

Social Media: Telling the Story of Local Government

Kevin Knutson, Regional Vice President
Management Partners

Chris Hernandez, Director of City Communications
City of Kansas City



ICMA 2016 | SEPT 25-28
KANSAS CITY
102nd ANNUAL CONFERENCE



Hi, I'm Kevin...

...and I'm Chris





Avinash Kaushik ✓

@avinash



Follow

OH: Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise its not better.

RETWEETS

154

LIKES

154



DP



10:39 AM - 2 Mar 2009



154



154



Avinash Kaushik, Digital Marketing Evangelist – Google
<http://www.kaushik.net/avinash/>

A Conversation?

- More like millions of conversations, 24-7-365
- Some are about you
- They are constantly shaping your brand, for better or for worse
- Doesn't matter if you're "doing" social media—it's happening whether you're there or not

Join the Conversation

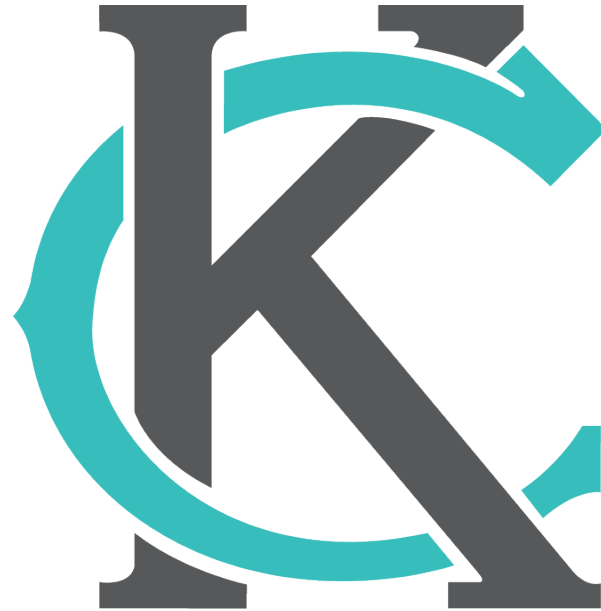
- Meet people where they are
- Make immediate contact
- Build a shared identity
- Engage in the democratic process
- Become the “go to” source for information about your organization

KC old vs new logo-

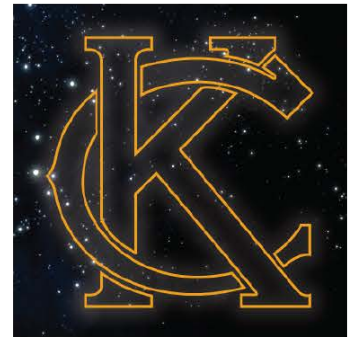


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OFFICIAL



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MONIKER







 **Kansas City, MO** 
@KCMO

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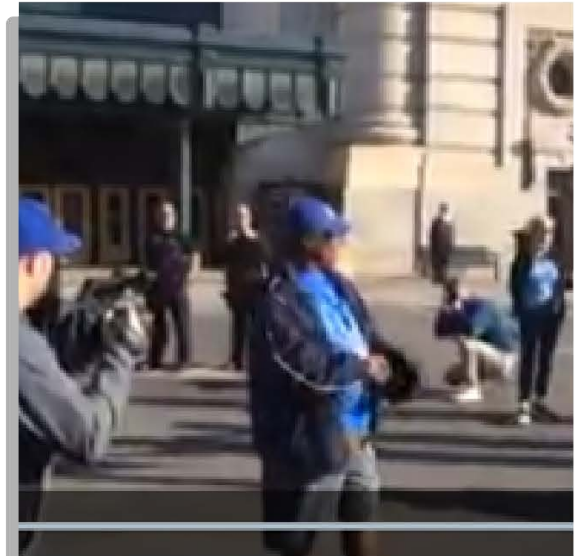
That Sluggo is like 12' tall. Hoping we get some love from [#KCTrueBlue](#) [#goroyals](#) [@Royals](#) [#WorldSeries](#)



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How Blue are You for the [#Royals](#)? We want to know! Enter our [#KCTrueBlue](#) photo contest: kcmo.gov/how-blue-are-you



 **Kansas City, MO** 
@KCMO

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The first pitch has started! [#RelayTheWay](#)

Hashtag Contest

City Council & budget staff discuss proposed budget

- A. #Budget2016
- B. #YourMoney
- C. #KCBudgetChat
- D. Create your own hashtag

Who Uses Social Media?

