

Daring to Engage Electronically

The social media revolution continues. Local government leaders need to be part of it, or be left out and miss out. Hear from three of your colleagues-- leaders in the world of local government social media--as they share at least five each of their best practices for using this vehicle of communication. The 3x5 here will arm you for the revolution.



Today's Speakers:



Wally Bobkiewicz

Evanston, IL

@WallyBobkiewicz



Clay Pearson

Pearland, TX

@JayhawkMI



Kirsten Wyatt

West Linn, OR

@kowyatt

Twitter Users:

**LOCAL GOVERNMENT,
MAPS, SANDWICHES,
PUMPKINS & BOOKS**

ELGL.ORG

TWEETS 5,243 FOLLOWING 1,052 FOLLOWERS 1,129 FAVORITES 3,331 LISTS 2

Kirsten Wyatt
@kowyatt FOLLOWS YOU

Wife, mom, worker, word nerd, and cofounder of @ELGL50. I love local government, reading, sandwiches, my pumpkin patch, maps. My comments here are mine alone.

West Linn, Oregon
elgl.org
Joined March 2008

Tweets Tweets & replies Photos & videos

Kirsten Wyatt retweeted

ELGL @ELGL50 · 1h
Here's our @Pinterest board devoted to the #CityHallSelfie. It's hotter than Amazon Prime Day pinterest.com/oregonegl/cit...

GailSumi, Mike Ekey, Josh M. Hawkins and 3 others

Municipal Websites:

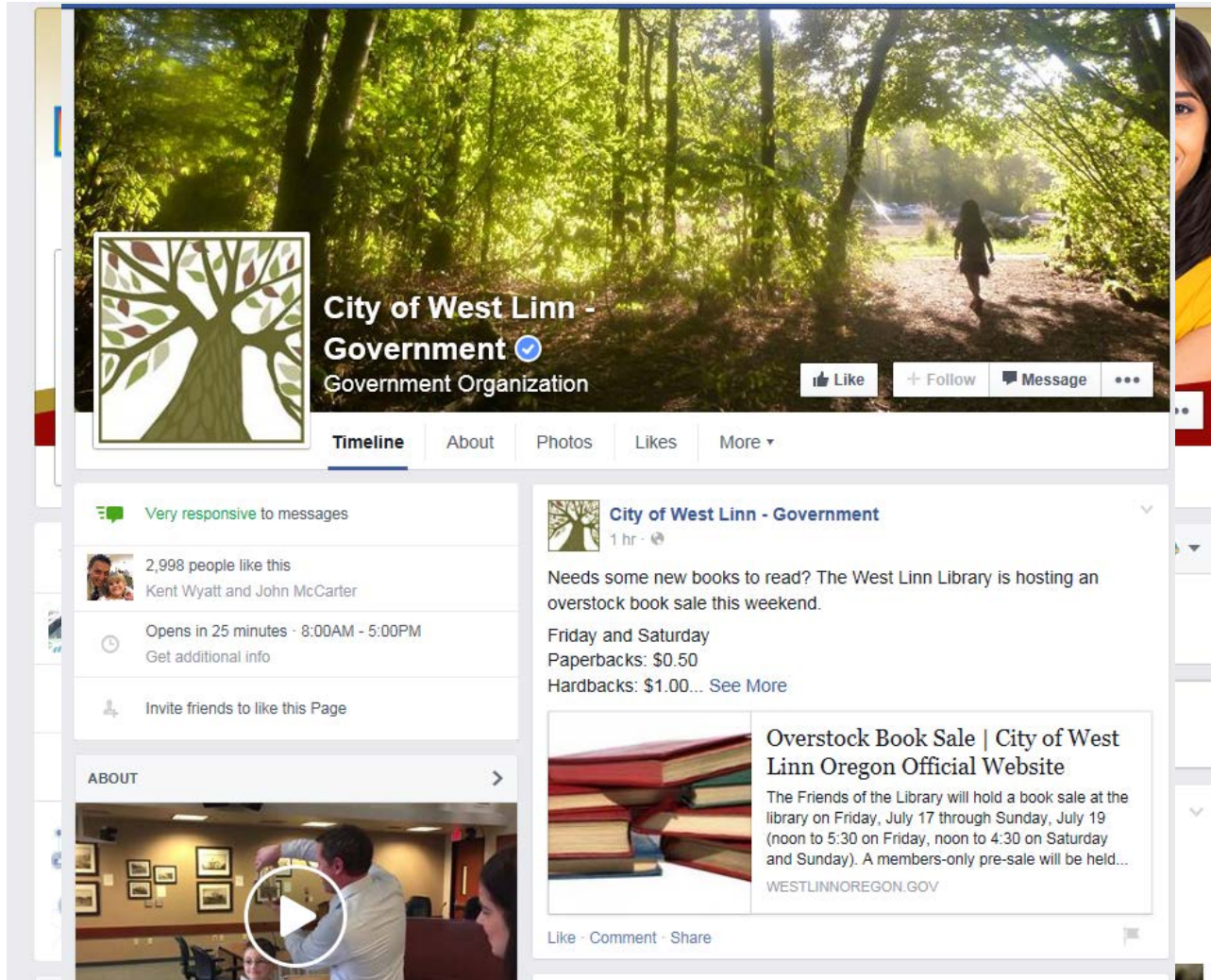
The screenshot displays the City of West Linn website interface. At the top left is the logo for the City of West Linn, featuring a tree icon. To the right of the logo is a search bar with the word "Search" and a magnifying glass icon. Below the logo and search bar is a horizontal navigation bar with four tabs: "Residents", "Business", "Departments", and "Connect".

