



Putting the social in social media

The whys and hows

Caitlin Cormier
Employment Security Department
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Welcome

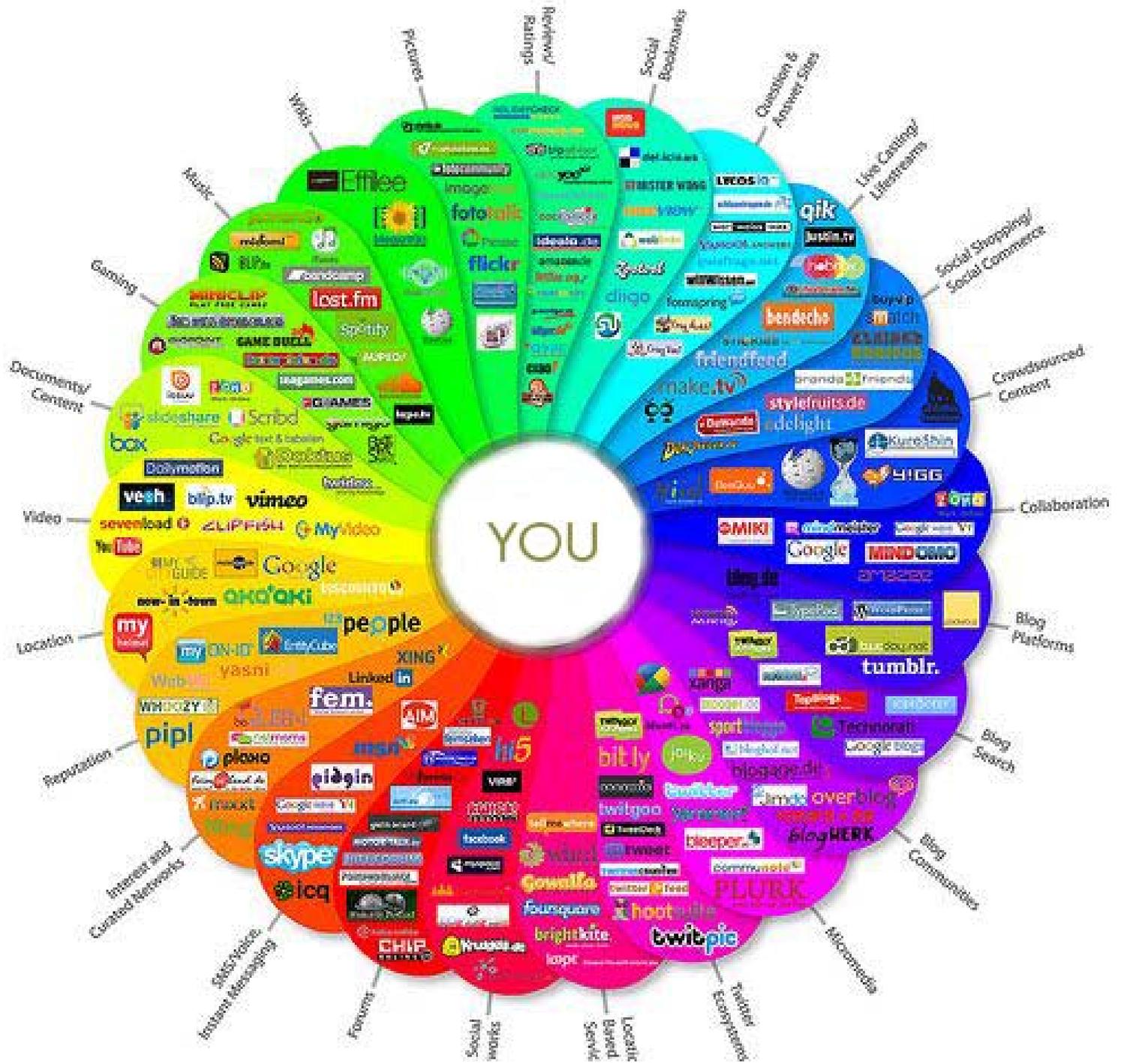
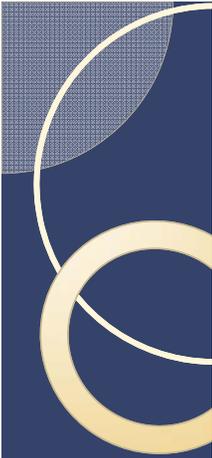
- ▶ What is social media?
- ▶ Is it even for government agencies?
- ▶ What platform is best for us?
- ▶ Social strategy
- ▶ What's with the lingo?
- ▶ Join the conversation!



