

Social Media Survival Strategies: Keeping your Social Media Social

February 1, 2018

Jan Enns, MA

Jan Enns Communications



Canadians on Social



72%



29%



30%
Instagram

Insights West 2017 Canadian Social Media Monitor



18-35	35-54	55+
82%	73%	61%

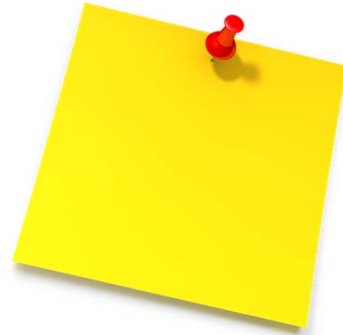
Why?

What We'll Cover

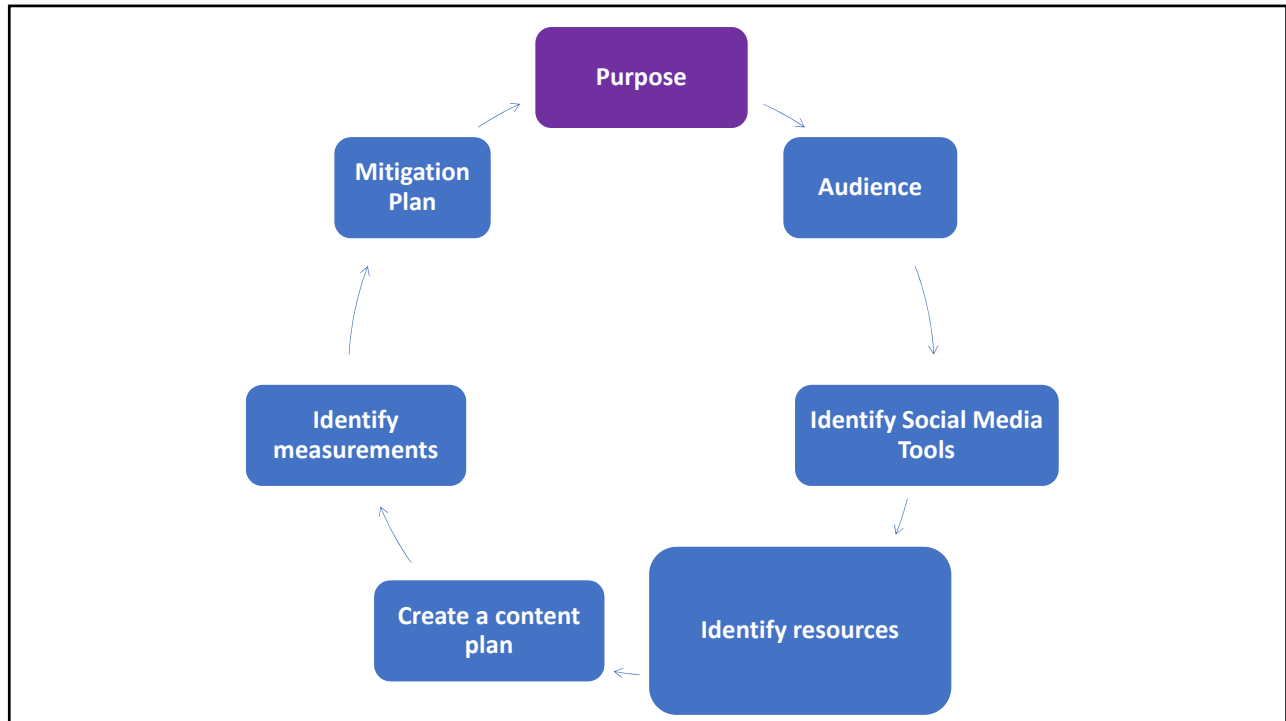
What's your Social Media Survival Strategy



- **Game Plan**
- **Proactive Engagement**
 - Discussion #1
- **Reactive Engagement**
 - Discussion #2



Have a Game Plan



Political Position Page

Jan
Home

Greg Moore
@GregMooredotCa

Home

MAYOR TV

Join Mayor Greg Moore
of Port Coquitlam
every WEDNESDAY at 7:00 PM

on facebook®

www.facebook.com/areamooredotca



Page Set Up

- Allow posts
- Allow comments
- Don't allow



Ground Rules



General Information

Welcome to the City of Fort St. John's facebook page! The purpose of this page is to share information of public interest with our many residents, businesses and visitors. We hope to be able to provide you with the most recent news stories, photos and videos from the City of Fort St. John.