The main content area features a large banner for an "Overstock Book Sale". The banner shows a row of various books, including titles like "World Food Cafe 2", "Vegetarian", "Veggieistan", "LETTAS", "ROSE ELIOT'S", "FAST FIVE", and "Wild garlic". Below the book images is a dark brown bar with the text "Overstock Book Sale" and a set of five white dots for navigation.

Below the banner are three content sections: "Popular", "Updates", and "News".

- Popular:** A list of links with leaf icons: "Contact the City", "Agendas & Minutes", "Calendar", "Forms & Permits", and "Online Bill Pay".
- Updates:** A section for recent updates. It features a Facebook post from "City of West Linn - Government" with a "Like Page" button and "2.9k likes". The post text reads: "Needs some new books to read? The West Linn Library is hosting an overstock book sale..."
- News:** A section for news items, specifically tweets. It shows a tweet from "West Linn P.D. @WLPDNews" with 4 hours of age, and another tweet from "West Linn Library @WestLinnLibrary" with 13 hours of age.

Municipal Facebook:



City of West Linn - Government
Government Organization

Like Follow Message

Timeline About Photos Likes More

Very responsive to messages

2,998 people like this
Kent Wyatt and John McCarter

Opens in 25 minutes · 8:00AM - 5:00PM
Get additional info

Invite friends to like this Page

ABOUT

City of West Linn - Government
1 hr ·

Needs some new books to read? The West Linn Library is hosting an overstock book sale this weekend.

Friday and Saturday
Paperbacks: \$0.50
Hardbacks: \$1.00... See More

Overstock Book Sale | City of West Linn Oregon Official Website

The Friends of the Library will hold a book sale at the library on Friday, July 17 through Sunday, July 19 (noon to 5:30 on Friday, noon to 4:30 on Saturday and Sunday). A members-only pre-sale will be held...

WESTLINNOREGON.GOV

Like · Comment · Share

Measure, Quantify, Adjust

Site perfo

City of West Linn - Government
Published by Lori Lynn Hall [?] · July 16 at 11:35am ·

West Linn has made the cut of Family Circle's top 10 cities for families to live in the United States! Yay, us!

Audience Overview
Email Export Add
All Sessions 100.00%
Overview
Sessions 5,900

The Best Towns for Families: 2015
Ten locales with great schools, housing and community spirit.
FAMILYCIRCLE.COM

10,540 people reached

Boost Post

Sessions **236,820**

Pages / Session **2.85**

% New Sessions **51.63%**

Ashley Westmeyer Graff, Gail McSpadden Greenman, Renee Purdy and 180 others like this.

46 shares

Write a comment...

Judith Maloney Yocom And, hey, THANKS for mowing the trails at Sahali park. Very nice again.
Unlike · Reply · 1 · July 16 at 1:37pm

Kylie Mueller Best city ever, and a great community atmosphere
Unlike · Reply · 1 · July 16 at 8:41pm

675,487 pag View 13 more comments

Feb 1, 2015 - May 31, 2015

Hourly Day Week Month

May 2015

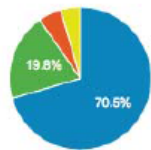
New Visitor Returning Visitor

43.2% 56.8%

Measure, Quantify, Adjust

- Google Analytics is free
- Find out what works and for whom
- Adjust your pitch

How They Came to the Site



Top pearlandtx.gov referrals

	23,036 % of Total (9,72% (203,940))	56.00% Avg for view: 51.44% (5,49%)	12,900 % of Total 18.33% (102,272)
1. m.facebook.com	6,497 (28.20%)	72.45%	4,707 (35.43%)
2. facebook.com	1,503 (6.53%)	34.52%	513 (3.94%)
3. pearlandtx.gov	1,398 (6.07%)	95.22%	719 (5.54%)
4. i.facebook.com	1,219 (5.29%)	30.88%	374 (2.89%)
5. brazoria-county.com	1,001 (4.35%)	95.57%	501 (3.87%)
6. pearland applicantpro.com	893 (3.88%)	93.19%	658 (5.09%)
7. tv.facebook.com	853 (3.70%)	40.33%	344 (2.67%)
8. pearnet.co	584 (2.53%)	4.43%	25 (0.19%)
9. bing.com	493 (2.14%)	44.81%	181 (1.40%)
10. search.bask.com	400 (1.74%)	58.25%	233 (1.81%)

