

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

Thursday, April 6, 2017 Minutes

By Chandler Shields

Attendees: Jackie Wu (Palos Verdes Estates), Alison Sherman (Torrance), Jeffrey Robinson (Area G Management), Tom Lorenz and Eliza Papazian (Glendale), Neena Packing (SoCalGas), Chandler Shields, Aaron Baum, Marilyn Lyon, Jacki Bacharach (SBBCOG)

I. Guest Speakers

- *Neena Packing – Social Media Community Team Lead for SoCalGas (crisis management)*
 - Brand story teller is a key function of social media
 - 8,000 plus employees and over 21,000,000 customers – a lot of stories to tell/capture
 - What are the main concerns of cities/municipalities for social media? Metrics/engagement, missing out on sending the right/appropriate message
 - Saw significant growth in social media following in 2016: Facebook – 37,000 plus likes (15% growth), Twitter – 10,000 followers (28% growth), Instagram – 1,529 followers (78% growth)
 - Content is king
 - There is a vetting process through media/PIO department for social media content posting
 - SoCalGas social media team has to work through challenges from their legal and marketing departments as well as company culture to create engaging content
 - UGC – User Generated Content: ask constituents for approval to repost their content on SoCalGas social media platforms
 - Use 2 Twitter handles to break up content distribution for different audiences (@SoCalGas & @SoCalGasNews) - @SoCalGasNews has recently started to tweet @ reporter/news channel handles to combat misinformation
 - Posting should not always be just about the company – look for more engaging universal topics/occurrences
 - SoCalGas embraces “pay-to-play” model when boosting social media reach (e.g. Facebook) – it is a battle for attaining resources from management
 - Minimal budget (slush fund, maybe \$10 for an occasional post), unless it is program related (e.g. Nest thermostat promotion budgets thousands of dollars for social media campaigns)
 - Engagements and click-throughs are the metrics used to determine success of social media posting
 - “Boomerang” (active/moving photo) was used with a social media post featuring a thermostat and drove greater engagement than when compared to a static image
 - Sharing employee stories in the field are engaging social media content
 - Research has shown social media engagement has positive side effects with constituents, employees’ morale
- *Tom Lorenz – Director of Communications for the City of Glendale (rumor page)*
 - More than 30 minutes a day is too much time spent on social media at the municipal level
 - 14 line departments at the City of Glendale – each one has their own brand, but are representing the same entity (the City)
 - Social media is only as good as the platform that you communicate on (e.g. website)
 - Rumor page – post inaccurate information next to the accurate information to dispel any rampant rumors concerning the City
 - City of Glendale was confused with “City of Glendora” in a story that ran in the Sacramento Bee and went viral, but was corrected in an hour after being addressed on Glendale’s rumor page
 - Palos Verdes Estates has a rumor page modeled after Glendale’s
 - 3 types of e-hostility that can be dealt with by a “rumor page”: accidental, intentional,

“trolling”

- Recommended to budget \$20,000 a year to archive social media posts so as to be compliant with California record retentions law
- City of Glendale does not engage directly with people on social media and will instead create another post to answer/readdress public comments/questions/feedback
- City of Glendale has 89% overall likeability according to polling
- Eliminated all print letters, which saved the City’s departments over \$800,000 annually by shifting to an e-newsletter distribution
- E-newsletter has over 40,000 subscribers with a 25-27% open rate (very high)
- “MyGlendale” is universal handle for City’s social media accounts because it is easy to find/remember across all social media platforms
- Monthly meetings are held to coordinate between all City departments’ media staff, which helps ensure messages are shared between all social media platforms
- “Toronto Raccoon” social media incident highlights poor/uncoordinated response regarding City services to a social media post, which City of Glendale has learned from
- 2-5% of a City’s population is ideal social media following goal

There was a brief discussion about the attendance at these meetings and the next meeting date is to be determined.