If you are looking for the official source of information about the City of Fort St. John, please visit our website at www.fortstjohn.ca.

We value the opportunity for dialogue that Facebook provides and while this is an open forum, it is also a family friendly one and we ask that you follow our posting guidelines.

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We do not allow comments that suggest or encourage illegal activity.

Ground Rules



Social Media Guidelines Samples



Social media guidelines for elected officials

Social media guidelines

Perhaps the best advice is to approach online worlds in the same way we do the physical one—by using sound judgment and common sense.

Follow the City of Guelph's codes of conduct and corporate values

City of Guelph codes of conduct, corporate values and policies are the foundation for these principles and guidelines.

Maintain confidentiality

Do not post information discussed in closed session. Do not post anything that you would not present in a public forum.

Maintain privacy

Do not post private or confidential information about fellow Councilors, City of Guelph employees or constituents. Do not discuss situations involving named, pictured or otherwise identifiable individuals without their permission.

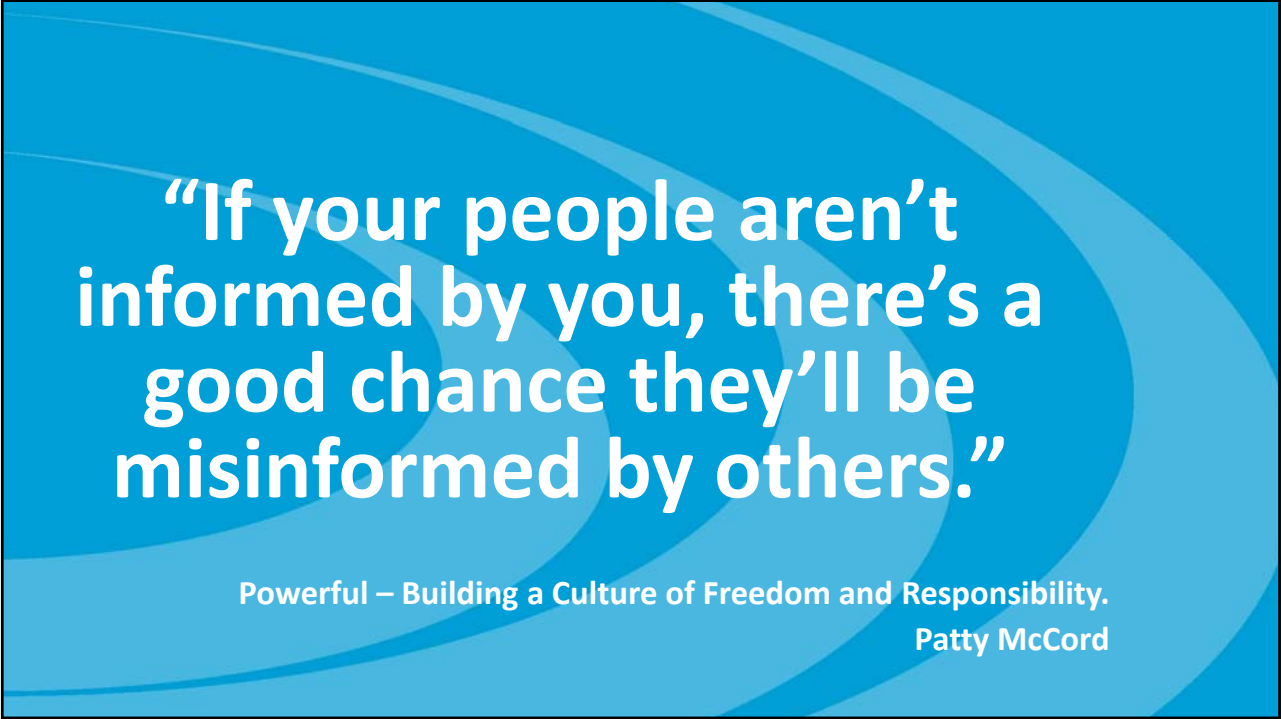
Refer customer service questions to the City's official channels



<http://redbrick.ca/resources/>



Be Proactive:
Set the Stage for Social



**“If your people aren’t
informed by you, there’s a
good chance they’ll be
misinformed by others.”**

Powerful – Building a Culture of Freedom and Responsibility.
Patty McCord

Post for info & engagement

- **Post your activities**
- **Make it relevant**



Taylor Bachrach

January 26 at 12:46pm · 🌐

Lots of regional travel the past couple weeks. Today I'm in Terrace for meetings of the Northern Development Initiative Trust and Northwest Regional Hospital District. Icy roads — take it easy out there if you're driving.



