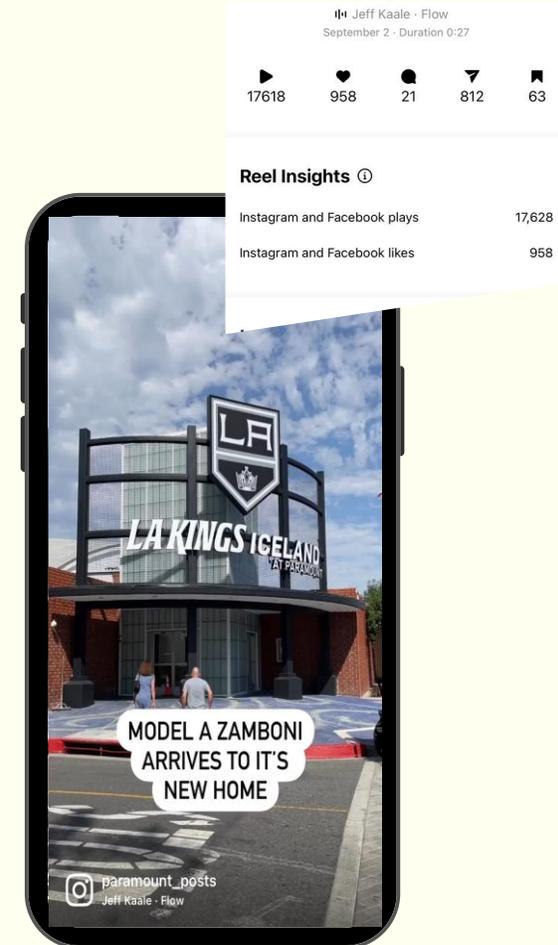
Last 2 Years



1



2



3



Creative Content



Post insights



September 28 at 5:24 PM

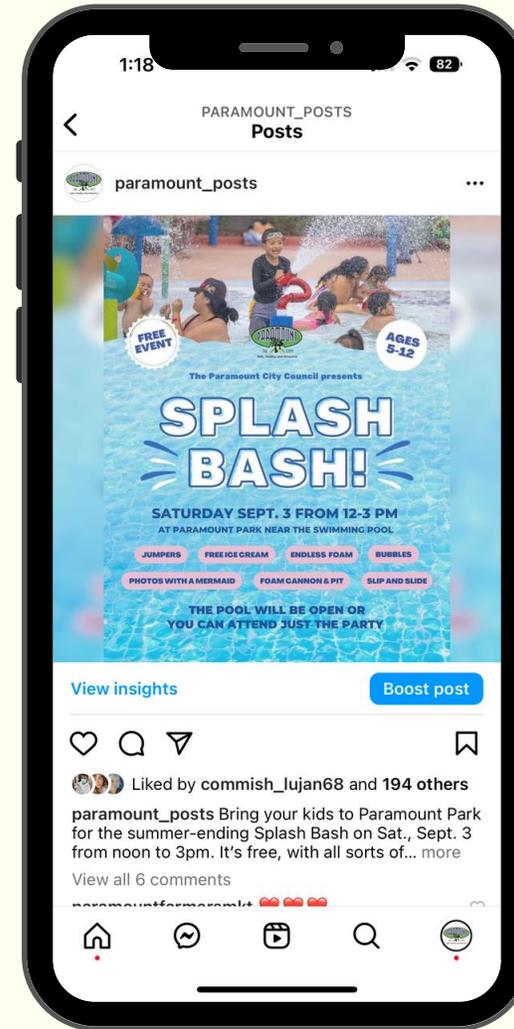
319 9 137 57

Overview ⓘ

Accounts reached	6,259
Accounts engaged	408
Profile activity	163

Reach ⓘ

6,259
Accounts reached



Post insights



August 25 at 11:12 AM

195 6 152 45

Overview ⓘ

Accounts reached	5,497
Accounts engaged	270
Profile activity	81

Reach ⓘ

5,497
Accounts reached



Creative Content



Reel insights



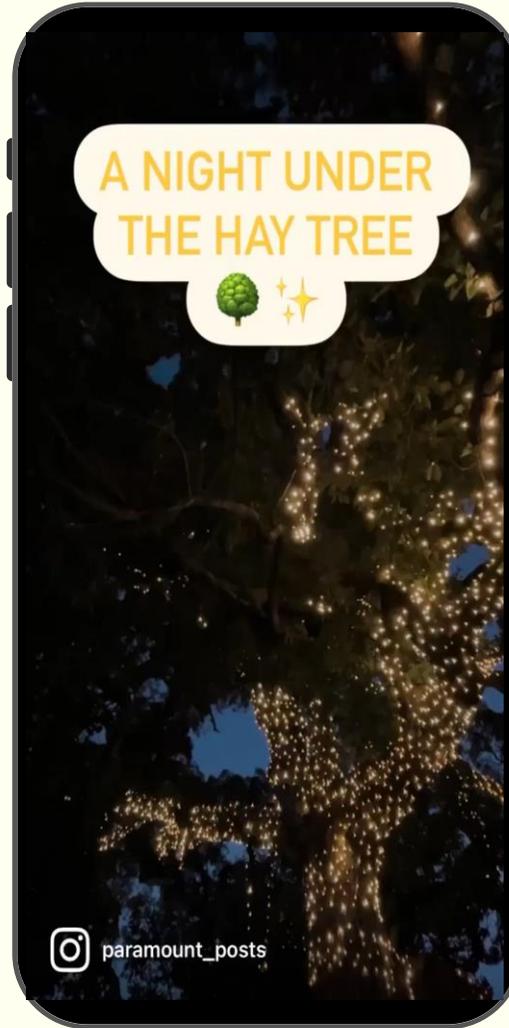
****UPDATE: Due to overwhelming demand for thi...**

🎵 Earth, Wind & Fire · Let's Groove
September 29 · Duration 0:57

▶ 8611 ❤️ 383 💬 8 📌 201 📄 39

Reel Insights ⓘ

Instagram and Facebook plays	8,613
Instagram and Facebook likes	383



Reel insights



A Night Under the Hay Tree: featuring German mu...