Who uses social networking sites

% of internet users within each group who use social networking sites

All internet users	74%
a Men	72
b Women	76
a 18-29	89 ^{cd}
b 30-49	82 ^{cd}
c 50-64	65 ^d
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

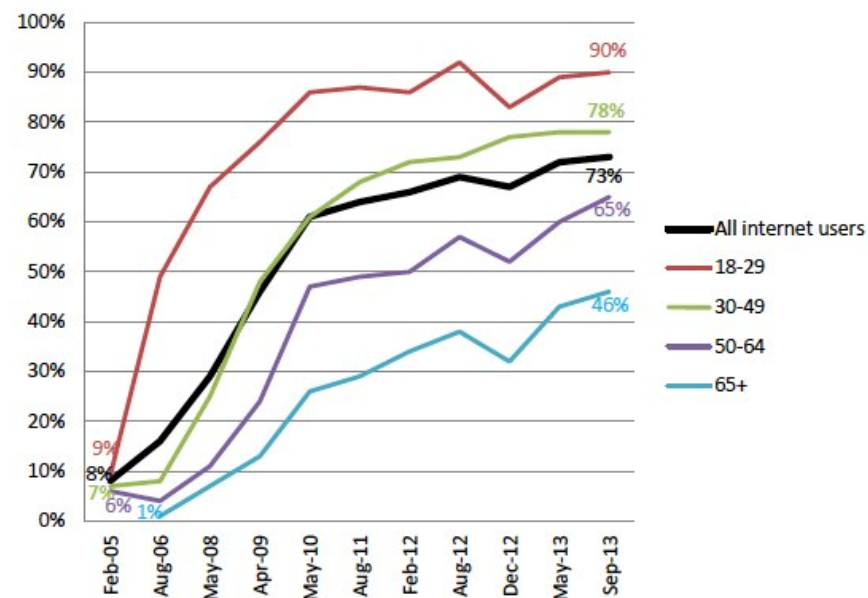
Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER

Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites, over time



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

Two Policies

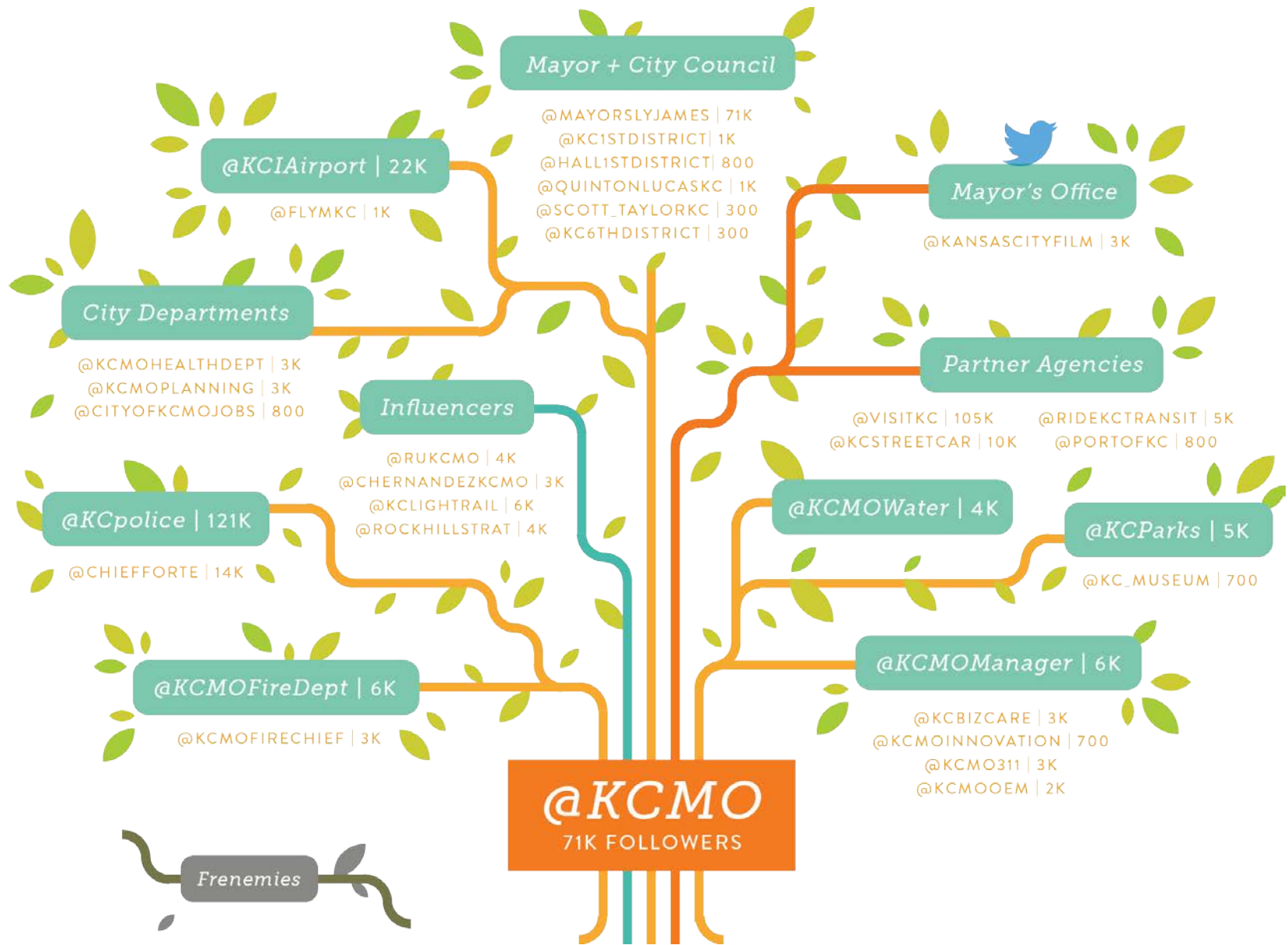
- For employees
 - As representatives of the jurisdiction
 - To understand what is private
 - To segregate work and personal
- For organization
 - Roles and responsibilities
 - Policies and procedures

Strategy

- Assignments
- Purpose
- Content pipeline
- Drive traffic to other online services