Visual

- **Use pics**
- **Increases engagement by ~ 120%**

(socialbakers.com; facebook.com)



Taylor Bachrach is with Darcy Repen and Alice Maitland.

January 19 at 10:59am · 🌐

In Prince George today meeting with mayors from across northern BC on topics related to social responsibility, environmental stewardship and economic development.



Visual

- **Pics - 120% increase in engagement**
- **Video - 135% increase over photos**



Share

- **Share your local govt info**
 - Share, like, retweet, tag
- **Use key messages**
 - Keep the community message consistent
 - Link back to website



Tone

- Think coffee shop
- If unsure, get 2nd opinion

Be Creative

- City of Kelowna
Trending Twitter
Town Hall

UBC Innovation Library Retweeted

City of Kelowna @cityofkelowna · 17 Jun 2016
Missed yesterday's #ImagineKelowna Twitter Town Hall with Mayor @Basran?
Have your say here: imagine.kelowna.ca/have-your-say



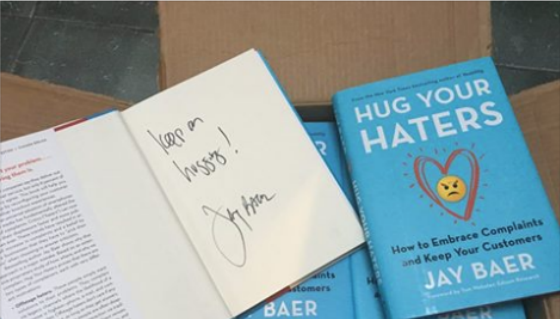
Monitor: Content & Activity



Jan Enns Communications

Published by Jan Enns [?] · January 23 at 5:57am ·

Special treat for anyone joining me at the upcoming Local Govt Leadership Academy workshop on Social Media Survival Strategies – you may just be the lucky winner of a signed copy of Jay Baer new book #HugYourHaters - the defacto guide on how to handle those nasty posts – online and off! (Thanks for sending Jay!) #CivicExcellence #LocalGovt



