

# Making Digital Connections in Your Communities

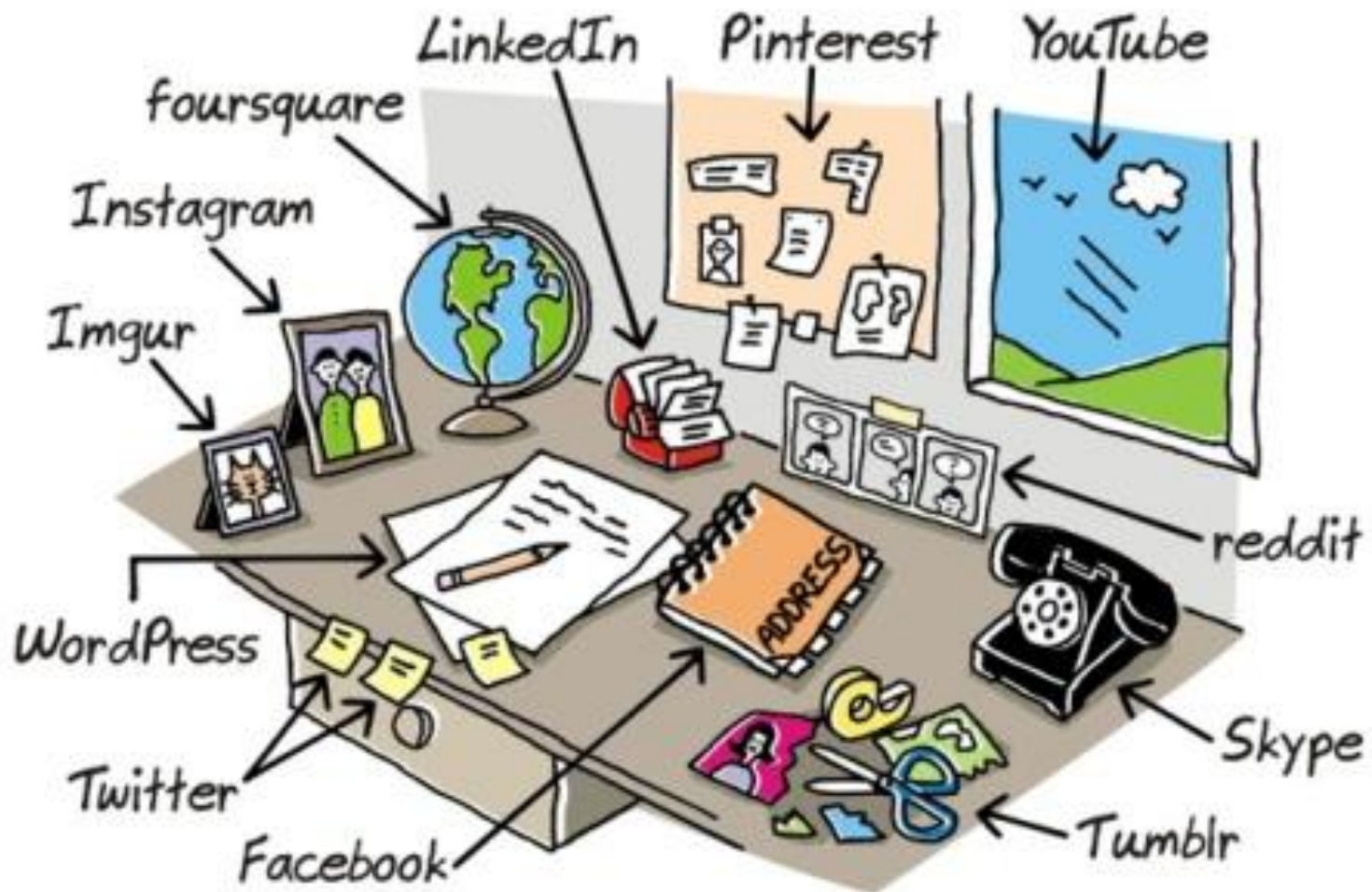


# Goals for today's session



- ❧ Gain basic familiarity with the most popular social media platforms
- ❧ Grasp the exploding two-way communication potential of social media, including mobile use
- ❧ Cite the demographics of common social media platforms
- ❧ Discuss what constitutes social media conversations
- ❧ Explore social media policies and their importance
- ❧ Cite examples of social media usage

# vintage social networking



# APA's Definition of Planning



## What Is Planning?

Planning, also called urban planning or city and regional planning, is a dynamic profession that works to improve the welfare of people and their communities by creating more convenient, equitable, healthful, efficient, and attractive places for present and future generations.

Planning enables civic leaders, businesses, and citizens to play a meaningful role in creating communities that enrich people's lives.

Good planning helps create communities that offer better choices for where and how people live. Planning helps communities to envision their future. It helps them find the right balance of new development and essential services, environmental protection, and innovative change.

*What can social media do for you?*

In other words, how can enhanced communication with the people you serve help your organization?

# Social Media Buzz Words



- ❧ Value
- ❧ Content, content, content
- ❧ Urgency
- ❧ Personal touch
- ❧ Proactive
- ❧ “How can I help you?”
- ❧ Words that bring genuine SMILES
- ❧ Constant contact
- ❧ Current, personal, value-driven & proactive
- ❧ Consistent connection with integrity



**Harish Nair** @harishbnair

@ProfS engagement, without which any social media initiative become ineffective



**Lee James Carey** @LeeJCarey

@ProfS community

# WIIFM



# Are you currently part of the Social Media revolution?



- ❧ Who is using Facebook currently?
- ❧ Who is currently using Twitter?
- ❧ Anyone on Pinterest?
- ❧ How about LinkedIn?
- ❧ Perhaps Instagram? Flickr?
- ❧ Or Foursquare?
- ❧ Do you use a smartphone?
- ❧ Any proud tablet users?
- ❧ Any bloggers?
- ❧ Blog readers?