- Search traffic is substantial (70.5 percent in reporting period)
- Top 4 direct referrals include: facebook.com, brazoria-county.com, pearland applicantpro.com (jobs/careers page), and pearnet.co,

Top Content

What people are coming for

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	675,487 % of Total: 100.00% (875,487)	513,949 % of Total: 100.00% (513,949)	00:01:15 Avg for View: 00:01:15 (0.00%)	236,819 % of Total: 100.00% (236,819)
1. /	97,133 (14.38%)	77,810 (15.14%)	00:01:45	74,353 (31.49%)
2. /departments/parks-recreation	36,792 (5.45%)	28,196 (5.50%)	00:01:00	21,660 (9.15%)
3. /departments/police	21,777 (3.22%)	14,964 (2.91%)	00:01:47	12,973 (5.48%)
4. /home	20,979 (3.11%)	15,539 (3.02%)	00:00:51	2,012 (0.86%)
5. /HomeComponents/FacilityDirectory/FacilityDirectory/6542	16,276 (2.41%)	14,013 (2.73%)	00:02:42	8,660 (3.67%)
6. /departments/water-billing	16,236 (2.40%)	13,455 (2.62%)	00:01:00	9,448 (3.99%)
7. /departments	15,653 (2.32%)	11,745 (2.29%)	00:02:28	2,969 (1.25%)
8. /departments/water-billing/bill-pay-opt	14,387 (2.13%)	10,973 (2.14%)	00:01:55	2,816 (1.19%)
9. /departments/parks-recreation/programs	12,557 (1.86%)	7,108 (1.38%)	00:00:26	1,237 (0.52%)
10. /departments/parks-recreation/facilities	9,966 (1.48%)	7,250 (1.41%)	00:00:23	623 (0.26%)

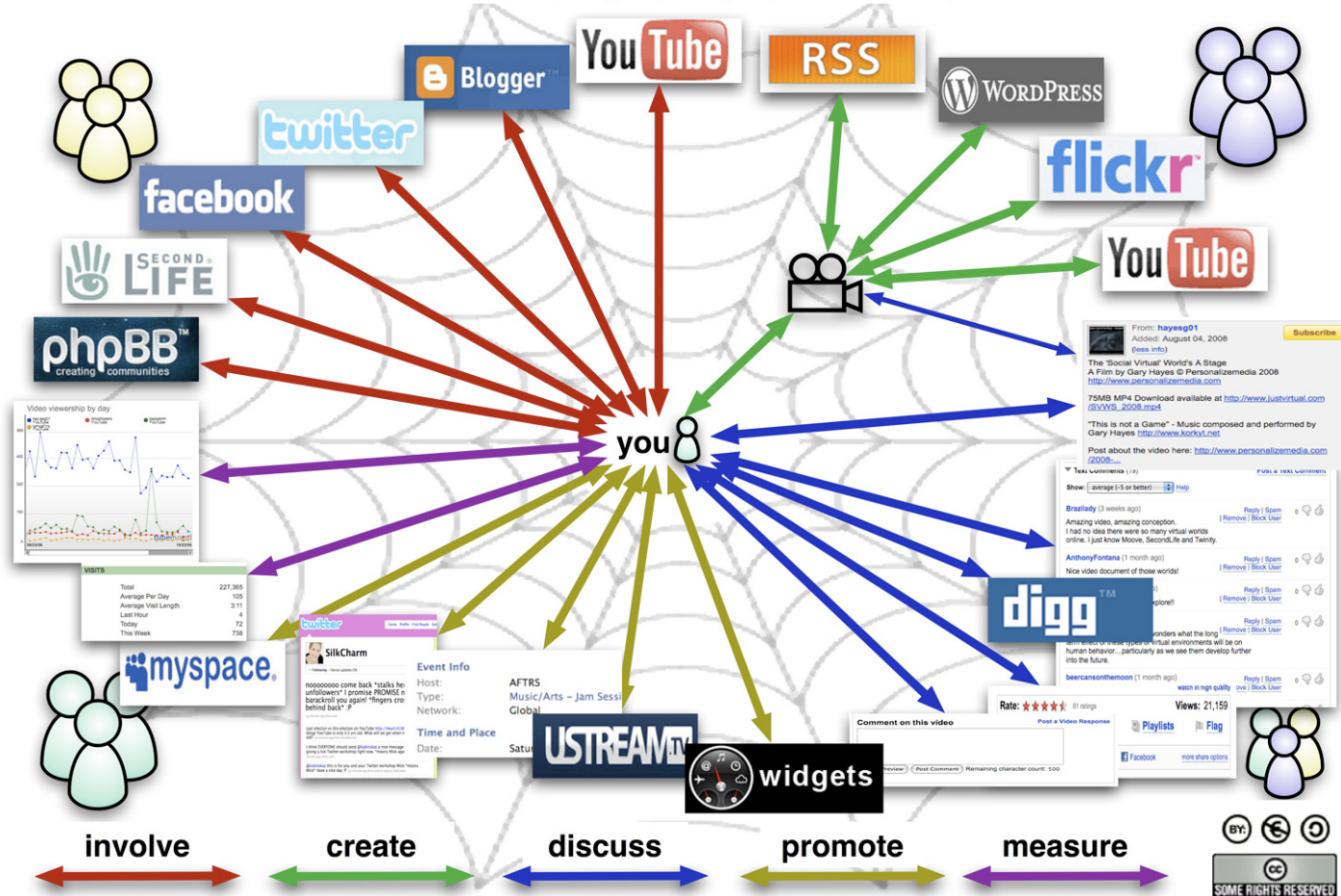
- Parks & Recreation pages continue to be highly trafficked coming in only second to the home page in terms of pageviews
- Other popular pages include: Police, Water Billing, Departments, Facility Directory, and