Performance for Your Post

175 People Reached

17 Likes, Comments & Shares

14 Likes

14 On Post

0 On Shares

3 Comments

3 On Post

0 On Shares

0 Shares

0 On Post

0 On Shares

19 Post Clicks

1 Photo Views

0 Link Clicks

18 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Timesavers

SAMPLE CONTENT CALENDAR: WORD

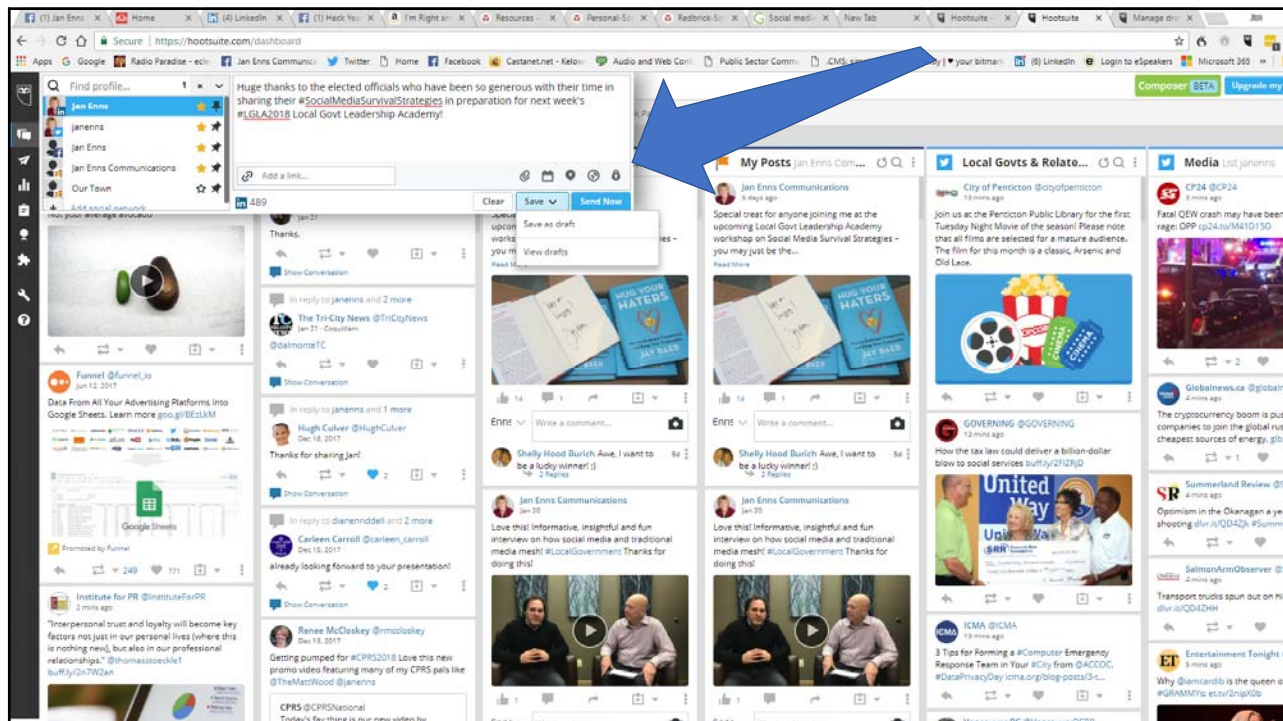
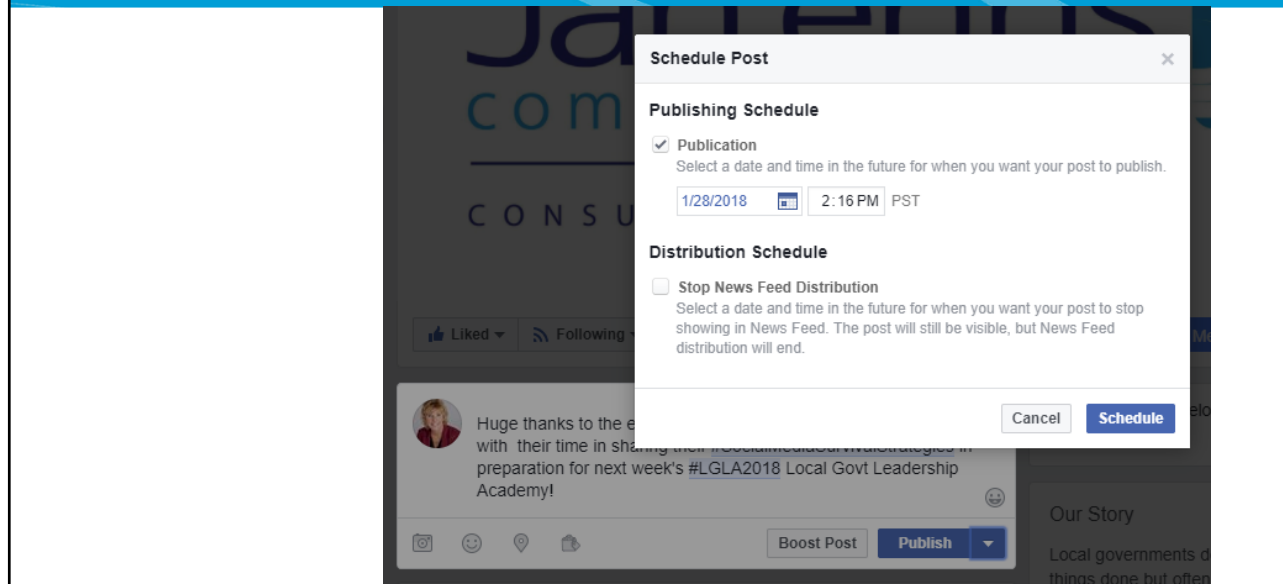
Use a calendar to help identify opportunities for sharing content and as well as scheduled posts.

