Communication Timeline

What's next?
WHY USE SOCIAL MEDIA?

FACEBOOK
2.19 BILLION MONTHLY ACTIVE USERS WORLDWIDE
240 MILLION IN U.S.

TWITTER
336 MILLION MONTHLY ACTIVE USERS WORLDWIDE
69 MILLION IN U.S.

INSTAGRAM
800 MILLION MONTHLY ACTIVE USERS WORLDWIDE
~120 MILLION IN U.S.

ESTIMATED U.S. POPULATION - 327 MILLION - AS OF APRIL 2018
CHOOSING THE
RIGHT CHANNEL

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Demographics</th>
<th>Purpose</th>
<th>Best For</th>
<th>Downside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Ages 25-54&lt;br&gt;60% Female</td>
<td>Building Relationships</td>
<td>Building Brand Loyalty</td>
<td>Limited Reach</td>
</tr>
<tr>
<td>Twitter</td>
<td>Ages 18-29</td>
<td>News &amp; Articles; Conversation</td>
<td>Public Relations</td>
<td>280 characters or less</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Ages 18-35&lt;br&gt;80% Female</td>
<td>“Scrapbooking”&lt;br&gt;“How To”</td>
<td>Lead Generation;&lt;br&gt;Clothing, Art &amp; Food Businesses</td>
<td>Images only; Very specific demographic</td>
</tr>
<tr>
<td>YouTube</td>
<td>All ages</td>
<td>Search “How To”</td>
<td>Brand Awareness;&lt;br&gt;Service industry</td>
<td>Resource intensive</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Ages 30-49</td>
<td>News &amp; Articles; Conversation</td>
<td>Business Development;&lt;br&gt;B2B Businesses</td>
<td>Limited interactions</td>
</tr>
<tr>
<td>Instagram</td>
<td>Ages 18-29</td>
<td>Building Relationships; Conversation</td>
<td>Lead Generation;&lt;br&gt;Retail, Art, Food, Entertainment, &amp; Beauty Businesses</td>
<td>Images only</td>
</tr>
<tr>
<td>Google+</td>
<td>Ages 25-34&lt;br&gt;67% Male</td>
<td>News &amp; Articles</td>
<td>SEO;&lt;br&gt;Tech/Design Businesses</td>
<td>Not as widely used</td>
</tr>
</tbody>
</table>
MOBILE FACT SHEET

According to Pew Research Center in 2018:

- 95% of Americans now own a cell phone of some kind.
- The share of Americans that own smartphones is now 77%, up from just 35% in Pew Research Center’s first survey of smartphone ownership conducted in 2011.
- Just over 1-in-10 American adults are “smartphone-only” internet users.

http://www.pewinternet.org/fact-sheet/mobile/
WHAT DID THE SMARTPHONE REPLACE?

- CAMERA
- CAMCORDER
- CALCULATOR
- RADIO
- ALARM CLOCK
- VOICE RECORDER
- LEVEL
- BOOKS
- NEWSPAPERS
- COMPASS
- TIMER
- CREDIT CARDS
- GPS
- SCANNER
- THE LIST GOES ON...

The birth of the smartphone revolutionized the way we communicate and think. Never before has a single device had the capability to replace so many other items and change the way we live, work and play.
Social Media is Like a “Double-Edged Sword”

**Pros**
- Increases citizen engagement
- Improves communication and services
- Little cost
- Transparency
- Spreads info more efficiently
- Humanizes government

**Cons**
- Demands on staff time
- Complaints
- Possibility of negative PR
- Obligation to maintain records
CLEARING SOCIAL MEDIA HURDLES...

WHAT is your target messaging?

WHY are you communicating this message?

WHEN do you plan to communicate?

HOW MUCH is the product, service or event?

WHERE is your message landing?
OFFICIAL VOICE...

Are YOU the official spokesperson for your agency?