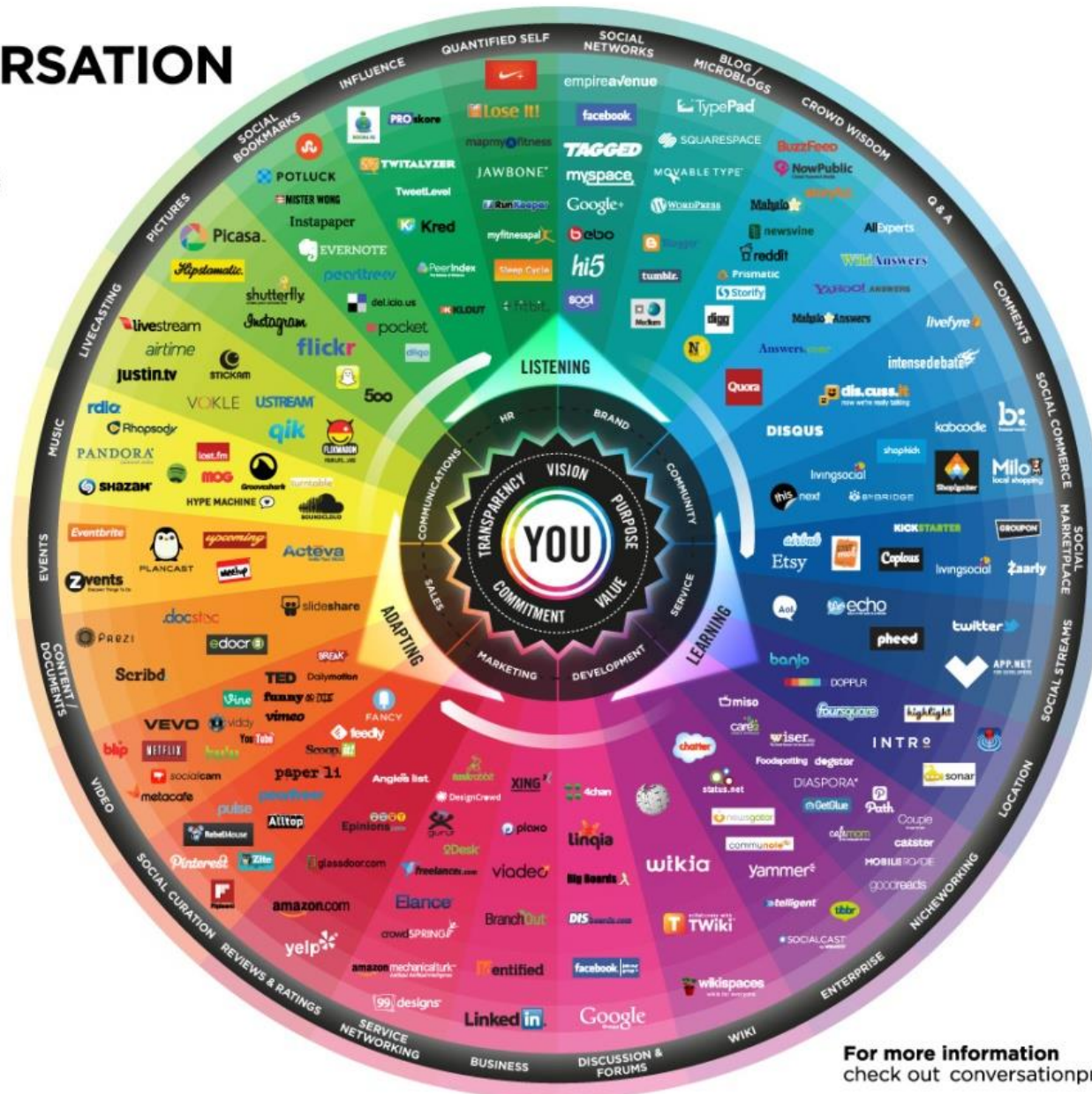
# How big is the revolution?



[http://www.youtube.com/watch?v=TXD-Uqx6\\_Wk](http://www.youtube.com/watch?v=TXD-Uqx6_Wk)