- Word version using tables
- Additional columns and rows can be added as needed. This table can also be adapted to an Excel sheet.
- Other examples of tools to use for content or editorial calendars are available such as Google Docs or this one from Convince and Convert: <http://www.convinceandconvert.com/?s=calendar>

MONTH/YEAR:

DAY	DATE	AM/PM	NOTES	FACEBOOK	TWITTER	LINKEDIN	E-NEWS
Monday	1	AM	PW Works Week guide on website	Announce theme of PW Week. Post with native link to guide book, poster, etc	Announce theme of PW Week. Post with native link to guide book, poster	Announce theme of PW Week. Post with native link to guide book, poster	
		PM	Hold the date... World events? Cultural events?	Hold the date with link to event...	Hold the date with link to event...	Hold the date with link to event...	
Tuesday	2		Add more rows if more events to be posted in one day.				

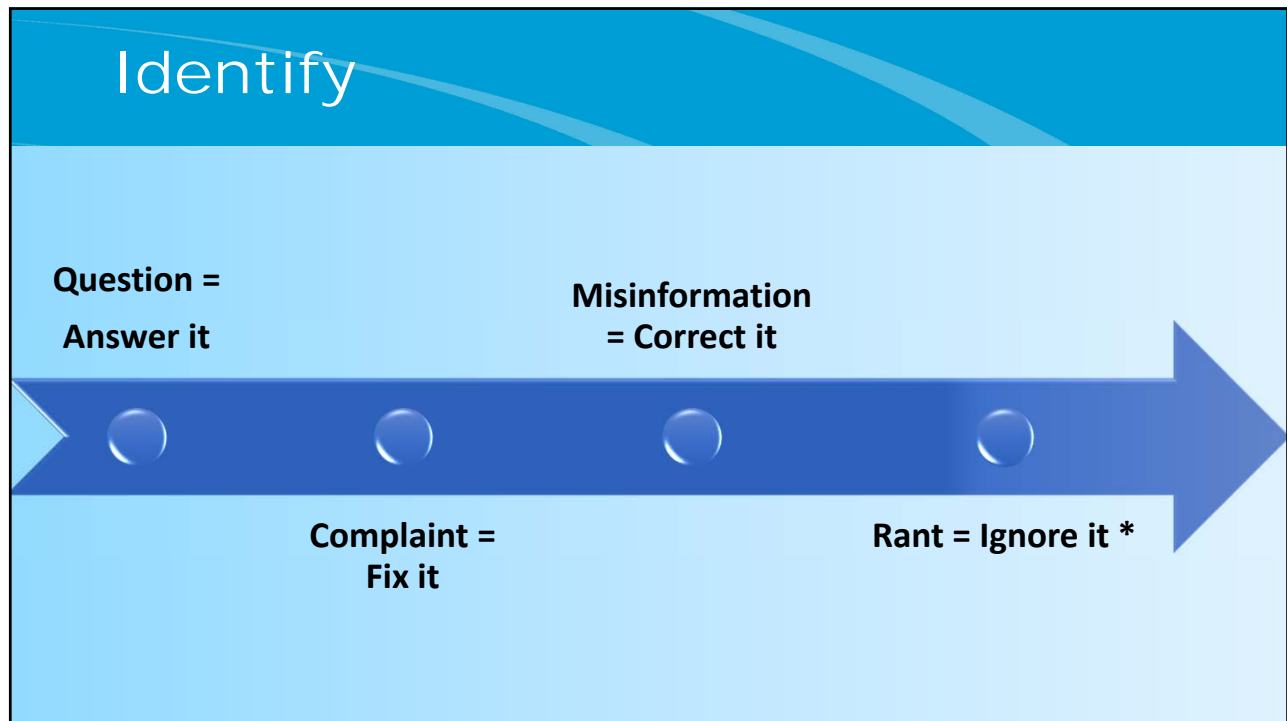
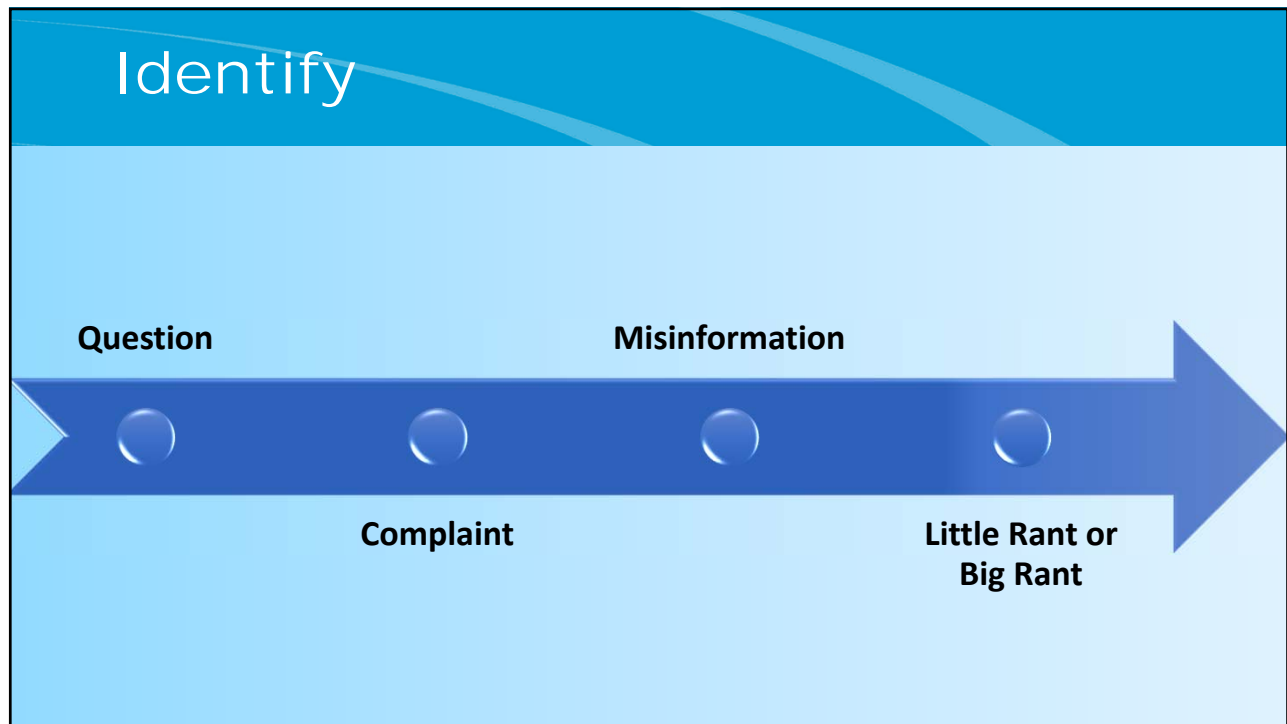
Timesavers