Do YOU have the approval to communicate messaging or does it need additional approval, which can add layers of time and cost?

If approval is required at a higher level of management, can YOU get that approval quickly?

What is YOUR policy when it comes to potentially questionable or controversial topics?

Can YOU keep a cool head and thought process when someone wants to debate or oppose your information?

Not just official channels but personal channels as well.
PROPER MESSAGING

- FACTUAL AND TIMELY - NON-NEGOTIABLE
- INTERESTING OR UNIQUE
- IMPORTANT OR CRITICAL
- CONSISTENT AND RELIABLE
- GOOD REMINDERS OR ROUTINE NOTICES
- POSITIVE MESSAGING - “... FREE SUNRISES AND SUNSETS DAILY”
JEFFERSON COUNTY, ALABAMA

- Population (2010 Census): 658,466
- 34 municipalities in Jefferson Co. have combined population of 385,037 though some straddle county lines.
- Estimated population of unincorporated Jefferson Co.: 250,000
JEFFERSON COUNTY, ALABAMA

Target Audience
Mostly Unincorporated County Citizens but certain messaging is needed for all county residents as well.

Channel Maturity
Very young social media presence, just over 2 years. At present, 2,035 Facebook followers at www.facebook.com/JeffersonCountyAL and 1,738 Twitter followers @JeffCoToday

Challenges
- Limited staff to manage social media.
- Engaging citizens due to surrounding municipalities' reach.
- Being more proactive and scheduling posts ahead of time.
JEFFERSON COUNTY, ALABAMA

Hits & Misses
Sometimes posts you don’t expect to get exposure go big, sometimes those you think will, don’t.

Case in point:
Didn’t think anyone would care about this:
And thought this would draw a bigger reaction:
LEARNING EXPERIENCES

• You’re always going to have trolls. Don’t feed them.

• Work hard to get your pages verified.

• Monitor similar and auto generated pages to make sure nothing out there looks official and isn’t being used in a positive way.

• Infographics and professional graphics and video pieces are great.

• Sponsor posts - Facebook moving more toward paying for views - "boosting" posts - to reach more news feeds.
ORANGE BEACH, ALABAMA

- Population (2010 Census): 5,441
- Daily population exceeds 100,000 during summer months.
- Estimated 6.4 MILLION visitors came to Baldwin County, mostly to Alabama beaches, in 2017.
Target Audience

- Citizens – Full Time / Year Round, Part Time / Seasonal
- Tourists – Planning a visit / Already here
- Businesses – Planning for the Tourists / Seasonal Changes
- Property Owners – Out-of-town Investors
- Day Trippers – Regional, watching for good weather, fishing season or event to attend
- Media – Looking for a Story.... “Always a Story”
ORANGE BEACH, ALABAMA

Channel Maturity

Active for nearly 10 years on Facebook and Twitter. Other Channels added over the years include Instagram, YouTube, and Pinterest.

FACEBOOK (62,998+ followers over 12 profiles)

- City of Orange Beach: 22,825 followers - www.facebook.com/orangebeach/
- Orange Beach Police Department: 12,667 followers - www.facebook.com/orangebeachpd/
- Orange Beach Fire Department: 11,099 followers - www.facebook.com/OrangeBeachFire/
- Coastal Arts Center of Orange Beach: 3,463 followers - www.facebook.com/CohastalArtCenter/
- Orange Beach Surf Rescue: 2,822 followers - www.facebook.com/OrangeBeachSurfRescue/
- Orange Beach Mardi Gras: 2,150 followers - www.facebook.com/OrangeBeachMardiGras/
- City of Orange Beach Coastal Resources: 1,664 followers - www.facebook.com/OBCoastalResources/
- Orange Beach Wind & Water Learning Ctr: 1,462 followers - www.facebook.com/WindandWaterLearning/
- Orange Beach Athletics: 1,007 followers - https://www.facebook.com/CityofOrangeBeachAthletics/
- Orange Beach Tennis Center: 728 followers - www.facebook.com/orangebeachtensicenter/
- Orange Beach Event Center: 681 followers - www.facebook.com/OrangeBeachEventCenter/
ORANGE BEACH, ALABAMA