🎵 Ernst Peter and his Bavarian Band · ... 🌤️ Cloudy
September 23 · Duration 0:36

▶ 4814 ❤️ 151 💬 1 📌 42 📄 7

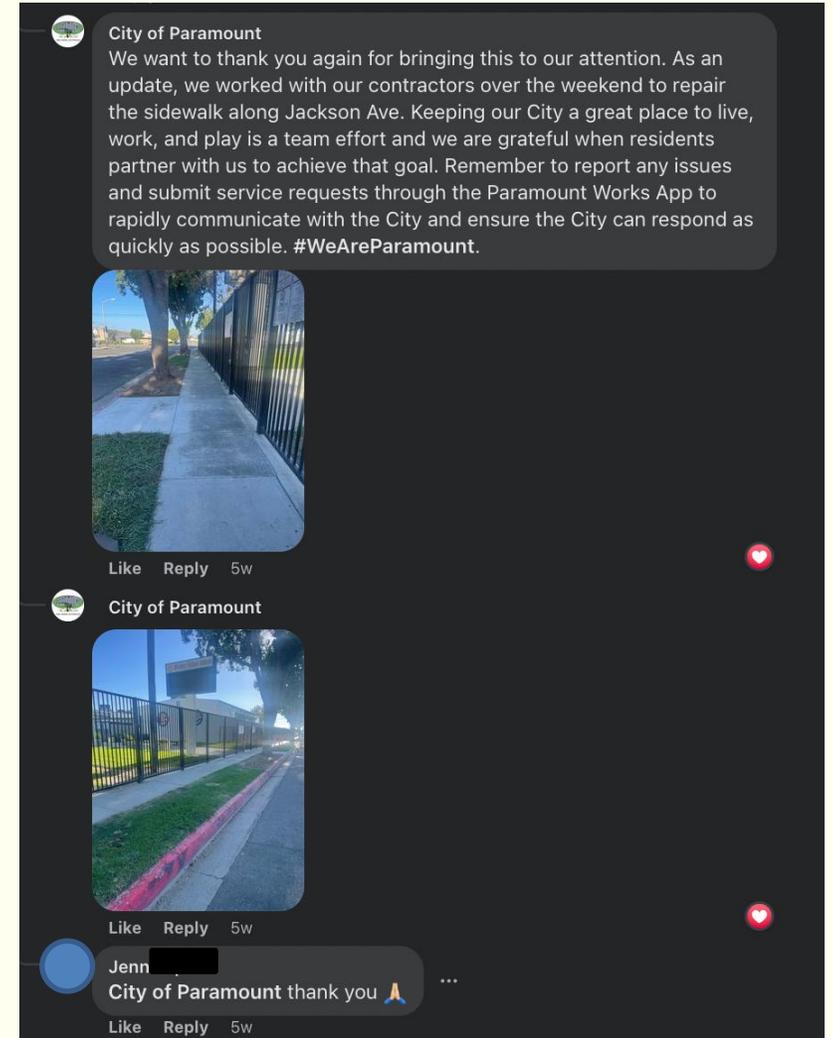
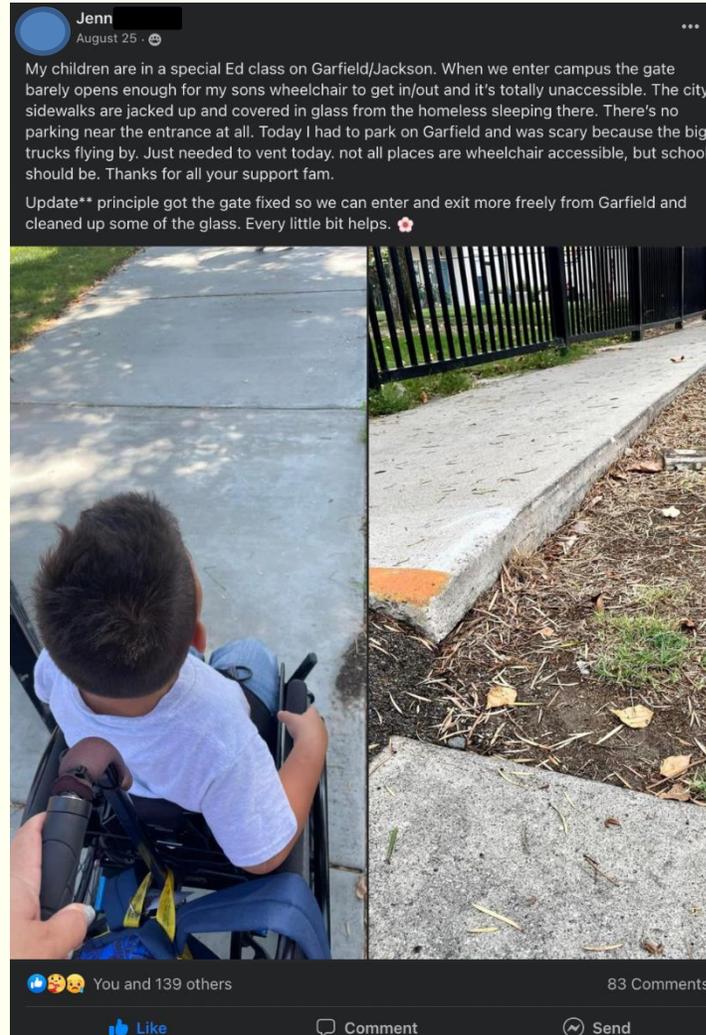
Reel Insights ⓘ

Instagram and Facebook plays	4,818
Instagram and Facebook likes	151

Active Engagement

- Daily Monitoring
 - Pulse on the issues impacting the community

- FB Paramount Community Groups
 - Group 1
 - 8.2K members
 - Group 2
 - 7.4K members
 - Group 3
 - 1.3K
 - Group 4
 - 893 members





Paramount Public Safety



Insights

Last week

Followers

253

Reach

961

Engagement

291

Top post

Last 28 days

[See all](#)

Boost this post to reach up to 1649 more people with every \$14 you spend.



Thank you, Paramount! The Public Safety Department and the Los Angeles County Sheriff's Department enjoyed the conversation at our...

4d · Paramount, CA, United States ·

Post Impressions
316

Post reach
299

Post Engagement
219

Paramount Public Safety
22h ·

October is National Crime Prevention Month. Here is another video about a few safety tips from the Sheriff's Department and the City's Public Safety Department.