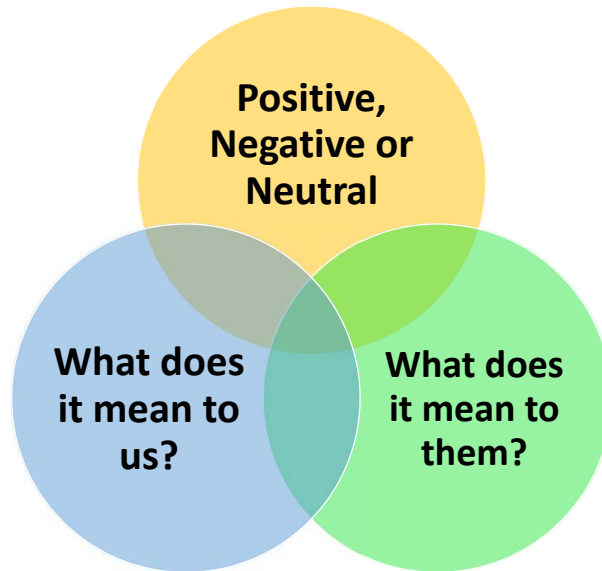
Crowd Sourcing: Discussion #1 of 2

- In small groups discuss some **proactive** ways to manage your social media sites
 - What's working?
 - What are some areas for attention?
- Make notes on your post-its and post on the banner
- Hear back from a few groups

Be Ready to React:
Managing the
Message



Assess: Sentiment & Impact



Assess: What should we do?



Do Nothing (& Monitor)



Powell River City Council

...

January 14 at 5:11pm · 🌐

City council CoTW agenda for meeting on Tuesday January 16th at 3:30 pm.

Nothing to see here....

- library budget
- food policy council
- cannabis tax sharing
- letters about wastewater treatment plant... [See More](#)

Powell River - Document Center

POWELLRIVER.CIVICWEB.NET

Passionate Community Advocate (PCA)



Yet, I see nothing about affordable housing..Good job Powell River City Council, keep the people homeless. Perhaps you'll get lucky & they'll die therefore relieving you from the responsibility of caring for them....Oh wait, you all don't give a crap in the first place. The almighty dollar & power is all you guys care about.

