

# **SOUTH BAY CITIES COUNCIL OF GOVERNMENTS**

## **Social Media Working Group**

20285 S. Western Avenue, Suite 100  
Torrance, Ca. 90501

**Thursday, September 25, 2014**  
**10:00 A.M. – 11:30 A.M.**

**To ensure handouts for everyone, please RSVP your attendance to [chandler@southbaycities.org](mailto:chandler@southbaycities.org) preferably by September 24th**

### **---- AGENDA ----**

- I. Introductions**
  - New attendees provide a brief overview of their services
  - Share something significant from your city's social media use since the last meeting
  
- II. Demonstration and Discussion of Social Media Platforms**
  - Dana Vinke will walk us through the Torrance Library's Facebook page and demonstrate its backend use
  - Pamela Manning will log into her Twitter account and explain how she uses it for LA County DPW
  
- III. LinkedIn Group**
  - Report on usage
  
- IV. Other Issues of Interest**
  - Website style guides/standards
    - Does any city use one?
    - Feedback on SBCCOG's draft
  - Social media ideas for boosting interest and involvement in the SBCCOG General Assembly as a template for learning
  - Social media platforms that you would like to know more about
    - Google Hangout
    - On Board
    - Click Fix
    - Tweet Free
  - What goals are we trying to reach through social media?
    - If we could have "nirvana", what would that look like for our social media platforms?
    - What ideal outcomes are we seeking from our social media strategies?
  
- V. Next Meeting?**
  - Date? – December 18, 2014 or January 22, 2015?
  - Possible agenda items:
    - New guest speakers
    - Reaching out to cities who have yet to attend
    - ???