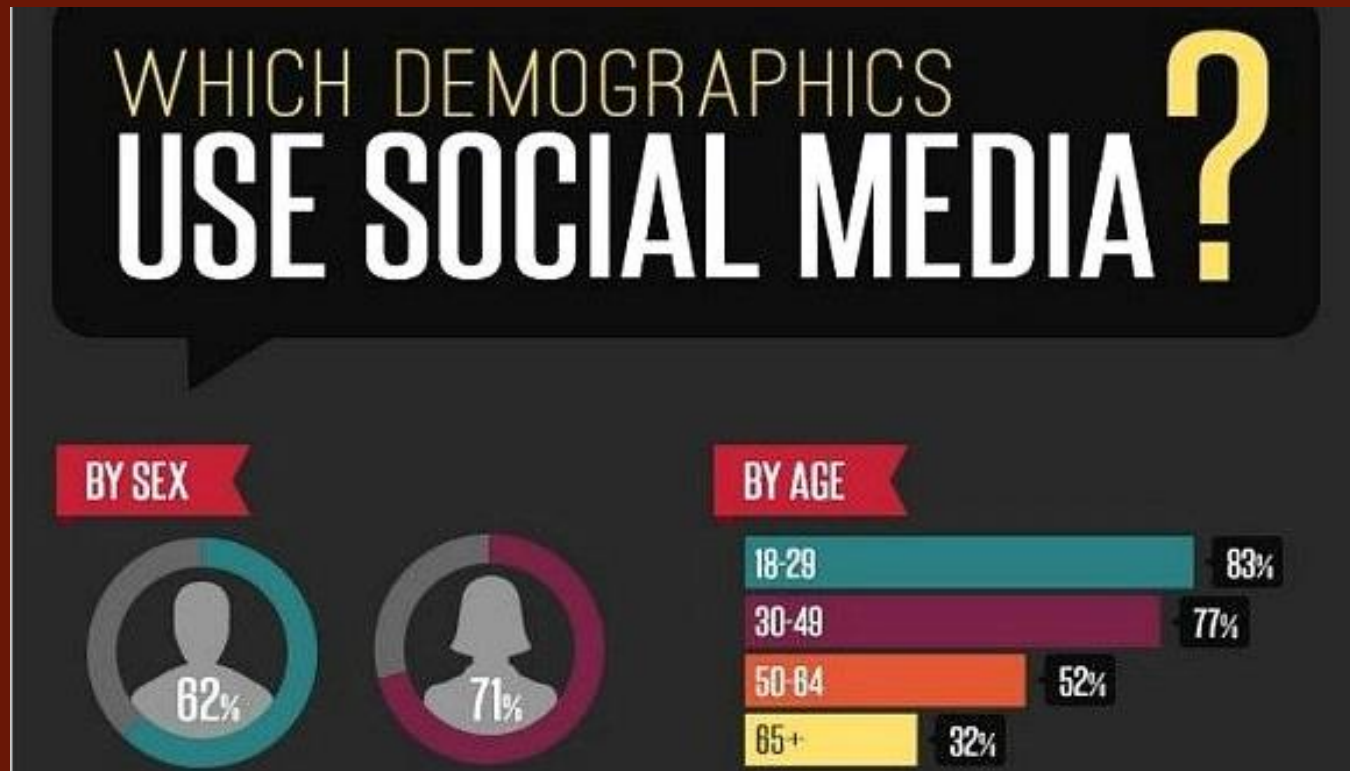
# THE CONVERSATION PRISM

Brought to you by  
Brian Solis & JESS3



For more information  
check out [conversationprism.com](http://conversationprism.com)

# Are these your demographics?





#### BY HOUSEHOLD INCOME



#### BY POPULATION DENSITY



#### BY EDUCATION LEVEL





#### BY RACE







### WHICH NETWORKING SITES ARE MORE APPEALING TO SPECIFIC DEMOGRAPHICS?

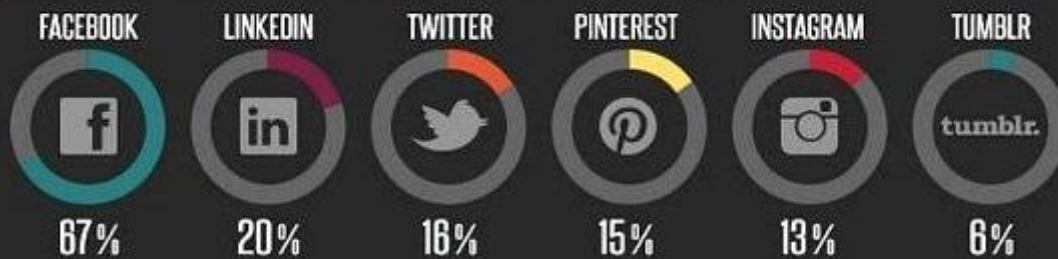
 **PINTEREST:** Rural residents, women, whites, some level of college education or higher, middle to higher income