Like · Reply · 5d

Supporters Support



Believe you me if i had heard 5 years ago that I'd be going to bat for PR City Council, I'd have laughed all the way back to my tent at Occupy Wall Street

Like · Reply · 2d



Yeah, I hear you, Ari. We have some pretty incredible people on council right now.

Like · Reply · 2d



Do Something: Craft your Message

- **Do your research**
- **Provide facts, background, links**
- **Explain “why”**
- **Include public opinion where you can**
- **Consider your “tone”**
- **Get a second opinion before you post**
- **Refer to staff**

Key Points

- Look for the kernel
- Empathy is your Super Power
- Breathe! (breathe in for 4 seconds, hold for 4 seconds, breathe out for 4 seconds, hold for 4 seconds)

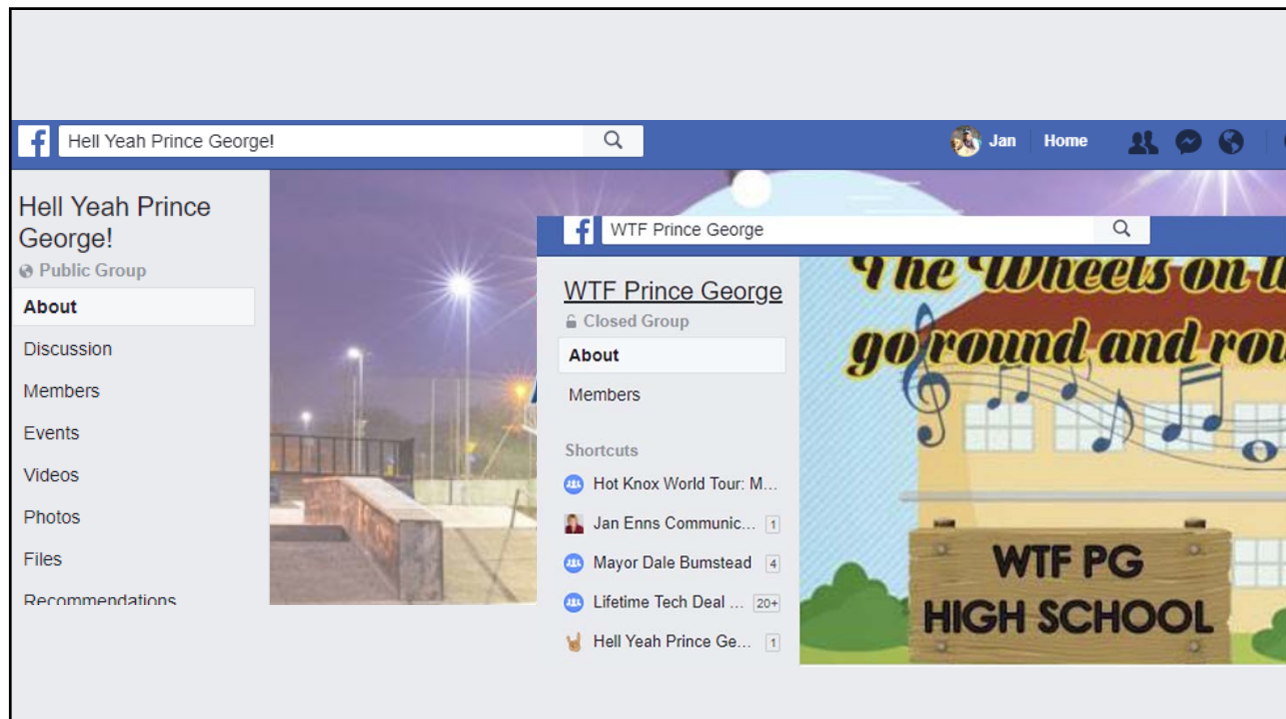
Do Something: Respond Publicly

- Respond publicly for everyone to see



Do Something: Respond Publicly

- **Respond publicly and take it offline**
 - Invite them to contact you
 - Reach out with a private message



Creston B.C. Conversations
Public group
About
Discussion
Members
Events
Videos
Photos
Files
Recommendations
Search this group
Shortcuts
Canadian Archaeol... 20+

Free Speech means Free Speech

even when you disagree with it

+ Join group
... More
Join this group to post and comment.