Multiple Channels

- Multiple platforms and multiple ways within those channels that can reinforce each other
 - For example:
 - Main Municipal Page
 - Economic Development Page
 - Convention & Visitors Bureau Page
 - Public Safety Page

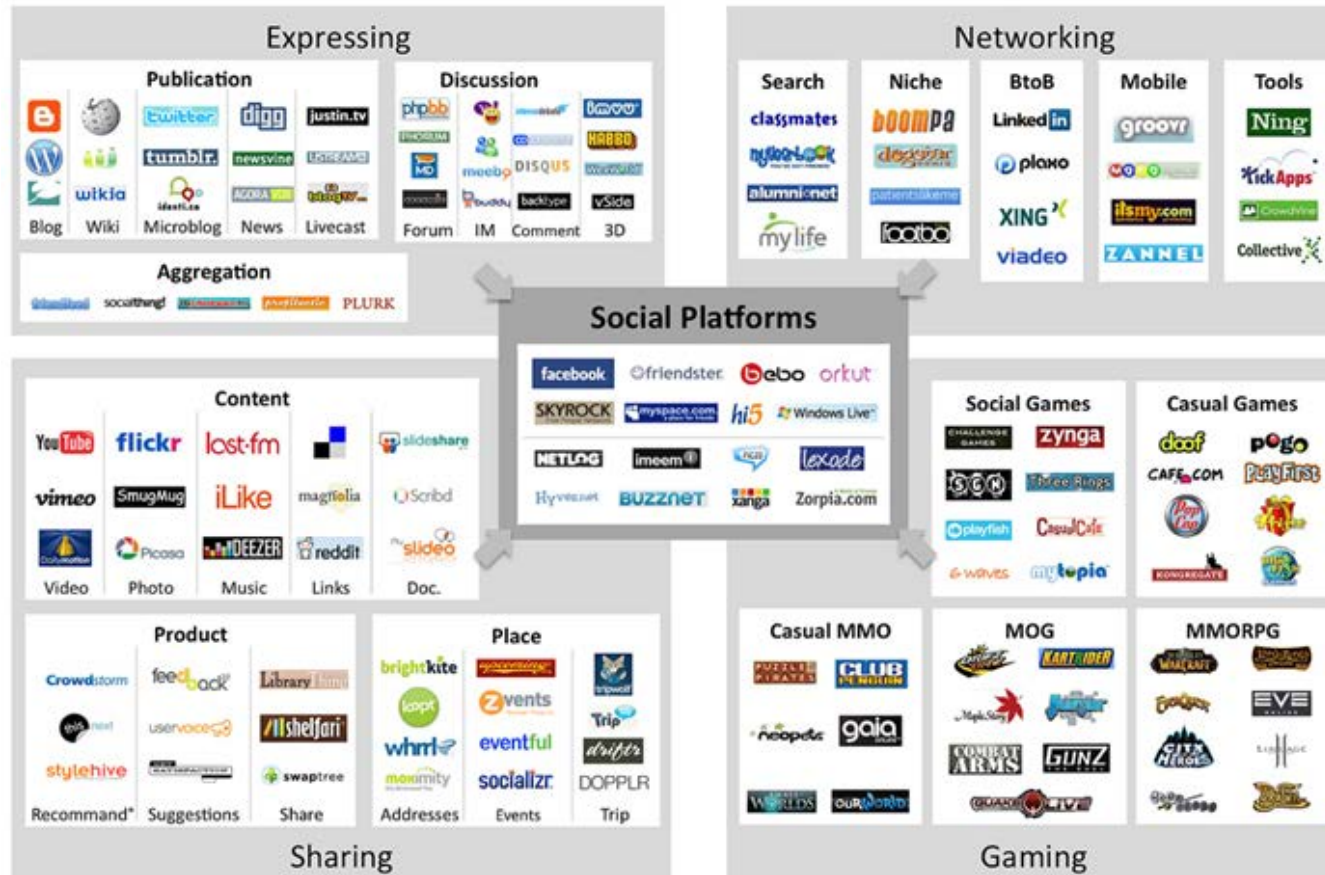
Multiple Channels

The Social Media Campaign by Gary Hayes & Laurel Papworth 2008



Multiple Channels

Social Media Landscape



FredCavazza.net

Network

- Schools
- Business
- Media
- Not-for-profits
- Libraries
- Malls
- Parks
- Counties

 **City of West Linn - Government**
Published by Lori Lynn Hall [?] · July 14 at 10:12am · 🌐

If the recent New Yorker article has you freaked out, then it is time to get prepared.

We are building out a West Linn Ready website (<http://westlinnoregon.gov/westlinnready>) and offer a Map Your Neighborhood program. Also, mark your calendars for our Sept. 24 Emergency Preparedness Fair. #westlinnready



The Earthquake That Will Devastate Seattle
When the giant fault line along the Pacific Northwest ruptures, it could be the worst natural disaster ever.
NEWYORKER.COM | BY KATHRYN SCHULZ

2,357 people reached

👍 Like 💬 Comment ➦ Share

Donna Herzfeldt-Kamprath, Bridget Saladino, Ian T. Brown and 14 others like this.

13 shares

 Write a comment... 📷 😊

 **Jacques Olivier** I wonder if there's a way to create community emergency storage units around the city with bare essentials like water filters, first aid kits, space blankets and MREs and then not have people tamper with them. People are supposed to have emergency kits, but many won't, and kits are likely difficult to find / dig out of a flattened or unstable structures.
Like · Reply · 👍 2 · July 14 at 6:50pm · Edited

 **City of West Linn - Government** Interesting idea!
Like · 👍 2 · Commented on by Lori Lynn Hall [?] · July 14 at 1:19pm

 **Michaela Houston** Somehow I don't think people could prepare for what they describe... Except to be gone from the area!
Like · Reply · July 14 at 8:16pm

🗨️ View 3 more comments

 **City of West Linn - Government**
Published by Lori Lynn Hall [?] · July 18 at 7:14pm · 🌐

