

Social Media Survival Strategies: Keeping Your Social Media Social

The following insights and ideas for managing your social media, and online reputation, were generated by the keen workshop delegates at the LGLA Forum, Feb. 1, 2018 in Richmond, BC. Thank you to everyone for your participation – and best wishes for success on social!



#MyPageRules!

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Observations about Social Media

- Builds connections
- Can demonstrate respectful dialogue
- A way to have people feel they are heard
- More info can be pumped out (accurate)
- Alerts through e-alert but have to sign up. Facebook may be better or an adjunct
- Reach people that may not be reached through newspaper – timely

Tips for Keeping It Social

- Keep it one-on-one – call or messenger
- Local newspaper Facebook page – share
- Repost from District Facebook feed – share
- Focus on good news
- Post facts! No emotional opinions and just the facts. No debate!
- Establish policy for corporate social media site
- Separate staff versus political responses
- Communications person essential
- Cross post to community Facebook groups
- [Keep] personal and professional pages separate
- Use Facebook ads to reach and pay attention to the demographics of the Insights [see feature on Facebook]
- Respond to inaccuracies
- Post a blog – Turn that uninformed – but don't want negativity or inappropriate comment
- Push info only? Or invite responses – only to credible queries
- Facebook groups – engagement – need consistency

- Pictures – Videos
- Live feeds to show progress of projects
- Direct people to information (the right source) – accurate information
- Communicate current information. Traffic issues, emergency situations, etc.
- Post events
- Provide proactive info – what’s coming up, add links, get a Facebook ‘page’
- Personal pages – use lists and post to lists – only not your whole list
- Use local government communication people to help you with social media
- Thank the people who show public support
- Join community-related Facebook groups to share info
- Face-to-face, private message. Tools in the toolbox – use them
- Go to local “web” community groups for updates on road conditions and timely issues
- Joint interest groups
- Change settings so people can post to a page. Apply filters
- Key post on track
- Untagged and filtered tags
- Well-rounded – always use photos
- Proactively: Post awards, pictures, changes to community
- Using data about your post to know what demographic you are reaching (or not)
- Use community Facebook groups to reach people and learn what people are talking about
- Use of very inexpensive boost for Facebook page posts

Handling Negative & Nasty Posts

- Respond to complaints by telephone or in person
- Pick up the phone and call to follow up on nasty posts
- Identify when a response is off-topic and suggest a new thread
- Post facts! No emotional opinions and just the facts. No debate!
- Use of profanity filter as a preventative measure
- Ensure appropriate settings for Facebook
- Policy not to respond to nutbars? At local govt level or personal level?
- Use Private Messaging met with negative
- Don’t debate
- Point them to information
- Wait
- Include complainers on commissions and committees, turn them positive
- Face-to-face or telephone follow-up most effective
- Know the difference... When someone is mentally ill and other interventions needed

- Don't debate or ignore comments. For further progress make it more personal by inviting for one-on-one conversation
- Respond in person or over phone to very negative posts
- Post responses to other pages' misinformation under "Fact Check"
- Name-calling not OK
- Invite for coffee and conversation by call, by E-blast!
- We don't allow posting on our site
- Use another means to engage when it gets heated
- For group pages – post only the facts with no opinions or emotion. Don't get drawn into debate on the issue
- Moderate controversial topics by stating "This is why being on Council involves difficult decisions."
- Remember you are in public when you post
- Do not engage in debate unless respectful
- Empathy is your superpower!

Monitoring

- Staff tracks posts in private groups
- Monitor Facebook discussions to get a feel for opinions
- Establish 'admin' role to monitor content (corporate)

Comments

- Smaller community already predisposed to personal communication
- Need more info on pros and cons of having a separate "politician" page versus using your personal profile
- Just got a communication manager for our RD. Directors not involved in developing Communications plan. Not sure where formal RD stops and my outreach starts