 **FACEBOOK:** Women, 18-29 year olds

 **INSTAGRAM:** African-Americans, Hispanics, urban residents, 18-29 year olds, women

 **TWITTER:** 18-29 year olds, African-Americans, urban residents

### WHICH SOCIAL MEDIA SITES DO ONLINE ADULTS USE?

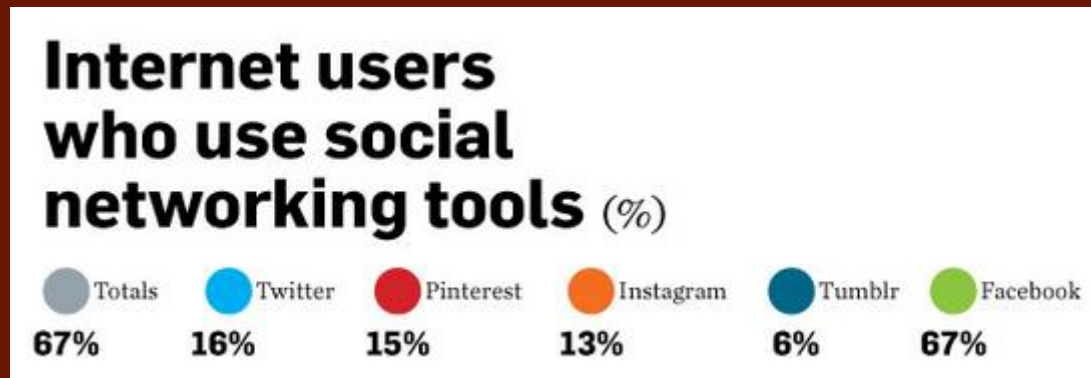




# US Social Media Statistics



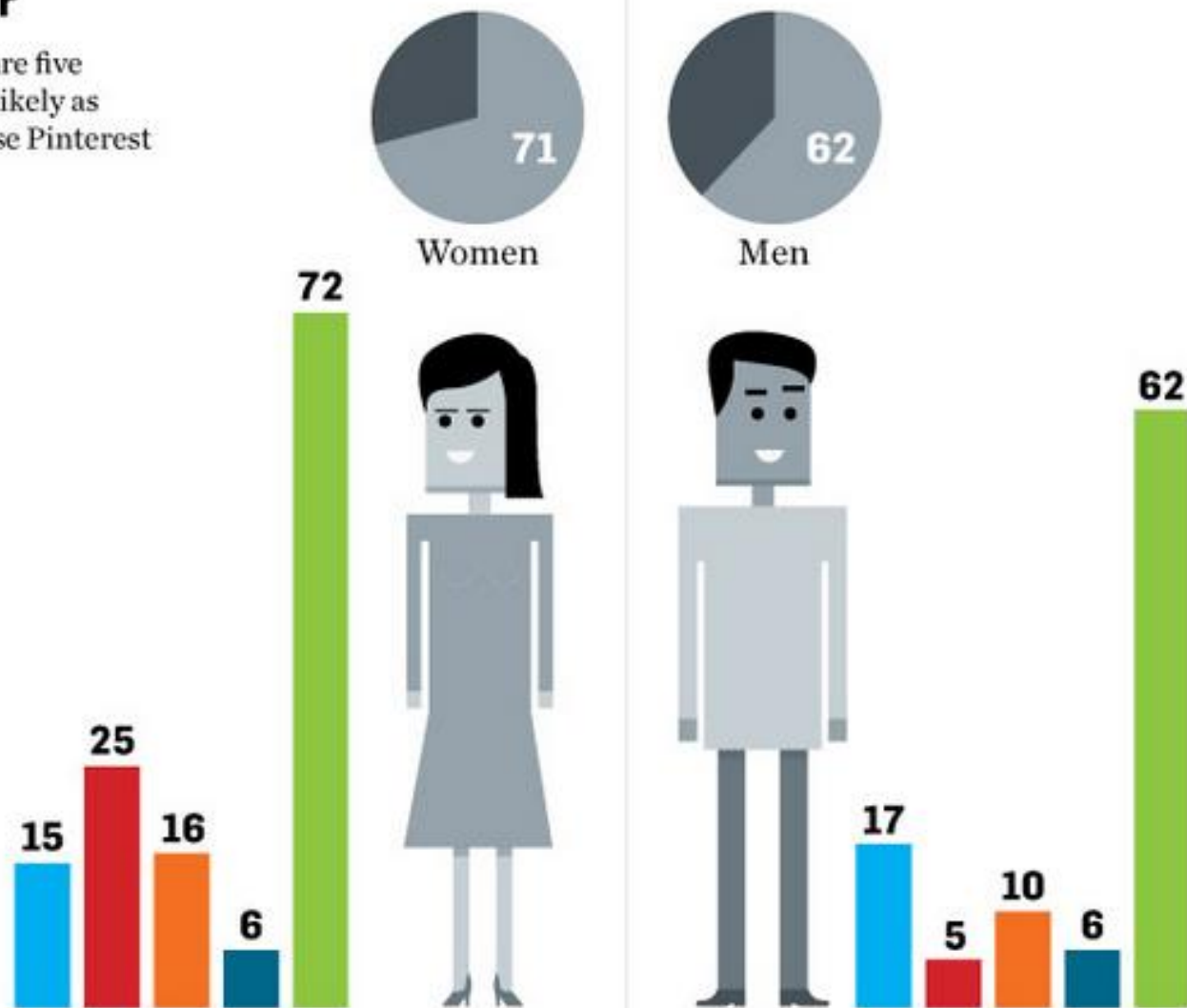
*67% of the total US population uses social media.*



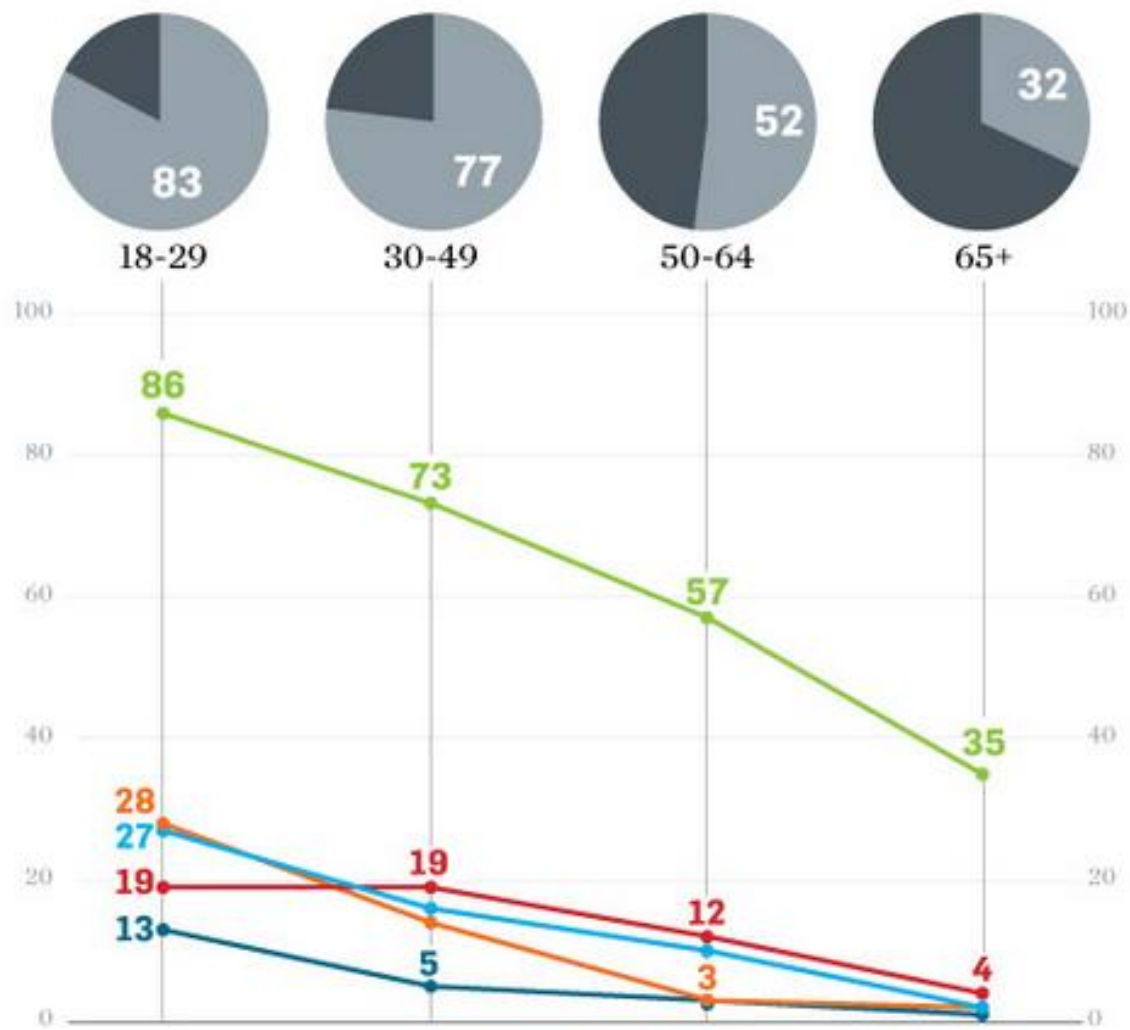
Information based on THE DEMOGRAPHICS OF SOCIAL MEDIA USERS, Maeve Duggan & Joanna Brenner, Pew Internet and American Life Project, February 14, 2013; this report may be viewed at <http://www.pewinternet.org/Reports/2013/Social-media-users.aspx>

