Engaging Social Communities

TIMI AGUILAR - AGUILAR PUBLIC RELATIONS

OCTOBER 23, 2014
Objectives for Today

Using social media to engage and interact with local communities, policymakers and statewide advocates. Utilizing strategies to listen to what the community is saying, follow what others are saying about your issues and manage your social media networks.

• Identifying your target audiences
• Strategies to connect with the community
• How to become a part of the conversation
• Better manage your social media networks
Know Your Users

To engage with social communities you must know your users

<table>
<thead>
<tr>
<th>Sex</th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>18-29</td>
<td>83%</td>
<td>77%</td>
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<tr>
<td>30-49</td>
<td>52%</td>
<td>32%</td>
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<tr>
<td>50-64</td>
<td>52%</td>
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<tr>
<td>65+</td>
<td>32%</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>18-29</th>
<th>30-49</th>
<th>50-64</th>
<th>65+</th>
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<tbody>
<tr>
<td>Male</td>
<td>83%</td>
<td>77%</td>
<td>52%</td>
<td>32%</td>
</tr>
<tr>
<td>Female</td>
<td>77%</td>
<td>52%</td>
<td>32%</td>
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<table>
<thead>
<tr>
<th>Income</th>
<th>&gt; 30k</th>
<th>30-49k</th>
<th>50-74k</th>
<th>75k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>72%</td>
<td>65%</td>
<td>86%</td>
<td>88%</td>
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<tr>
<td>Female</td>
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<td>Female</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Population Density</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>70%</td>
<td>67%</td>
<td>81%</td>
</tr>
<tr>
<td>Female</td>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th>High School or Less</th>
<th>Some College</th>
<th>College Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>68%</td>
<td>69%</td>
<td>65%</td>
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<tr>
<td>Female</td>
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<table>
<thead>
<tr>
<th>Race</th>
<th>White</th>
<th>African-American</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>65%</td>
<td>68%</td>
<td>72%</td>
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<td>Female</td>
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<td></td>
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Source: Pew Research Center 2012
Know Your Users

- Determine the best platform for the targeted audience
- You don’t have to be on everything
- Engage in the circles of influence that matter to you most

Source: Pew Research Center 2012
Communities rely on local governments more than ever for timely information

- Local Information

- Basic services important to their lives: utilities, recreation, water supply, wildlife, emergency services

- As cities get bigger, local community engagement is critical

- Print & TV media coverage is limited due to budgets and subjects covered are prioritized; coverage is too broad

- Emergency or Crisis Situations – local entities become more and more critical in providing real time information; they trust the accuracy of the information

-
Colorado Floods

“The September 2013 floods may prove to be the worst natural disaster in the history of our state, and is likely the worst we shall ever see in our lifetimes,”

Gov. John Hickenlooper

Residents rely on social media during natural disasters

- As much as 17 inches of rain the week of Sept. 9 inundated almost 2,000 square miles (5,000 square kilometers) in 17 counties (Colorado Emergency Management Office)
- Flooding killed eight people, destroyed about 2,000 homes and 200 businesses, damaged more than 16,000 homes and crippled 200 miles of state highways and 50 bridges.
- About 6,000 people were evacuated from mountain towns cut off by floodwaters.

Communications

- Due to communications outages turned to social media in Larimer County (ham radio) and other counties
- Communication out from Sheriff’s office through Twitter
- News media reporting updates from Twitter sheriff’s feeds
- Residents directed to local websites by county, town, etc.
- Statewide and nationally directed to state website
- Websites, Twitter, Facebook, newsfeeds – reliable sources
Engage
Using social media to engage and interact with local communities, policymakers and statewide advocates.
Legislators are listening to influencers in real time during legislative sessions

- **Twitter** – source of key information on issues, news, constituents and other legislators; tweeting out from chambers during key votes
- **Facebook** – connected with constituents and others on relevant issues
- **Staffers** – following social media and content on key issues
- **Lobbyists** – following same issues
- **Media** – Analyzing what is being said from all parties

Policymakers are becoming more engaged in social media to hear the what constituents have to say and utilizing platforms during legislative sessions
The State House

Policymakers are becoming more engaged in social media to hear what constituents have to say and utilizing platforms during legislative sessions.
Engage

Using social media to engage and interact with local communities, policymakers and statewide advocates

Social Listening

“Actively listening, monitoring, responding, reacting, talking about and engaging with people who are important to your brand via social media.”