0:06 / 1:02

Paramount Public Safety is at Starbucks (8522 Rosecrans Ave, Paramount, CA).
5d · Paramount, CA ·

Thank you, Paramount! The Public Safety Department and the Los Angeles County Sheriff's Department enjoyed the conversation at our well-attended Coffee with a Cop event yesterday at Starbucks. (Thank you to Starbucks for the drinks and space.) Community members discussed high-priority topics, shared ideas on how we can improve our services, and received valuable information on our safety programs. Connecting with the community is the best way to ensure that we focus on the is... See more

Lessons Learned

- ❖ Social Media has changed the landscape of traditional public information strategies, but fundamentals are still the same
 - Accuracy, Consistency, Brevity and Clarity
 - Proactive Engagement and Monitoring

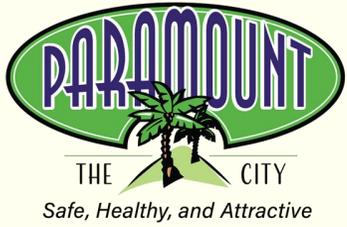
- ❖ Create, maintain trust in your brand
 - Proactive engagement
 - Responding to misinformation
 - Avoid content overload

- ❖ Social Media transcends all departments, share resources and tap into talent - strength in numbers

- ❖ One size does not fit all

- ❖ Set expectations with staff and the City Council





CONNECT WITH US!



FACEBOOK.COM/CITYOFPARAMOUNT



@PARAMOUNT_POSTS

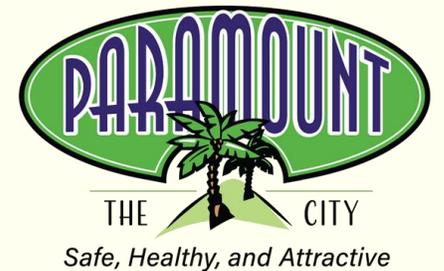


YOUTUBE.COM/CITYOFPARAMOUNT

CITY OF PARAMOUNT

Social Media Strategies

Andrew Vialpando
Assistant City Manager





WENDY WILLIAMS

Director of Communications and
Public Affairs

County of Placer



Placer County Social Media Engagement



Communications and Public Affairs Office

Communications Team

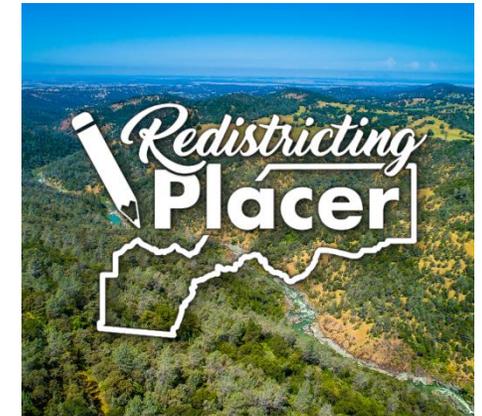
- Three Public Information Specialists
- Website Designer, Developer, Trainer
- Videographer
- Four external Public Information Specialists
- Intern
- Deputy Director
- Director



Digital Media Channels

Engagement Channels

- Facebook - 28K
- Instagram -13.3K
- Twitter - 10K
- LinkedIn - 4.4K
- Weekly Newsletter - 37K
- Next Door -125K
- Placer Life Podcast
- YouTube Channel
- Vimeo Portal
- Simplicity - 500



Video Communication

Video strategy

- In-house videographer with amazing talent
- The entire communications team is video proficient
- We have video field kits for smart phone productions
- We take video excerpts from our board meetings and share on social
- Facebook live for groundbreaking, ribbon cuttings, town hall events and press conferences



Crisis Communication

Community engagement on social media spikes during and emergency when crisis communication is needed to inform the public of critical conditions and developments



Crisis Communication



Current Incident Updates

Power Outage Information

✓ **ReadyPlacer Dashboard**

Wildfire Information

Road Conditions



ANIMAL SHELTERS OPEN FOR PICKUP UNTIL 8 PM

530-886-5541

ANIMAL EVACUATION CENTERS

Placer County Animal Services
11232 B Ave., Auburn

Gold Country Fairgrounds
Gate 3, off Pleasant Ave.

ANIMAL SHELTERS OPEN FOR PICKUP UNTIL 8 PM

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✓ **ReadyPlacer**

MOSQUITO FIRE

Placer County Local Assistance Center

Old Foresthill Elementary School
24750 Main Street, Foresthill

Thurs. Sept. 22, 12 p.m. to 7 p.m.
Fri. Sept. 23, 9 a.m. to 5 p.m.