Don't forget, West Linn Farmers Market is tomorrow, Sunday, from 11 a.m. to 3 p.m.



About
About West Linn Farmer's Market Sundays May 31st to Sept. 13, 11am to 3pm
Welcome! The West Linn Farmer's Market is changing it's day and time. It is now Sundays 11am to 3pm, May 31st to Sept. 13th. Located in Historic Willamette...
WESTLINNFARMERSMARKET.ORG

3x5:

- Wally, Clay and Kirsten will each share five of their favorite local government social media campaigns.
- Follow along and take these 3x5s home to your community!



Newsy City Council Items

Evanston, Illinois



City of Evanston Illinois Government

Published by Patrick Deignan [?] · July 27 at 8:43am · 🌐

Newsy items on tonight's July 27 City Council agenda include a presentation by the Downtown Performing Arts Center Task Force, the purchase of a new Levy Center bus, a contract to replace laptops in Police and Fire vehicles, and more: <http://ow.ly/Q7TtB>



Wally Bobkiewicz @WallyBobkiewicz · Jul 26

Newsy Items on @CityofEvanston Monday City Council Meeting Agenda cityofevanston.org/news/2015/07/n...

👤 1 ⭐ 2 🔄 ⋮

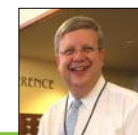
Newsy Items on Monday City Council Meeting Agenda

Posted on Sunday Jul 26, 2015

Log In

1. Presentation of Downtown Performing Arts Center Task Force
2. Annual road salt purchase contract. Bid price is approximately 20% less than last year.
3. Contract to replace laptop computers in Police and Fire vehicles. Sixty-three computers will be purchased to replace devices purchased in 2008.
4. Purchase of new Levy Center bus. Donation from Levy Senior Center Foundation pays half cost of bus.
5. Change order #2 for water metering vault improvements. Change order caused by unforeseen underground condition.
6. Change order for 2015 water main replacement project caused by additional testing requirements pertaining to ongoing litigation in the area of project.
7. Actions for sale of City property at 1941 Jackson that recently constructed home done by ETHS has been relocated to site.
8. Amendment to Code pertaining to panhandling pertaining to activity near parking meters, pay stations and ATMs.