## Gender

Women are five times as likely as men to use Pinterest



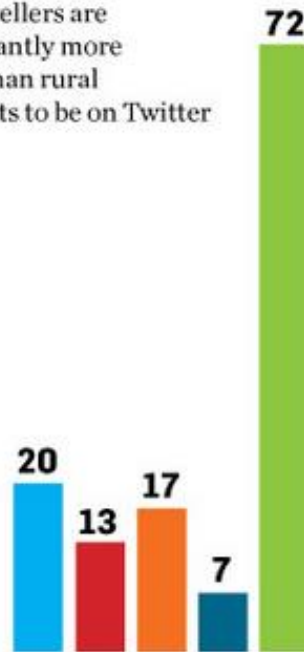
## Age





## Urbanity

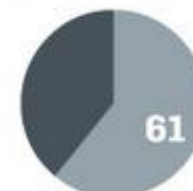
City dwellers are significantly more likely than rural residents to be on Twitter



Urban



Suburban



Rural

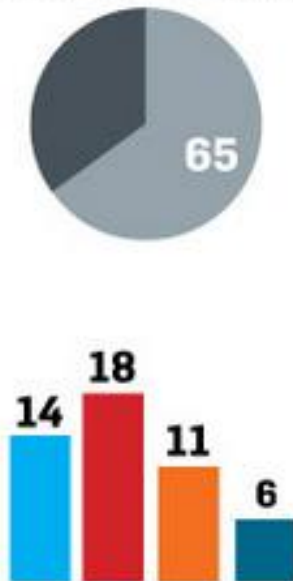


## Race/Ethnicity

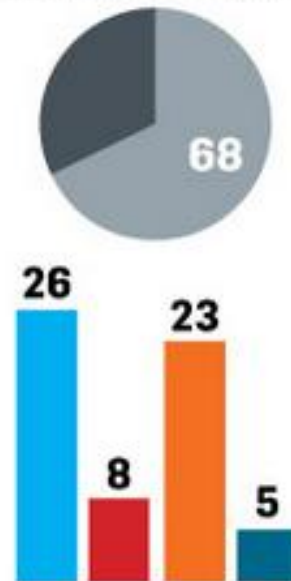
Blacks and Hispanics are more likely than whites to use Instagram

Note: Facebook ethnic data unavailable, but is consistent with overall social network use, according to Pew.