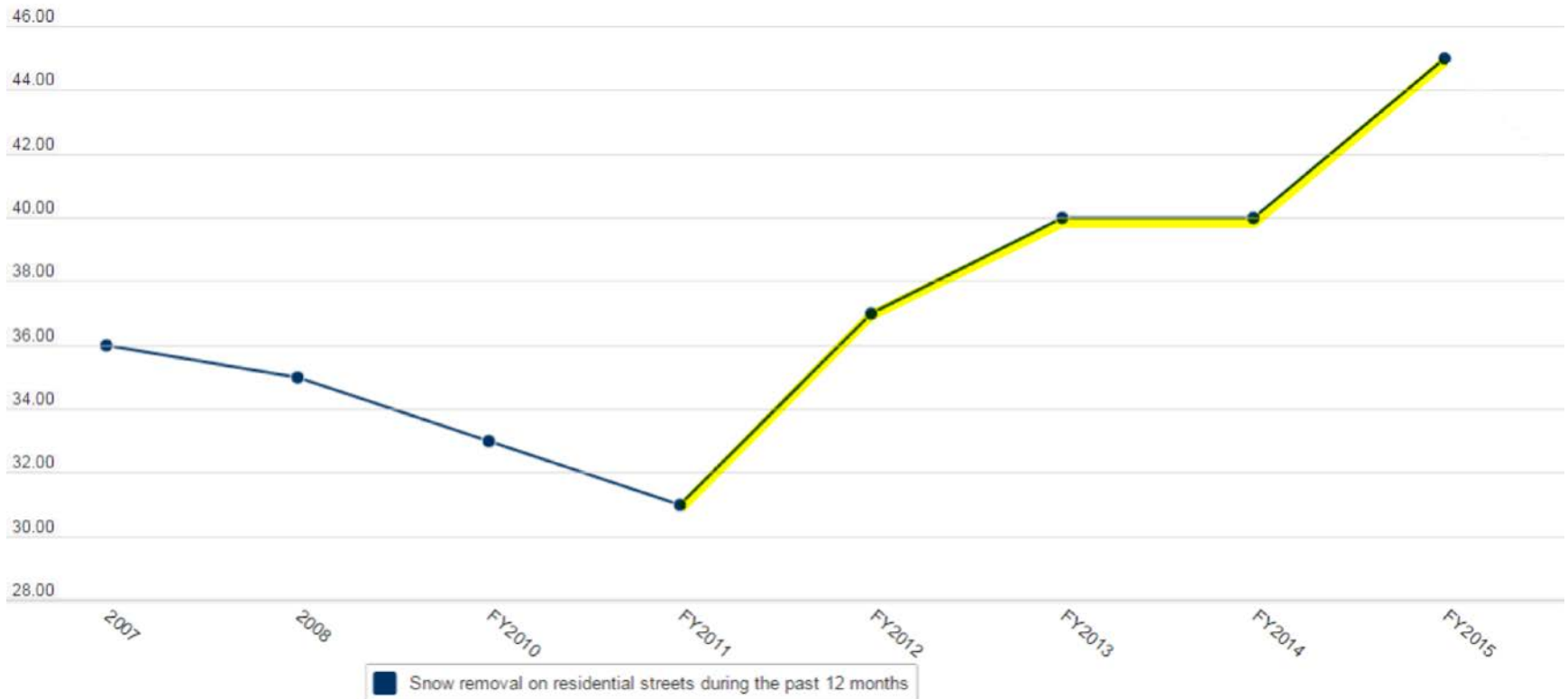
Measuring Success

- Reach & Penetration—Views, subscribers, “likes,” “shares”
- Level of Engagement—Click-through rates, participation in online activities, citations
- Experience & Opinion—Satisfaction, user ratings, mentions, comment tone



“Part of what makes the Kansas City
tweeter along distinctive is **ITS VOICE**,
which is not precisely that of a
police officer, but close. The tweeter
is present but usually not involved;
AMiable BUT ALSO FRANK.

Satisfaction – UP 14% over 4 years!



You believe in Customer Service, right?



“Telling Stories”

A policy has been set

A street will be closed

An event will be held

A showcase of an individual employee

A building will be built

A storm is coming

Where to Start?

Network	Uses	Try
Facebook	Personal	Share content and answer questions (5-10/week)
Twitter	Networking, news	Share information in real time, retweet relevant content, create list of local leaders (3+ day)
YouTube	Videos, specifically cat videos	Upload short content on news and events, keep library of meeting videos (1-2/week)
LinkedIn	Professional	Post jobs, agency information, content about working in your field (2-4/month)
Instagram	Photographs	Share pictures of parks facilities, events, ceremonies (1-2/week)



Governor Jay Nixon ✓
@GovJayNixon



Voting in [#JCMO](#) this morning. Make sure to
cast your ballot & make your voice hear
[#Election2014](#)

Beware the Social Media Snowball



#SocialSnowball

#DeadRaccoonTO



One Concerned Citizen:

[@311Toronto](#) There's a dead raccoon on the sidewalk outside 819 Yonge (at the SE corner of Church).

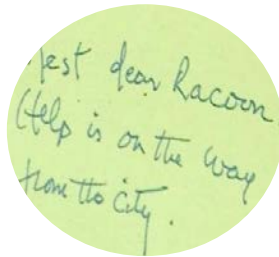


The City:

[@jasonwagar](#) Thank you for letting us know. This was reported a short while ago and Animal Services has been notified.



[@311Toronto](#) Excellent, thanks! Poor fella had a rough night.



Citizen Engagement:
"Rest dear racoon. Help is on the way from the City."



#DeadRacoonTO



Drake's
Reaction



#DeadRacoonTO
donations



The City
finally arrives!

MAKE IT A PRIORITY

BE AUTHENTIC

KEEP FEEDING IT



GovGirl

Secret Identity

Kristy Dalton

Twitter

@KristyDalton22 #GovGirl

YouTube

[www.youtube.com/user/](http://www.youtube.com/user/GovGirlBlog)

GovGirlBlog

Government Technology

www.govtech.com/govgirl/

Questions/Comments?

Kevin Knutson

kknutson@managementpartners.com

Chris Hernandez

chris.hernandez@kcmo.org



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