[📎 Agenda Packet](#)



@WallyBobkiewicz

LinkedIn Warrior

Pearland, Texas

Create a company page:

City of Pearland, Texas
Government Administration
501-1000 employees

514 followers Following

Tools

Home Analytics Notifications

City of Pearland, Texas CBL is developing a second office building in Pearland Town Center, at sw corner of Highway 288 and FM 518 (Broadway). The 60k square foot building will be additional part of mixed-use development.

CBL & Associates Properties developing Pearland Town Center office building - Houston...
bizjournals.com · Rents are strong, and existing office space nearby is nearly 100 percent leased.

Organic
Targeted to: All Followers

829	7	5	1.45%
impressions	clicks	interactions	engagement

Sponsor update

Like (4) · Comment · 27 days ago

Janice Oden Poe, Robert Severance III, MA +2

Add a comment...

How You're Connected

42 first-degree connections
28 second-degree connections
122 Employees on LinkedIn

See all

Ads You May Be Interested In

- JM Eagle™ Online Courses**
The Plastic Pipe Solution to Water Infrastructure Failures. Learn More!
- CLO Summit**
CLO Conference - Dana Point, CA - December 2-4, 2015
- Spreadsheets Are Old News**
Say goodbye to rows and columns. Say hello to instant insights.



@JayhawkMI

Creative YouTube Use

Round Rock, Texas

Creative videos to provide updates on bond proceeds and city services:



@KOWyatt

Live Tweeting

Evanston, Illinois



City of Evanston 2 @CityofEvanston2 · Mar 20

Top-ranked @PeckishPig & @WardEightBar on Howard St. show economic development money can change a neighborhood, bring pride #EvSOTC

← ↻ 1 ★ 2 ↻ ⋮



City of Evanston 2 @CityofEvanston2 · Mar 20

#EvSOTC @EvanstonMayor



← ↻ ★ ↻ ⋮



City of Evanston 2 @CityofEvanston2 · Mar 20

.@MayorTisdahl touts that growing businesses stay in Evanston; highlights @ZSAssociates moving to @Rotary building #EvSOTC

← ↻ 1 ★ 2 ↻ ⋮



City of Evanston 2 @CityofEvanston2 · Aug 6

Lots of exciting businesses coming to Howard St. #8thWardEvanston #EconomicDevelopment



← ↻ 3 ★ 2 ↻ ⋮



City of Evanston 2 @CityofEvanston2 · Aug 6

#8thWardEvanston now moving on to Economic Development

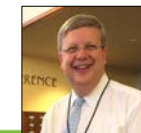
← ↻ ★ ↻ ⋮



City of Evanston 2 @CityofEvanston2 · Aug 6

Residents can find information on City's traffic calming and speed hump program here cityofevanston.org/pdf/neighborho... #8thWardEvanston

← ↻ ★ ↻ ⋮

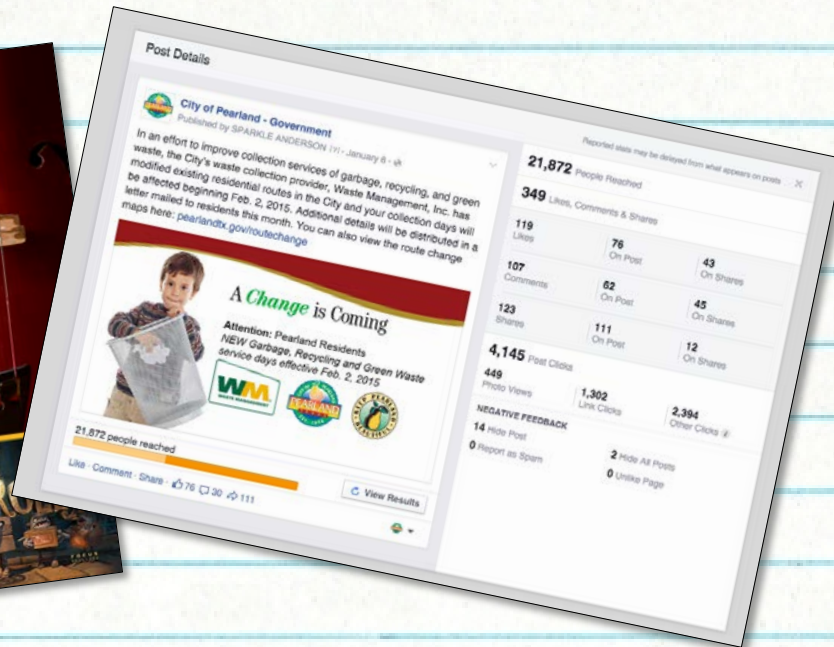


@WallyBobkiewicz

Listicles

Pearland, Texas

Five things to do in the community

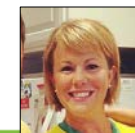


@JayhawkMI

Bite Size History

West Linn, Oregon

Daily outreach campaign called “Bite Size History” to promote long range planning project:



@KOWyatt

In the Squad Room

Evanston, Illinois



Evanston, IL Police @EvanstonPD · Jul 31

EPD and EFD respond to a traffic accident at Davis & Sherman.



