SOCIAL MEDIA ENGAGEMENT STRATEGIES

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Choose Your Own Adventure
Why You Should Care

Situational Awareness

Direct News Media

Evaluate PIO Strategy

Crowd-Sourcing

Relationships

www.EngagingOthers.com // Twitter: @CherylBle
Methods of Engagement

- Do Nothing
- Monitor Only
- One-Way Engagement
- Two-Way Engagement

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Website: www.cresa911.org / www.EngagingOthers.com
Option 1: “Do Nothing” Strategy

Be Aware of the following facts:

- Public expectations are changing
  - Conversation may already be occurring about your community, OR
  - Your agency is unknown to the public and perhaps should be known
- Traditional news cycle no longer exists
  - “News” is more easily generated by non-journalists

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Option 2: Monitor the Conversation

Ways to monitor without opening social media accounts:

- **Google Realtime** ([www.google.com/realtime](http://www.google.com/realtime))
- **Google Alerts** ([www.google.com/alerts](http://www.google.com/alerts))
  - For your key business terms / name
  - Use “quotes around words to be connected” in the search.
  - Results are sent to your email at your preference
- **TweetGrid** ([www.tweetgrid.com](http://www.tweetgrid.com))
  - Allows you to search Twitter with up to 9 windows at a time.
- **Twitter Search** ([www.twitter.com](http://www.twitter.com))
- **Desktop Monitoring** (Accounts Required)
  - [www.tweetdeck.com](http://www.tweetdeck.com) / [www.hootsuite.com](http://www.hootsuite.com)

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Option 3: One-Way Engagement

- Sharing information directly from your agency to the community
  - Be clear that you will not be responding to inquiries posed back from the community
  - Ensure that your feedback path is clear to the reader
  - Understand that different platforms draw different audiences & different engagement
    - Facebook = higher level of reading of blog-based articles
    - Twitter = consumers more likely to actively support

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Option 4: Two-Way Engagement

- Understand that people don’t naturally care unless your business affects them personally (i.e. tax issues)
- If you seek engagement, be engaged back through comments & retweets
- Relationship-building results in largest return on investment. Connecting with people in the community is key.
- Games & Contests Work
- Public Agencies have a higher responsibility to archive primary communications.

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Engagement Examples

- Such Tweet Sorrow
- Unthinkable Book Club
- #30Days30Ways Preparedness Campaign
- Response Tweets
  - #SanBrunoFire
  - #BoulderFire
- Exercise Tweets
  - #X24

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Key Things to Know

**TEXT ALERT CAPABILITY / FAST FOLLOW:**

- **On TWITTER:** text FOLLOW [account name] to 40404. (To unsubscribe text UNFOLLOW [your name] to the same number.)
- **On FACEBOOK:** text LIKE [username] to 32665
  - Individual: Must configure your mobile settings in Facebook
  - Agency: You must have a “Vanity URL”
  - Example: LIKE CRESA.911 = way to follow CRESA because it is www.facebook.com/cresa.911

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Resources & Information

Why Social Media?
- Read “Open Leadership” by Charlene Li

Getting Started?
www.sm4em.org

How to Use/Understand Social Media?
- Talk to people who use social media
- Google searches
- www.commoncraft.com videos
- Engage with the Tech Community
  - Crisis Camp or Social Media Club Chapter

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National Social Media Activity

**SMEM: Social Media in Emergency Management**
- #SMEM Hashtag on Twitter
- #SMEMChat on Fridays between 9:30a-10:30a
- [www.sm4em.org](http://www.sm4em.org) Website
- Virtual Operations Support Group/Team (VOSG/VOST)
- #140Conf on May 19th

**Virtual Social Media Working Group (VSMWG)**
- First Responders Communities of Practice (FRCoP)
- Social Media Framework under development

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