Channel Maturity

TWITTER

- City of Orange Beach: 15,600 followers - twitter.com/cityorangepaebeach

INSTAGRAM

- City of Orange Beach: 3,877 followers - www.instagram.com/cityoforangebeach/

YouTube

- City of Orange Beach: 55 subscribers - www.youtube.com/user/CityofOrangeBeach/

Pinterest

- City of Orange Beach: 8,800 monthly viewers - www.pinterest.com/CityOrangeBeach/pins/
ORANGE BEACH, ALABAMA

Examples

Surf Rescue Beach Safety Supervisor Brett Lesinger uses the Truck Surf 1 winch to help Coastal Resources Supervisor Marjan Verschaegen and Joe Downey remove a dangerous log with barnacles from the surf today. The City of Orange Beach Street Department tractor will remove it from the beach. It takes teamwork to ensure our beach visitors are safe. #leaveonlyfootprints

Beach Guest enjoy Beach art work

Holes left on the beach are dangerous to humans and wildlife, especially nesting and hatching turtles. Remember Turtle Season starts May 1st. Supervisor Greg Warren and Debbie Downey helping keep the beach safe for all. No Holes Please!
Examples

Orange Beach Police Department
May 25 at 10:02am

Name our newest K-9! The OBPD Benevolent Association's "Paw Ball" raised $23,781. Your generous contributions will be used to purchase a dual purpose K-9. We would like for you to continue to be part of this process and Name the K-9. Please respond in the comments with a name you would like. (The dog we purchase may already have a name but the handler may be able to use the name you pick).

Name the K-9

Orange Beach Wildlife Center and Management Program
May 26 at 1:29pm

This juvenile beaver came to us orphaned by an all too common occurrence, nuisance removal. Beavers are very fun interesting mammals, but can be terribly destructive. As a result many people trap or shoot them in an attempt to stop the damage. While we acknowledge this is often an unfortunate necessity, those doing so must remember what time of year these animals are with young and the extended length of time beavers depend on their parents. If you do this humanely then when... See More
ORANGE BEACH, ALABAMA

Release of the sea turtle “Guill” today that was found entangled with fishing line in July on Ono Island with Orange Beach Wildlife Center and Management Program & Gulfarium CARE Center explore.org

Guill gets released today after being rehabilitated by Gulfari...

Get More Likes, Comments and Shares
Boost this post for $3 to reach up to 1,300 people.

45,956 people reached
31 Comments 160 Shares
Hits & Misses
Sometimes posts you don’t expect to get exposure go big, sometimes those you think will, don’t.

Case in point:
Knew there would interest but not nearly 400,000 ppl: We had a tough time generating interest here and it had a low turnout:
ORANGE BEACH, ALABAMA

Challenges

- Managing multiple channels.
- Communication between departments to maximize exposure.
- Reaching citizens without paying to boost posts.
- Need to have long-term content plan/calendar, weeks if not a month in advance to better coordinate coverage and promotion.
- Diversifying posts on different channels instead of posting the same thing.
Other Statewide Examples of Social Media

- Alabama EMA: www.facebook.com/AlabamaEMA/, @AlabamaEMA
- Montgomery County Commission: www.facebook.com/mccalabama/
- Association of County Commissions of Alabama: https://www.facebook.com/AlabamaCounties/
- Alabama League of Municipalities: www.facebook.com/ALALM/
- National Weather Service: @NWSMobile, @NWSBirmingham, etc.
- City of Auburn: www.facebook.com/CityofAuburnAL,
- James @Spann, 490K followers - www.facebook.com/jamessspann/
THANK YOU. ANY QUESTIONS?