About this group

Description

A group to have a conversation with no limits , no rules, no restrictions. Just keep in mind what you say here or post here can be copied and used against you if its in an illegal manner.


CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

Suggested Groups
See All

Do Something: Other Pages


City of Fort St. John
January 23 at 12:49pm ·

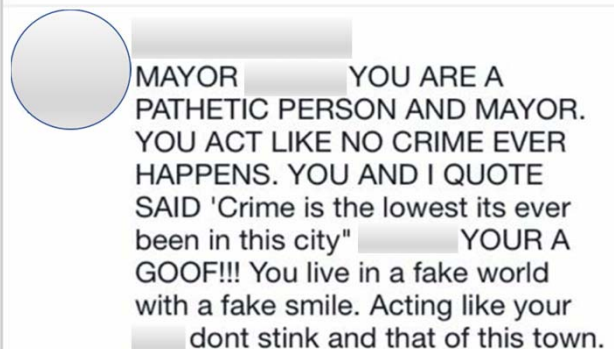
We are hearing some discussion on other social media sites about the purchase and demolition of the old Condill hotel. Here are some answers to the questions we have seen. Is there anything else you'd like to know?

- Remediation of the building has uncovered further asbestos resulting in increased costs for demolition which would have been the case for any of the contractors.
- Original demolition budget \$457,480.00.
- The total project (land cost and demolition) had a contin... See More



Be Careful

- Answer up to two times
- Leave the ranters and the trolls



Escalate as Needed

Page Activity Insights **Settings** Build Audience ▾ Help ▾

General

- Page Info
- Notifications
- Page Roles
- Apps
- Suggested Edits
- Featured
- Mobile
- Banned Users

Page Visibility	Page published	Edit
Posting Ability	Choose who can post to your Page timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit

•Check your privacy settings

Use the Features

Visitor Posts

☐ Allow visitors to the Page to publish posts
☒ Disable posts by other people on the Page

Page Moderation

Block posts or comments containing the following words [?]

Add words to block, separated by commas

Profanity Filter

Off ▾ [?]

Features: Hide, Mute, Block & Ban



City of Fort St. John
@fortstjohn

Remember your ground rules

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The City reserves the right to remove any comments that contain vulgar language, personal attacks of any kind, or that is deemed discriminatory, slanderous or obscene. Comments should reflect the topic or subject.

We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.

responsibility for your comments, your username and any information provided.

Crowd Sourcing Discussion #2 of 2

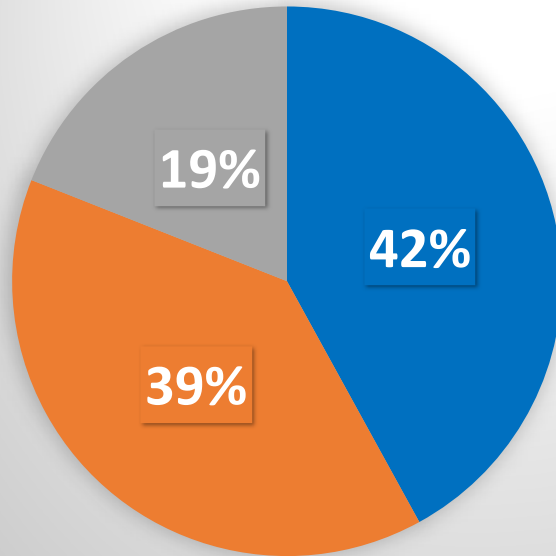
- In small groups discuss some ways to **respond** on your social media sites
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Predictions for Social Climate on Social

In the next decade, will public discourse online become more or less shaped by bad actors, harassment, trolls, and an overall tone of griping, distrust, and disgust?

Pew Research Center

Predictions for Social Climate on Social



- No Major Change
- More Shaped by Negative Activities
- Less Shaped by Negative Activities

Pew Research Center

What's your vision?
#MyPageRules!

Photo by Amanda Sandlin on Unsplash

Thank you!

Thank you for sharing your time, insights and experience. Best wishes for successfully keeping your social media social! #MyPageRules!



PS. Congrats to Karen Harper and Rebecca Graham for winning the door prizes – a signed copy of Jay Baer's Best Seller – *Hug Your Haters: How to Embrace Complaints and Keep Your Customers*

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*Ask Jan
about her
workshops!*

*Communications & media training
for messages that matter*

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