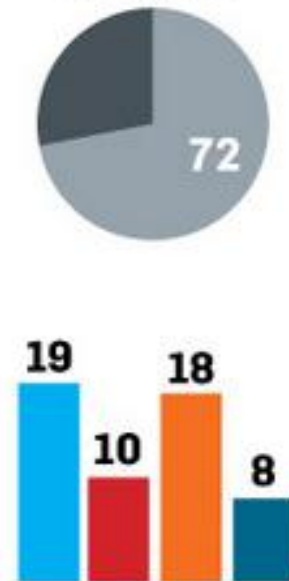
White, Non-Hispanic



Black, Non-Hispanic

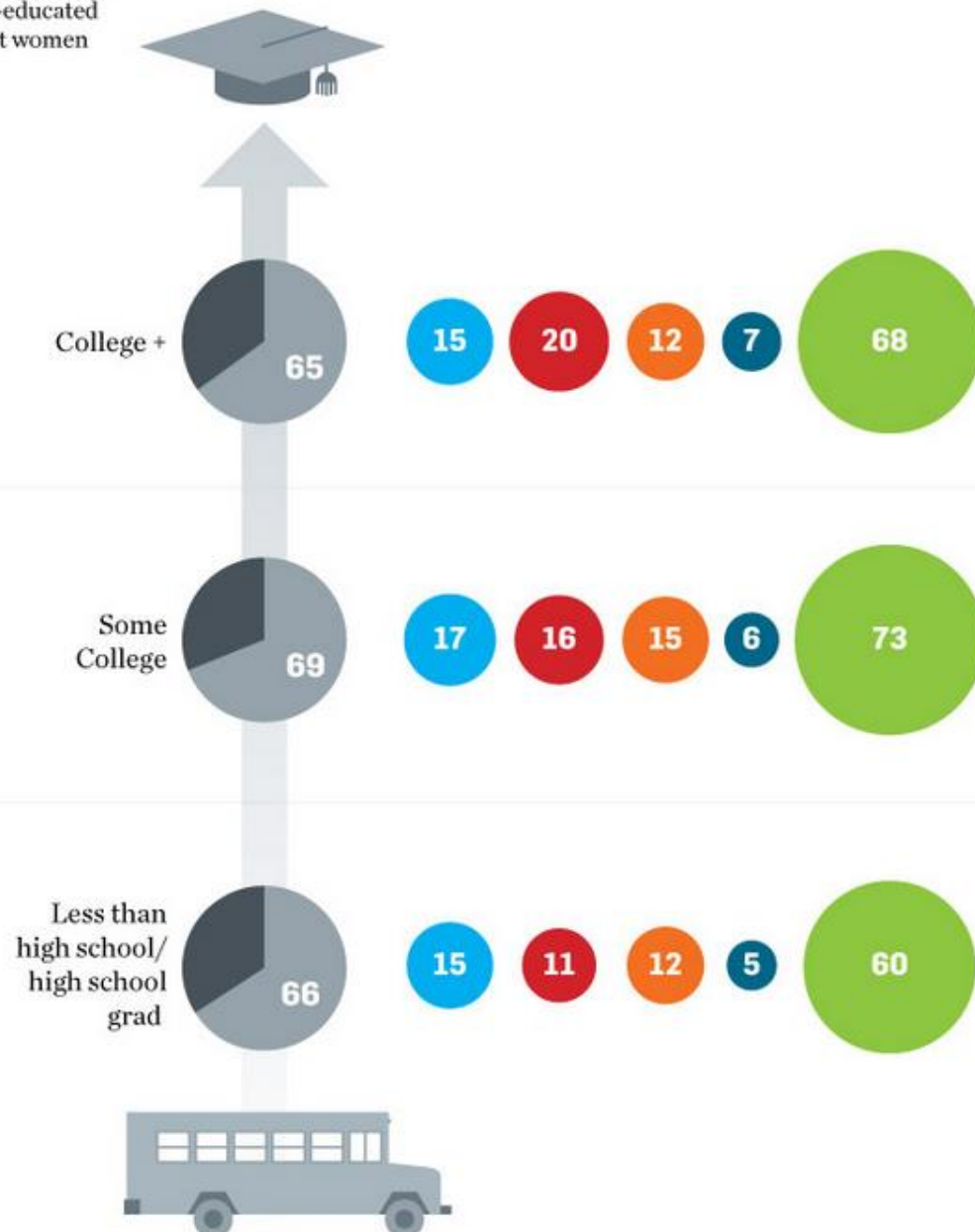


Hispanic



## Education attainment

Pinterest attracts  
higher-educated  
affluent women

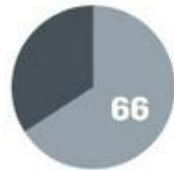


## Household income/year

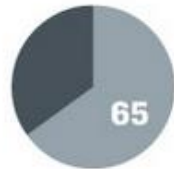
More than \$75,000



\$74,999



\$49,999



Less than \$30,000



# Don't be a lurker!



90% - 9% - 1%

# Basics for Digital Media/Communications Policies



- Who is going to post? Digital Director?
- Who is going to monitor the internet for mentions about subjects/mentions about which we're interested? (Set up Google alerts.)
- Decide on engagement parameters
- What is public – and what is private?
- Define your organization's online persona.
- Within what time frame will someone respond?
- What's your content? Message, message, message
- Know the “rules” for each platform.
- Work with social media experienced legal counsel to craft a policy.
- Come up with a **plan** for how you'll use social media, which tools you'll use, what you'll say....

# Your Social Media



- ❧ What are your goals?
- ❧ Who is your audience?
- ❧ What kind of information do you want to share?
- ❧ What kind of conversations do you want to have?
- ❧ What kind of time and resources do you have to allocate to it? Unlike what you've probably heard, social media is not FREE....
- ❧ How do you find folks in your audience already on social media?

# SM Policy/Guideline Links



- ⌘ <http://ericschwartzman.com/pr/schwartzman/social-media-policy-template.aspx>
- ⌘ <http://www.jeremyfloyd.com/2013/04/social-media-and-the-law-2013-from-actions-to-social-media-policy/>
- ⌘ [http://idealware.org/sites/idealware.org/files/sm\\_policy\\_full\\_web\\_version.pdf](http://idealware.org/sites/idealware.org/files/sm_policy_full_web_version.pdf)

*Zappos' Social Media Policy: Be real and use your best judgment.*



# Tell your own story



The Story of Golden Locks  
by  
Seymour Joseph Guy  
1870

# How do we engage?



## Mark W. Schaefer's Six Layers of Customer Engagement

(@markwschaefer; author: *The Tao of Twitter, Return on Influence, Born to Blog*)

1. Your Website
2. Digital Web/Social Media
3. Facebook
4. Mobile/Smartphones
5. Augmented Reality (VZ Navigator, Google Glass, GPS data)
6. Gaming (Foursquare, earning badges, rewards, etc.)

<http://www.businessesgrow.com/2013/04/14/the-future-of-business-six-layers-of-customer-engagement/>

# The Six Layers of Social Media Engagement



# 10 Maxims of Successful Blogging – Mark W. Schaefer

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1. We live in an increasingly information-dense world. The only way to stand out is to dig down deep and bring your own story to the world. Your point of differentiation is you. You have no competitors. Write a blog post that only you could write.



# #2



2. The biggest challenge to blogging isn't having the time, the ideas, or the resources to do it. It's having the courage to do it. It takes guts to put yourself out there in front of the world. You can't learn that. You just have to do it.



# #3



3. Stick to a theme. You don't want to confuse your readers. It's possible to use your other interests to tell your story but pick to a theme and build an audience around it.





# #4



4. There is no greater gift than when somebody takes their precious time to leave a comment on your blog. Never take that for granted. Love on your readers.



# #5



5. Be positive. Lift people up. Negative blog posts are like seeing a car wreck. You might peek out of curiosity once in awhile but you certainly don't want to see that every day.