- Animal Services
- Assessor
- Building Services
- Clerk/Recorder
- Economic Development
- Environmental Health
- Human Services
- Veterans Services
- Department of Housing and Community Development
- Department of Motor Vehicles
- Ca Department of Insurance
- Franchise Tax Board
- Employment Development Dept.

**More agencies to be added soon. Stay tuned for details.*

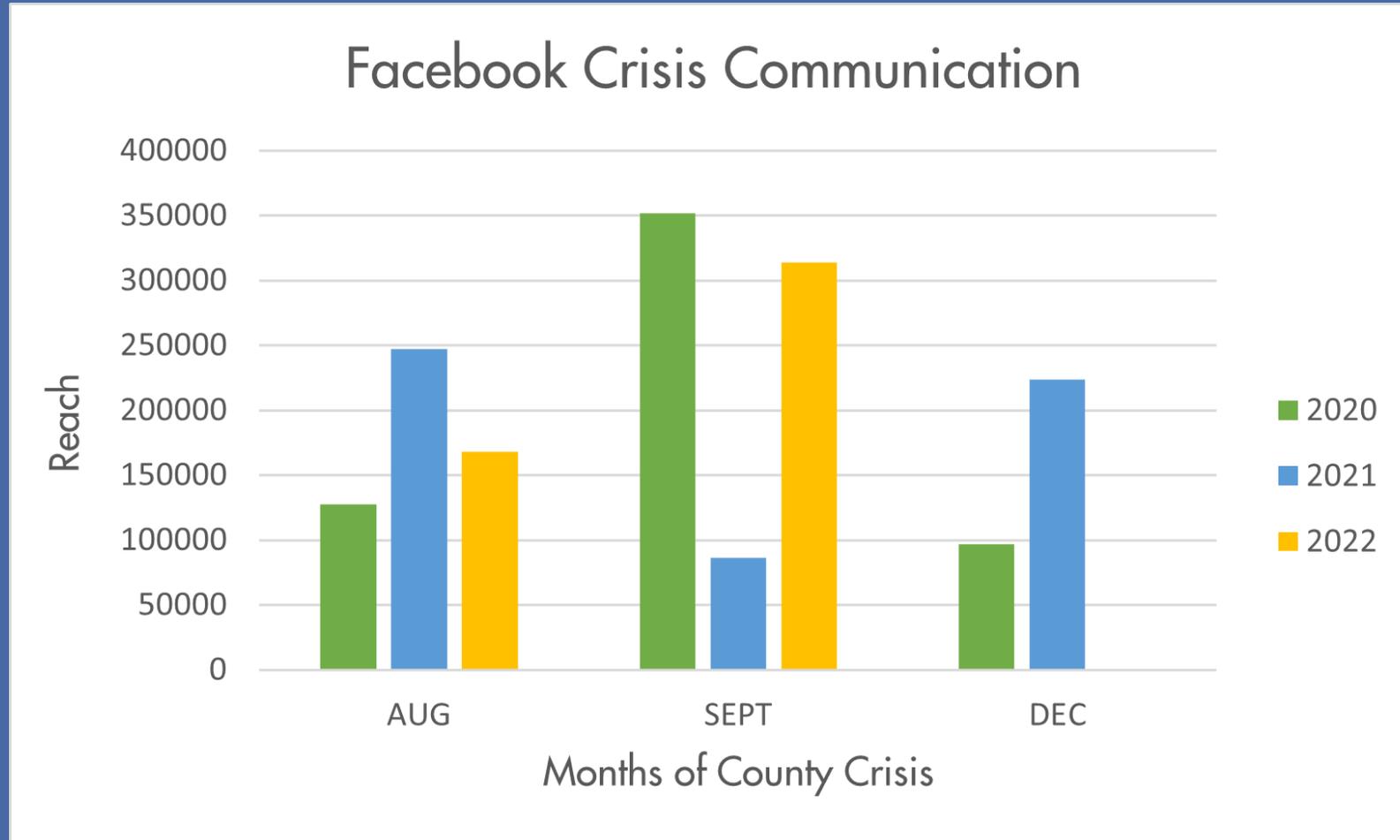
» www.placer.ca.gov/readyplacer «



www.placer.ca.gov/readyplacer



Crisis Communication Engagement



Social Media and COVID-19

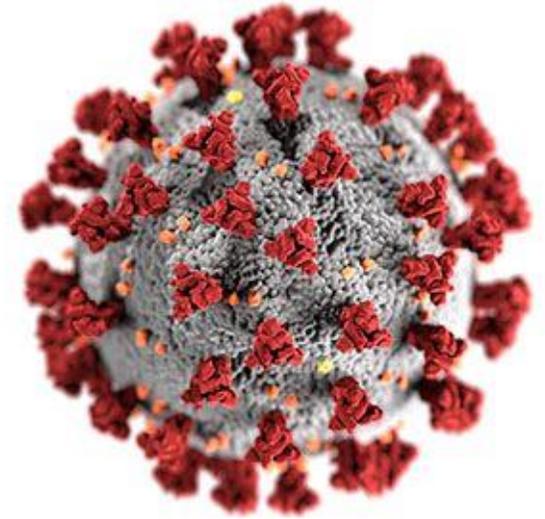


Placer County experienced record social media growth during COVID-19 as residents sought information about testing, vaccines and the Governor's Blueprint for Reopening

