

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

Minutes

March 26, 2014

Attendees:, Kit Fox (Rancho Palos Verdes), Tom Strickfaden (Lawndale), Pamela Manning (County of Los Angeles), and Chandler Sheilds, Kim Fuentes and Jacki Bacharach (SBCCOG)

I. Introductions

- *New attendees provide a brief overview of their services*

Tom Strickfaden (Lawndale) – New attendee; Lawndale does not do much with social media – they do not stream their meetings, instead they offer them on cable. 67% renters. Assumed that large percentage of population cannot afford cable therefore much of population does not have access to City meetings Software update – integrated social media posting to their cable channel. City has a cable commission to oversee cable channel; appointed by city council, meets every 2 months. Cable grants available to different community entities (i.e. school districts, sheriff's department); they post to County website since Lawndale's library is provided/run via the County of L.A.

II. Recap of last meeting's discussion

- *Have you been in communication with each other?*
- *Information sharing - new developments with social media use?*
- *Have you brought information for the glossary of South Bay cities' social media accounts for the SBCCOG website?*

Pamela Manning (County of Los Angeles) – Recapturing the essence from last meeting of the County's Twitter policy – tell a story, encourage all employees to tweet, doesn't have to come from a County account necessarily. Tweeting by mentioning handles at the beginning of messages entices retweeting. Focus on retweeting environmental achievements/efforts in the South Bay. What are the metrics for successful/competitive social media use – retweets, frequency of tweets, etc? Press releases published via social media can be more effective – real time reaction (i.e. with storms/rain/weather occurrences). Advantage over published press release, which is stale by the time it's released. Public Works is "known for not being known" – social media coverage is potential to make this department's work seem interesting/important. There is so much "applause" that the city/municipality is potentially missing out on by not tapping into social media coverage (i.e. taking pictures of public works projects that are bettering the infrastructure). Who are your stakeholders and what is important to them? Important to establish linkage between different parties that you are trying to reach. Generation X is on social media, Baby Boomers are harder to reach via social media at this stage.

Kit Fox (Rancho Palos Verdes) – Created a FB page over a year ago to promote the City's 40th anniversary; then the City decided that they wanted to rebrand the FB page and focus on a more city-wide appeal. It's now used for any department that wants to promote/notify constituency of something; following/likes have increased. Primarily used to broadcast a message, occasionally engage in dialogue. Posting nostalgic material (i.e. old postcard featuring real estate in RPV) has generated a lot of public engagement – generates a dialogue to bring back/save an old monument/landmark (i.e. "Bubbles").

Listserv service can take up to 20-30 minutes to receive a “breaking news” item, whereas it is instantaneous with a post on the FB page.

Kim Fuentes (SBCCOG) – Access to mobile devices and social media in the event of an emergency (i.e. power outage) is very advantageous. Mobility of social media is impacting those who are viewing your message – expands the base.

Tom Strickfaden (Lawndale) – How much control does the municipality/city have over social media use of their employees?

Jacki Bacharach (SBCCOG) – We may wish to discuss setting a goal or knowing what success looks like to help inform cities as they look at creating social media policy. Are we reaching the older segments of the population with social media? Next meeting suggestion: discuss population demographics (SBCCOG will compile)

III. *Showcase of social media policy – LA County*

Pamela Manning (County of Los Angeles) – County is bringing in a consultant to develop a policy; RFP is currently being drafted. County has monthly Security Tips Newsletter re: social media that Pam will post to the Linked In account.

IV. *LinkedIn Group*

- *Effective communication tool between meeting dates*
- *Ways to use it?*
- *Should people outside the group be invited to join?*

Chandler Shields (SBCCOG) – Communication tool for everyone in between meetings. Use it to share ideas and information, address concerns, feature success stories and things tried that were not so successful and promote the group’s value and encourage meeting attendance.

Kim Fuentes (SBCCOG) – Should we email everyone in the group once a month/or some frequent basis to remind everyone about material being posted on the LinkedIn group?
Consensus - YES

V. *Joulebug App*

- *Free app engaging the public to participate in sustainable activities/practices*
 - *Utility partner collaboration*
- *Interest in possible application for South Bay city use?*
- *Would this be optimal for South Bay communities?*
 - *City/municipal interest?*

Jacki Bacharach (SBCCOG) – Would this be useful to cities constituencies? Charter schools may be interested in promoting this app.

Pamela Manning (County of Los Angeles) – Appealing to Millennials and potential for Generation X. Environmental schools may be interested in using this app.

Kit Fox (Rancho Palos Verdes) – Demographic shift in younger families coming back to the city, so there might be potential.

VI. *Next Steps*

Jacki Bacharach (SBCCOG) –
Action Items:

- Pamela to send County RFP scope to develop social media policy and timeline to Chandler for sharing
- We should be thinking about and sharing goals and measures of success for social media use as well as target audiences
- SBCCOG will share SB cities demographics
- Besides Joulebug, SBCCOG will look at other environmental apps and reach out to County of Los Angeles' Pat Bruno – Environmental Program Division of Schools and environmental charter schools – Pamela will send contact info
- SBCCOG will ask the League of California Cities to expand social media list of services
- Post social media policy, security tips from County of Los Angeles newsletter, minutes and Joulebug App video to LinkedIn Group
- Determine if we can invite group to County Leadership Conference on Social Media – May 28
- Email LinkedIn Group monthly featuring new information and reminding them to use it as a communication tool

VI.

Next Meeting

Consensus that next meeting would be June 12 and quarterly meetings would be better with dialogue on LinkedIn in between meetings.