7:08 PM - 31 Jul 2015 - Details



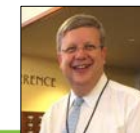
City of Evanston, IL

Jul 27

In the Squad Room—All Quiet on the Eastern Front Weekly Deployment Meeting Highlights

Every week, Linda Hansen attends the Evanston Police Department's Deployment Meetings, takes notes on various topics and writes about other police-related matters of interest to ordinary citizens like her.

[Continue reading](#) · 7 min read

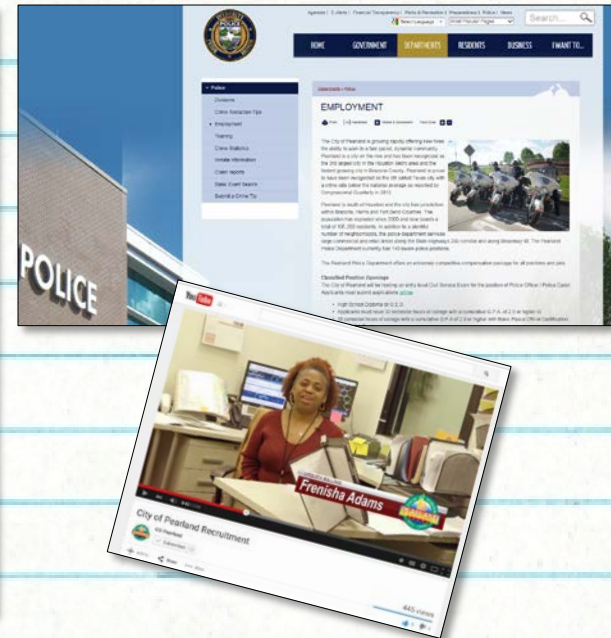


@WallyBobkiewicz

YouTube Recruitment Videos

Pearland, Texas

Run creative recruitment campaigns for vacant police officer positions

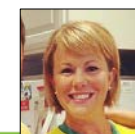


@JayhawkMI

Live Stream via Periscope

Raleigh, North Carolina

Share stories and special events “live stream”
using this Twitter partner application



@KOWyatt

Social Listening

Evanston, Illinois

Mark Brand @markbrand 4 Feb
Hey Evanston plow crews: northwest Chicago is eating your lunch. Let's see some effort! #evanston
Details

City of Evanston @CityofEvanston 4 Feb
@markbrand Any specific streets or street ranges in particular? We could then share that info with Public Works.
Details

Mark Brand @markbrand 4 Feb
@CityofEvanston the western portion of Central and all of the side streets (Hurd, Lawndale, etc) by Willard at around 10:00. Thanks 4asking!
Details

City of Evanston @CityofEvanston 4 Feb
@markbrand Relayed your tweet to PW earlier today. That area should be in good shape and they continue with some cleanup as cars move.
Details

Mark Brand @markbrand
Follow

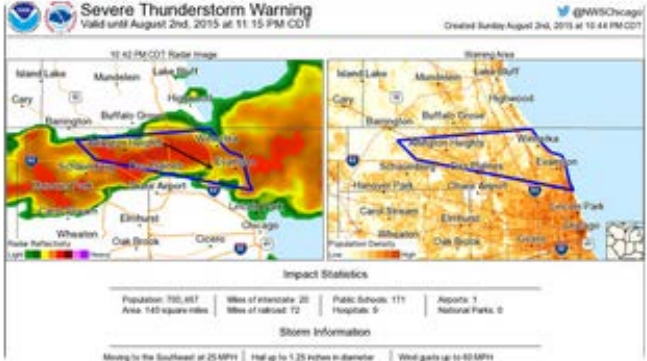
@CityofEvanston Much better this morning, thanks!

← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

CityofEvanston retweeted

NWSChicago
Aug 02, 10:44pm via Severe Weather Graphics
LOT

Severe Thunderstorm Warning including
Arlington Heights IL, Evanston IL, Skokie IL
until 11:15 PM CDT



Severe Thunderstorm Warning
Valid until August 2nd, 2015 at 11:15 PM CDT
Created Sunday August 2nd, 2015 at 10:44 PM CDT

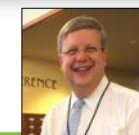
Impact Statistics

Population: 750,857	Waves of Intercaste: 28	Public Schools: 111	Aspirants: 1
Area: 145 square miles	Waves of rainfall: 12	Hospitals: 9	National Parks: 0

Storm Information

Moves to the Southeast at 25 MPH | Halts up to 1.25 inches in diameter | Wind gusts up to 60 MPH

15 retweets 6 favorites



@WallyBobkiewicz

Multimedia

Novi, Michigan

Video plus multimedia campaign (t-shirts, calendar and more) to promote city



@JayhawkMI

Twitter

Ferguson Library, Ferguson, MO

Using Twitter to share a human voice during the protests after the shooting of Michael Brown

Ferguson Municipal Public Library
3 hours ago

Because of the Grand Jury decision, many organizations will be closed, but the Ferguson Municipal Public Library will stay open as long as it is safe for patrons and staff. If the Ferguson-Florissant schools close, we will be hosting activities for the children. We will do everything in our power to serve our community. Stay strong and love each other.



Ferguson Library
@fergusonlibrary

Some orgs that need help doing great work to feed folks in #Ferguson include @OPFoodSearch, Ferguson Food Pantry, and St. Louis Food Bank.

4:37 PM - 25 Nov 2014

168 48

Follow

Ferguson Library
@fergusonlibrary

It's #Fribrary! Post something awesome from/at/with your library this week! A storytime during ad-hoc school on Tue.

3:20 PM - 28 Nov 2014

15 21

Follow



@KOWyatt

Social Media Town Halls

Evanston, Illinois Mayor & City Manager

 Neal
@DigitalNeal

@EvanstonMayor #askTisdahl do you have plans on putting body cameras on our police? More evidence is always good for the taxpayers.

via  • 5 months ago




 .@DigitalNeal We have applied for a grant. I agree. It is good protection for everyone #askTisdahl

via  • 5 months ago




Jodi Glenn Fox What can we do about the image of Evanston being too expensive for small businesses to establish a presence here?

Like · Reply ·  1 · about an hour ago



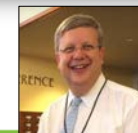
City of Evanston Illinois Government We have a lot of small businesses in Evanston, and we have to do a better job of making that fact known. We currently have 160 startups in Evanston.

Like ·  2 · about an hour ago



City of Evanston Illinois Government Anyone who is thinking of coming to Evanston should contact our Economic Development Department for help 847-448-8100 or info@evanstonedge.com


Like ·  1 · about an hour ago



@WallyBobkiewicz

LinkedIn Titans

Organization & Personal



Clay Pearson
City Manager at City of Pearland, Texas
[Improve your profile](#)

11 people viewed your profile in the past 7 days

447 views on your update "Council sets tax rate, debates public safety st..."

Share an update Upload a photo Publish a post

Clay, quickly grow your professional network
Join Mark, Dan, and 3750 others who have found people they already know.

[Continue](#) [Learn more](#)

Mac Gardner, CFP®, CRPS®, CRPC® 23h
Branch Director of Executive Planning at The Noble Group

Fact: Mentoring boosts careers. In one study, 28% of mentors' salaries increased. Learn how to make it work for you

TIPS ON FINDING A MENTOR
If you need a mentor of your own, ask... tactfully.

- Choose a mentor who has good fit - someone whose career path is to emulate
- Ask them to be your mentor face-to-face or over the phone
- Discuss what you would get out of the relationship

Raymond James | SUCCESSFUL WOMEN
raymondjames.com • SUMMER 2015

[Like](#) • [Comment](#) • [Share](#)

Check out this job you may be interested in Sponsored



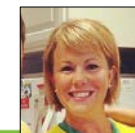
@JayhawkMI

Twitter

Eugene, Oregon

Use Twitter to immediately respond, share policy perspectives, use human voice

The screenshot shows a Twitter thread. At the top is a tweet from **Uber Oregon** (@Uber_OR) posted 21 hours ago. The text of the tweet reads: "Eugene - We need your help, stat! Tell your city officials that #EugeneNeedsUber. Sign the petition here: action.uber.org/eugene/". Below this is a reply from the **City of Eugene** (@cityofeugene), who is following the user. The reply text says: ".@Uber_OR Or you could just agree to City driver checks, insurance reqs, & car safety checks. Not hard. #EugeneDeservesSafety". The reply has 16 retweets and 17 favorites. The timestamp at the bottom of the screenshot is "1:41 PM - 11 Feb 2015".



@KOWyatt

Questions/Comments?

Email us:

Wally: wbobkiewicz@cityofevanston.org

Clay: CPearson@pearlandtx.gov

Kirsten: kwyatt@westlinnoregon.gov





2015 SEPT 27-30
seattle
ICMA ANNUAL CONFERENCE KING COUNTY