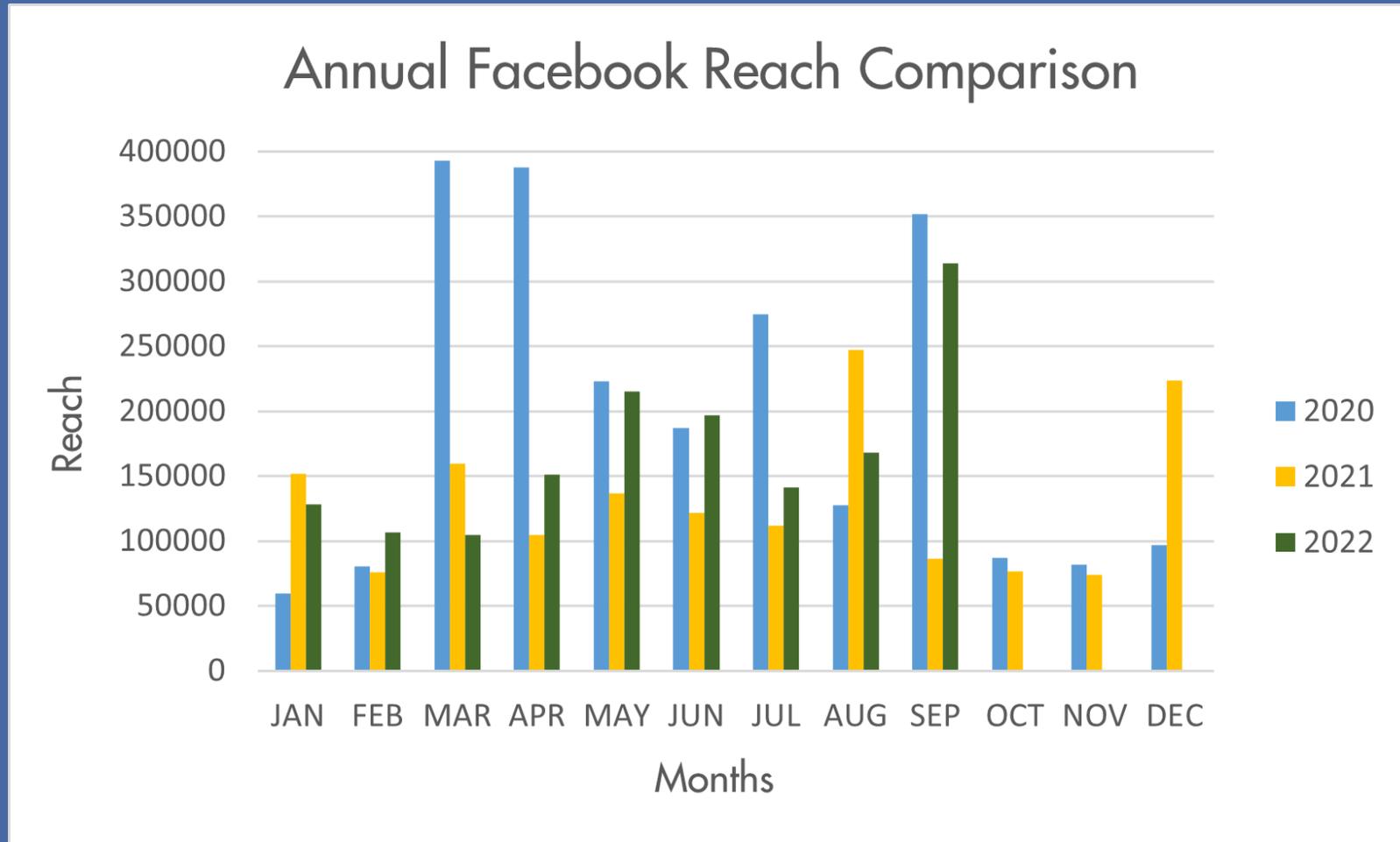
COVID-19 Social Media Engagement

COVID-19 Controversy

- Placer County was ground zero for the masking debate
- Board of Supervisors did not support closing down businesses
- Media identified Placer County as the outlier in northern California
- The COVID-19 controversy played out on social media and became unproductive
- Eventually the county stopped natively posting state information



COVID Social Media Engagement



Social Media Engagement Evolves

New Strategies after COVID-19

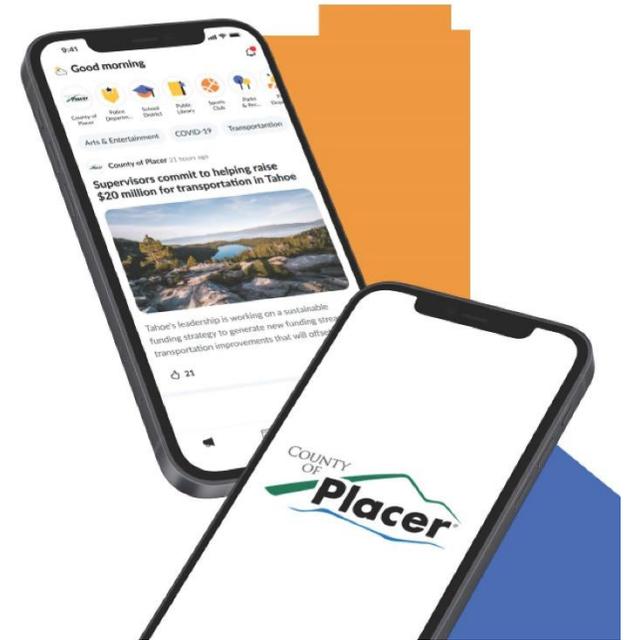
- Content is evaluated closely to determine proper promotion
- We boost our posts to get greater reach
- Focused more effort on signing up people for our newsletter
- Added Placer County to a new app called Simplicity
- Creating a County News Center to help visitors see additional content



Placer County in your smartphone

Announcements & updates.
Local events. Smart notifications.

[Download Simplicity App](#)



PANEL DISCUSSION AND Q&A

What questions or comments do you have for us?



ILG RESOURCES AND TRAININGS

Upcoming Social Media Webinar

- <https://www.ca-ilg.org/webinar/understanding-new-legal-developments-public-sector-social-media>
- **Tuesday, October 18, 12:30-2:00pm**
- Understanding New Legal Parameters of Social Media

Public Engagement Resources

- www.ca-ilg.org/engagement
- **TIERS Public Engagement Training, October 19-20**
- Basics of Public Engagement
- ILG's TIERS Public Engagement Framework

Other ILG Resources

- Article: [Making the most of the post: Ways to boost your city's social media strategy](#)
- Leadership Resources: www.ca-ilg.org/leadership
- Building Trust through Public Engagement

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482 Cities

2,500+ Special Districts

20,000+ Local Agency Leaders

www.ca-ilg.org/stayinformed



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Institute for Local Government



@InstituteForLocalGovt



RECORDING AVAILABLE SOON



The recorded presentation and materials will be shared electronically with all attendees a few days after the webinar.

Thank you for joining us!



Jon Barilone

jon@tripepismith.com



Andrew Vialpando

AVialpando@paramountcity.com



Melissa Kuehne

mkuehne@ca-ilg.org



Wendy Williams

WWilliams@placer.ca.gov