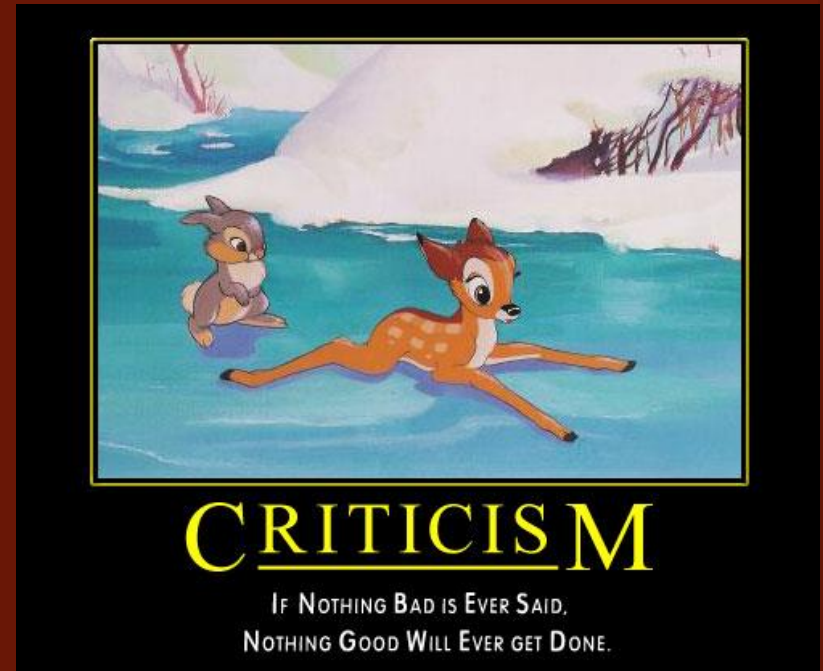




# #6



6. Even the most talented and popular people in the world get criticized. If you attract criticism, you're provoking thought ... you're doing your job. Stay centered. Overall, the people in the blogosphere are very kind and supportive. If you do good work, you will be rewarded.



# #7



7. If you consistently create content that is RITE — Relevant, Interesting, Timely and Entertaining — you will be creating shareable, conversational blog posts. Of these, I believe the most important over time is “interesting.” Boring is death to a blog.



# #8



8. The most important part of the blog post is the headline. As people scan headlines, it better be a great one that gets attention or nobody will even make it to your first sentence. The second most important part is the first sentence. Don't waste people's time. Tell them why they are there with you today.



# #9



9. The most effective way to build community is to become part of other communities. You have to give to get. Find a few other like-minded bloggers who are just starting out and support each other through sharing and comments. You have to actively work to build community, just as you work actively to build content. Spend some time building your network.



# #10



10. The hardest part of blogging is beginning. Think about any difficult work task you have faced. It may have seemed daunting at first but over time you built a competency and it becomes easier. Blogging is no different. You just have to start and commit to it and it will become easier (and more fun) over time!





# Tips



- ❧ Focus on quality, not just quantity; update with relevant, important information because “content is king!”
- ❧ Use as part of an integrated communications plan
- ❧ There’s a ROI for all budgets
- ❧ Update your own profile
- ❧ Utilize multiple platforms
- ❧ Engage, engage, engage – don’t SPEW! Encourage conversation.
- ❧ Carefully monitor your social media/impact. Set up Google alerts.
- ❧ Pictures, pictures, pictures....Flickr, Pinterest, Facebook, Vimeo

The Flickr logo, featuring the word 'flickr' in a blue, lowercase, sans-serif font.The Pinterest logo, featuring the word 'Pinterest' in a red, cursive script font.

# What in the world do I say?



Use photographs  
or memes



**CITY PLANNERS**

This is proof they don't ride bikes...

# Say: Finish the sentence or fill in the blank



**Kathy Keaney Snavely**

When I heard about the tragedy at Nickel Mines seven years ago, I was....(complete the sentence, please).

[Like](#) · [Comment](#) · [Share](#) · [Promote](#) · 2 hours ago · 

**Kathy Keaney Snavely** I was in the car and had to pull off the road because I was crying so hard....  
2 hours ago · [Like](#)

**Andy Megonnell** At work. Feeling bad about what happened. Then getting a call that night telling me I was being dispatched there early the next morning to do the cleanup of the inside of the school.  
about an hour ago via mobile · [Like](#)

**Rachel Meyer Edwards** at work, shocked and heartbroken.  
about an hour ago · [Like](#)

**Tracy Weigley-Boyer** At home doing the same thing crying and hugged the girls extra tight  
23 minutes ago via mobile · [Like](#)



# Say: post a photo and ask for captions

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Patricia Smith White likes this.



**Patrick E Gamble** Oh My Cliffy I hope u get out before Kath Gets Home

October 18 at 11:16pm · [Unlike](#) · [👍 1](#)



**Kathy Keaney Snavely** Best laugh of the week!!

October 18 at 11:17pm · [Like](#)



**Rickie Meryl Freedman** Drive right in!

October 18 at 11:19pm · [Unlike](#) · [👍 1](#)



**Elizabeth Anne Laur** I don't know if I'm allowed too since I was on the crew that got it free.

October 18 at 11:33pm via mobile · [Unlike](#) · [👍 1](#)



**Suzanne Goss-Hollenbach** This is as good as the Jeep that went thru the liquor store in DE last summer....caption...closed for remodeling....

October 18 at 11:43pm · [Unlike](#) · [👍 1](#)



**Brian Craig** A brand new garage for your brand new convertible.

Yesterday at 12:32am via mobile · [Unlike](#) · [👍 2](#)



**Sherri Foster** Don't Drive Impaired!

Yesterday at 12:39am via mobile · [Unlike](#) · [👍 1](#)



**Janet Hefren** One of a kind home for sale.

Yesterday at 12:44am via mobile · [Unlike](#) · [👍 1](#)



**Trish Ambrose** It never pays to flip your lid.

Yesterday at 1:42am · [Unlike](#) · [👍 1](#)



**Beverly Meeks Martel** This is where i would like the garage. please.

Yesterday at 5:20am · [Unlike](#) · [👍 2](#)



**Tracy Weigley-Boyer** Gives a new meaning to drive up window  
Yesterday at 6:49am via mobile · [Unlike](#) · [👍 1](#)



**Ryan T. Sauers** Crash My Party  
Yesterday at 7:43am via mobile · [Unlike](#) · [👍 1](#)



**Donald Clemens** Alright who moved reverse and the brake pedal on me?!  
Clearly wasn't my fault  
Yesterday at 8:17am via mobile · [Unlike](#) · [👍 1](#)