What is social media?

- ▶ Why is it important?
- ▶ What is its value?
- ▶ What does it look like?





I know! Mind blown!



Headliner platforms

- Facebook
- Twitter
- YouTube
- Instagram / Flickr
- Pinterest
- Periscope
- Snapchat
- LinkedIn



Finding your voice

- ▶ Who are your audiences?
- ▶ What is the event or topic? How will it affect them?



Finding your voice

- ▶ Who are your audiences?
 - ▶ What are they comfortable with?
 - ▶ What can they hear?
 - ▶ How can they hear it?

- ▶ What is the event or topic?
 - ▶ What do you want to get across?
 - ▶ How does it represent you?



Initial strategy

- ▶ You've decided:
 - ▶ You're using social media
 - ▶ What will you use?
 - ▶ What will tell your story best?
 - ▶ Who will manage it?
 - ▶ What is his or her role?



Initial strategy

- ▶ Social-media policy
 - ▶ Get Internet security involved.
 - ▶ Who needs to give permission?
 - ▶ Who needs to vet?
- ▶ Social-media protocol
 - ▶ Document how it will be used.
 - ▶ Authorization forms can help.



Initial strategy

- ▶ Planning
 - ▶ Who does what? Be inclusive.
 - ▶ Involve any division that can help.
- ▶ Rolling out
- ▶ Announcing
 - ▶ Internal and external communication.



Getting started

- ▶ Optimize posts
 - ▶ Timing
 - ▶ Tagging
 - ▶ Involve partners, clients
 - ▶ Wording
 - ▶ Where you post
 - ▶ How you post (the same facts are not necessarily written the same way on various platforms).



Planning into the Future

Be open to change



Yes, Bilbo. Change is the only constant.
Remember, MySpace?

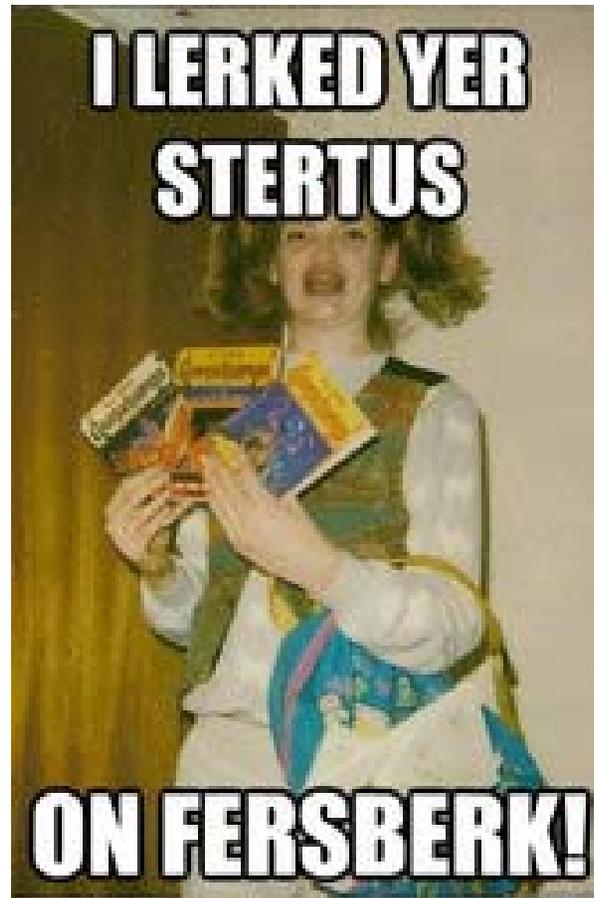


Putting the “social” in social media

- ▶ Social media is:
 - ▶ Conversation
 - ▶ Responding
 - ▶ Tagging, hash tags #hashtags
 - ▶ Links
 - ▶ Memes
 - ▶ What?



What's a meme?



State-agency humor



It's a powerful new tool



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

17% MALE
83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS** AND **USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & **CONNECT**



POWERS 50% OF THE WORLD'S HIRES

300 MILLION USERS



You've posted, now what?



To keep or not to keep

Records and disclosure rules in Washington:

Social media is like other forms of electronic communication. It is considered temporary information.

- BUT, always keep public-records requests in mind and retain your posts.
- Many companies can automatically record everything – free or fee.



Questions?

Thank you