

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

Thursday, September 8, 2016 Minutes

Attendees: Kit Fox (Rancho Palos Verdes), Shawn Park (Hermosa Beach), Thomas Bunn (Inglewood), Jackie Wu (Palos Verdes Estates), Alison Sherman (Torrance), Paige Vonda (LADWP), Pamela Manning (County of Los Angeles), Jeffrey Robinson (Area G), Chandler Sheilds, Jacki Bacharach, Aaron Baum (SBCCOG)

I. Introductions

- *Attendees provide a brief overview of their services and updates*
 - **Alison Sherman** – Torrance is looking to hire a consultant to help the City with its social media (3-5 year plan). Steve Groener is a social media consultant that might work with Torrance.
 - **Kit Fox** – Rancho Palos Verdes still working on developing a social media policy
 - **Jackie Wu** – Palos Verdes Estates has a social media policy that needs to be reworked
 - **Thomas Bunn** – New employee at the City of Inglewood, bringing extensive social media experience. Looking to rebrand the City's social media and consolidate platforms
 - **Shawn Park** – Working on social media policy and further engagement with community members/residents. Finding that followers like that departments of the City have individual Facebook pages, but information that is shared can be redundant as a result. Looking to better coordinate posting across those pages.
 - **Pamela Manning** – L.A. County has a new PR person who has taken back managerial control over Twitter handles; consolidated the number of handles to just 3. Metrics indicated that having redundancy in terms of posting was not productive. L.A. County is now opening a Facebook and Instagram page/account.
 - **Aaron Baum** – South Bay Travel Pal has recently used social media to traffic users to community events where they can use mobility options.
 - **Vonda Paige** – LADWP on Facebook with 20,000 likes and 21,000 followers on Twitter. Create standard posts that circulate twice a week on both platforms. Encourage departments to share content with social media department. Faces a challenge with managing customer engagement use (social media platforms are not managed 24/7). Scam alerts are popular posts among followers. Use Adobe Social as a social media management tool; better than Hootsuite (i.e. sizing and customizing photos is enhanced by comparison).

II. Social Media Working Group Chair

- **Kit Fox** – *City of Rancho Palos Verdes*
 - I would like to hear more suggestions from the group's members regarding meeting topics (e.g. technology, issues, etc.)
 - Social media policy is becoming a priority for cities' high level management; appears that City Managers and other managerial staff are unaware of this group's presence.
 - Popular posts continue to be centered around #ThrowbackThursday – 53,000 views on Facebook page for old postcard image of Bubbles the Whale at MarineLand.
 - **Chandler Sheilds** – Will place all attendees' contact info in the LinkedIn group for everyone to access
 - **Aaron Baum** – Does everyone report directly back to their City's management re: social media?
 - **Alison Sherman** – Reporting within Torrance is de-centralized.
 - **Shawn Park** – City Manager is involved in social media oversight, but not at granular level (i.e. approving posts before they go out). Archive Social has reached out to Hermosa Beach to manage their social media presence – consulting firm that focuses on coordinating "one voice" from a city's social

media presence. Multiple Facebook pages serve a purpose, but get minimal engagement. SpeakUp is a civic engagement portal that supports town hall meetings on a digital platform, but does not get desired engagement. City is looking to tap into better ways to engage the public.

- **Thomas Bunn** – Inglewood has not figured out yet how to interact/engage with the public using social media regarding new developments (e.g. NFL stadium, new infrastructure projects, tourist attractions). Planning on surveying the community about what they want to the City to address on social media. Has the group addressed creating content on social media that is just meant for entertainment? Looking into creating a time-lapse of the creation on the new NFL stadium. Used a lot of video footage on Facebook page for coverage of Earth Day event earlier in the year. How do we define our audience?
- **Paige Vonda** – LADWP does not have a formally adopted social media policy. Engages with followers by asking them how energy use impacts them (e.g. share of a picture of a pet during a hot day when customer is trying to save energy, Imagine a Day without Water campaign). Los Angeles World Airports (LAWA) has some of the best content for a public organization.

III. Social Media Policies

- *Redondo Beach*
 - **Chandler Sheilds** - Will share staff report prepared for City elected officials regarding social media policy proposal with the group.

IV. Other Issues of Interest

- *Pokémon Go*
 - **Kit Fox** – The app is not as popular in Rancho Palos Verdes due to older demographic composition of the community.
 - **Shawn Park** – The app has brought more people into City Hall area.
 - **Chandler Sheilds** – CRG development of augmented reality apps might be of interest to the group at a future meeting.

V. Next Meeting

- November 10th at 3:00 P.M.
- **Chandler Sheilds** – Will look into booking L.A. Metro’s Social Media Director, John Gordon as a speaker.
- **Pamela Manning** – Use Go-To Meeting or other social media platforms (Skype?) to broadcast future meetings. Opportunity for Inglewood with NFL stadium development is to engage local audience before it becomes the interest of a larger audience.
- **Jacki Bacharach** – Should the group revisit legal issues with social media use?
- **Jeffrey Robinson** – Does anybody use Periscope?