**Sage Schott-Reed** I would have gone with a "Cliffy" comment also!!! But, I think your caption would have taken on a whole different tone!  
Yesterday at 8:22am · [Unlike](#) · [👍 1](#)



**Fran Verotsky** Was Cliff driving? (Just kidding; I love you, Cliff)  
Yesterday at 8:51am via mobile · [Unlike](#) · [👍 1](#)



**Beth Brooks** I have to admit that I was relieved that this was not a pickup truck. 😊  
Yesterday at 9:54am · [Unlike](#) · [👍 1](#)



**Pam Shultz-Kovalewski** This house is very open feel to it!  
Yesterday at 10:08am via mobile · [Unlike](#) · [👍 1](#)



**Margie Jednat** 2013 recent Graduate (an Architect), dropping off his resume. Has some fabulous ideas to share!!  
Yesterday at 10:51am via mobile · [Unlike](#) · [👍 1](#)



**Ann Talman** "Honey, I'm home!"  
Yesterday at 11:26am · [Unlike](#) · [👍 2](#)



Yesterday at 11:26am · Unlike · 🍷 2



**Renée N. Schneider** "Oh! So THAT'S the gas pedal!"

Yesterday at 11:31am via mobile · Unlike · 🍷 2



**Elaine Ludwig** Is this the drive through window?

Yesterday at 12:05pm · Unlike · 🍷 1



**Marcy Lemon Weik** Begone! Before somebody drops a house on you, too.

23 hours ago · Like · 🍷 1



**Steve Franz** It was just one of those days....I couldn't WAIT to get to the office!

22 hours ago · Like · 🍷 1



**Frank Gwalthney** Show me the way to go home.....I'm tired and I wanna go to bed.....

21 hours ago · Unlike · 🍷 1



**Andy Megonnell** Cliff's valet service!!! We will park it for you!!!

17 hours ago via mobile · Unlike · 🍷 1



**Jessica McGrane Mull** Honey, if you wanted a convertible that badly...

16 hours ago · Unlike · 🍷 1



**Teri Tibbals Hanny** I thought prefabricated homes were built highway ready. Go figure!?!?

4 hours ago · Like



**Kelly Schlieder** Oh crap! Cliffy again?!#@\*  
(&%\$!!!

# Say: Ask questions



# Say: Post Tips



## Cornwall Borough Police Department

October 10 near Lebanon

Attention West Cornwall Residents – Crews are currently working on a water main break on Zinns Mill Road between SR 419 (Main Street), and the West Cornwall Township building. It is undetermined as to how long the repair will take but we will post updates as we receive them.

[Like](#) · [Comment](#) · [Share](#)



**Lorie Whitman Vragovich** Where on Zinns Mill is the water main break, is it closer to the Township Building?

[Like](#) · [Reply](#) · October 10 at 12:31pm via mobile



**Cornwall Borough Police Department** If traveling south on Zinns Mill Road it is near the hydrant before the hard curve.

[Like](#) · October 10 at 12:53pm

# Say: Post quotes



**LeAnn Rimes Cibrian** @leannrimes

5h

"Let no man pull you low enough to hate him!" - **Martin Luther King, Jr.** [#positivethoughts](#) [@le\\_mayla](#)

Expand



# Trolls and Flamers



# Dealing with Negative Comments



1. Ignore
2. Delete
3. Respond in kind
4. Placate/Patronize
5. Sincere apology

SO SOMEONE SAYS SOMETHING BAD...	
<b>1. Could you turn a complaint into a customer service opportunity?</b>	<b>IF YES</b> You should probably respond! Who will respond? What types of things do you say?
<b>2. Does the post have misinformation in it?</b>	<b>IF YES</b> You should probably respond! Who will respond? What types of things do you say?
<b>3. Will it damage your community?</b>	<b>IF YES</b> Consider taking it down. Who is in charge? What will they do, under what circumstances?
<b>4. Does it include vulgarity or purposely inflammatory language?</b>	<b>F YES</b> Consider taking it down. Who is in charge? What will they do, under what circumstances?
<b>5. Are they likely to keep posting objectionable things simply because you're responding?</b>	<b>IF YES</b> If none of the above were true, but they're likely to keep posting, it's almost certainly better not to respond.

From The Non-Profit Social Media Policy Workbook, April 2012  
download at [http://idealware.org/sites/idealware.org/files/sm\\_policy\\_full\\_web\\_version.pdf](http://idealware.org/sites/idealware.org/files/sm_policy_full_web_version.pdf)

# Gini Dietrich's Advice

(Her Firm: Arment Dietrich - Her Blog: Spin Sucks)



- ❧ Be transparent.
- ❧ Don't lie. (Don't misrepresent the campaign, your constituents, or your competitors.)
- ❧ Be meaningful and respectful. Don't spam or argue.
- ❧ Use common sense and common courtesy. If in doubt, don't post.
- ❧ Stick to areas of expertise.
- ❧ Do offer insight and wisdom, but don't provide any confidential information.
- ❧ Don't swear.
- ❧ Be polite. Don't be antagonistic.
- ❧ Do not comment on any legal matters or litigation.
- ❧ If the topic is one of crisis, do not comment.
- ❧ Google has a long memory. Be smart about what you post.
- ❧ Don't post about your competition unless you have written consent from them to do so.
- ❧ If you use social media for more than yourself, *please* double check you're updating from the correct account.
- ❧ Don't be stupid.

# Mobile Media



<http://www.youtube.com/watch?v=GRiwUCXPo8U&feature=c4-overview&list=UULC9cX5GntaQmTSF6hTqrzA>

# Questions?



**Thank you!**

Kathy Snavely, M.Ed.  
Lightkeeper Consulting

@ProfS on Twitter

Kathy Keaney Snavely on Facebook

Kathy Snavely on Pinterest

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*\*disclaimer*