Red Jewel Media
Social Listening

• Be Relevant
• Be Transparent
• Be Timely
• Don’t wear out your welcome
Engage

Using social media to engage and interact with local communities, policymakers and statewide advocates

Listening to the Community

• Post timely content that is relevant to your audience
• Become an expert in your field and contribute information to conversations
• Engage with them so they engage with you
• Contribute in the conversation
• Like what they are doing
• Follow them so they follow you
• Link to other resources that are relevant
• Transparency is critical
Engage

Following the Conversation

• **Create Google alerts** with key words on subjects

• **Facebook** – setting up a page on Facebook that is just for the Count Association; monitor analytics; Re-post relevant info; Facebook ads and promotions to build followers

• **Twitter:**
  
  Follow special interests and track subjects using their tools; follow them so they follow you

  Using the hashtags they use

  Being relevant/don’t wear out your welcome

  Re-posting or re-tweeting

Using social media to engage and interact with local communities, policymakers and statewide advocates
Engage

Using social media to engage and interact with local communities, policymakers and statewide advocates

Following the Conversation

- InstaGram – City Instagram Pages; power of the photo
- Bit.ly Setting one up to see who has read it
- Newsletters/website - ask them to follow you on Twitter or Facebook or whatever social media to create more followers
- Blogs – Create key words that will resonate on Twitter
- YouTube – Post relevant info appropriate for video format
Managing with small staff and budgets

• Prioritize
• Determine who posts; set up guidelines and policy
• Pre approved content
• Set a media calendar
  You can write these ahead and time them to release on Facebook
  You can create some content in advance and post once a week
• Don’t post from TweetDeck or stuff like that; people want new information relevant to the space
• Posting during real time conversation during issues debates or live events

Manage

How to manage the chatter and prioritize what is important
Manage

- Post at relevant times of the day when possible
- Post in real time

Facebook Fast Facts

- 751 million people use Facebook mobile
- 80% of mobile users check their phones early each morning
- People are not likely to check Facebook during the work day
- Facebook insights reveal the best times to address your audience

Best times: weekdays 6-8 am, 2-5 pm
Worst times: all weekends, 10 pm – 4 am

From: http://www.fannit.com/
Manage
- Post at relevant times of the day when possible
- Post in real time

Twitter Fast Facts
- Unlike Facebook, Twitter engagement goes up to 30% on weekends compared to weekdays

Quick Tips
- Short tweets are more likely to receive engagement than tweets over 100 characters
- Ask for retweets and you will be far more likely to be retweeted
- Use two hashtags on each tweet for best results

Best times: weekends, 1-3 pm
Worst times: 8 pm – 8 am

From: http://www.fannit.com/
Manage

- Post at relevant times of the day when possible
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Google+ Fast Facts

• As with posting, nighttime posts will perform the worst by far
• Analyze your Google+ page and your audience to determine the best time for you for best results

From: http://www.fannit.com/
Manage

- Post at relevant times of the day when possible
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From: http://www.fannit.com/

Pinterest Fast Facts

• Pinterest appeals to the home decorator, party planner, hair stylist, and other DIY persons

• The average Pinterest visit is over 16 minutes- This makes the average visit duration longer than almost all other social media sites

Best times: Saturday morning, 2-4 & 8-11 pm
Worst times: 5-7 pm, 1-7 am
LinkedIn Fast Facts

• LinkedIn is most often used right before and right after work hours
• Tuesday and Thursday typically receive the most social media traffic from business people
• Posts during work hours receive less traffic

Best times: 7-8:30 am, 5-6 pm
Worst times: Monday and Friday, 9 am – 5 pm

Manage
- Post at relevant times of the day when possible
- Post in real time

From: http://www.fannit.com/
Blog Fast Facts

• Blogs do best when posts are made regularly. For best results, post once per week, on the same day every week.
• Research your audience and time your posts to the specific demographic.
• Post links to your blog on social media using the times already addressed.

Best times: Monday, Friday, and Saturday at 11 am
Worst times: 11 pm – 8 am

From: http://www.fannit.com/
Learn from each other about what works
Sample: Texas

- Website links to other sources
- Twitter
- Facebook
- YouTube
- Newsletter

Learn from each other
Sample: California

Website links to other sources
- Twitter
- Facebook
- YouTube
- LinkedIn
- Blog

Learn from each other
Sample: Arizona

- High Facebook Users
- Relevant Info
- Timely Info

Learn from each other
Sample: Kansas

Linked In

User group – very targeted audience
Sample: Arkansas

- Relevant and Timely Info
- Followers are high
Sample:
New York

- YouTube
- Relevant Info
Tips to follow users/subjects
Conduct Searches: Twitter

Find interesting people to follow on Twitter.

Twitter.com/search
Sort Relevant: Twitter – join groups

Create group lists to follow on Twitter both public and private.
Conduct Searches: Google Alerts

Find people writing about topics important to you and monitor what sources are saying.
Watch Pinterest Categories

Tip! Categorize your boards so people with similar interests can find you too!
Monitor Trending Topics

Twitter gives you suggestions on who to follow!

Trends

Ottawa
Kevin Vickers
Happy Diwali
Nathan Cirillo
Alvin Stardust
#ohsunify
Age of Ultron
Strickland
Canada
#WorldSeries

Look for trending topics relevant to your business.
Follow Who Other Competitors or Those With Similar Interests Like

Determine if you should follow too
Questions?

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