



INTERCHANGE

Public Affairs

IS SOCIAL MEDIA FOR YOU? A MUNICIPAL PRIMER

AMM

APRIL 14, 2011



Is Social Media for You?

- What is social media?
 - o Transition from static one-way web sites to interactive two-way online conversations
 - o Social media is not about technology – it is about people
 - o Reflects basic human need to interact and share
 - o Technology is the platform for human interaction



Is Social Media for You?

Social media is a conversation

- Content is generated by users
- Many voices
- Rules are set and enforced by the community
- **Mainstream – Here to stay**



Is Social Media for You? Some Numbers

- Over 500 million users world-wide
- Average number of friends per user: 130
- Average time spent on site per day: 55 minutes
- Top countries adopting Facebook: United States, UK, Indonesia, Canada





Some Numbers

- 1.2 billion video streams per day
- YouTube videos — over 120,000,000
- Videos uploaded per day — 200,000





Some Numbers

- Highest user adoption in the USA/Canada
- 105 million registered users
- 50 million tweets created each day
- 30k new users every day





Is Social Media for You?

Municipalities are starting to catch the wave

- Using social media to:
 - o Engage
 - o Market & Brand
 - o Share information
 - o Consult



Is Social Media for You?

Social media can be a double-edged sword

- Reputation building vs. Reputation damage
- Citizen engagement vs. Citizen discontent



Is Social Media for You?

Social media is low cost, but not free

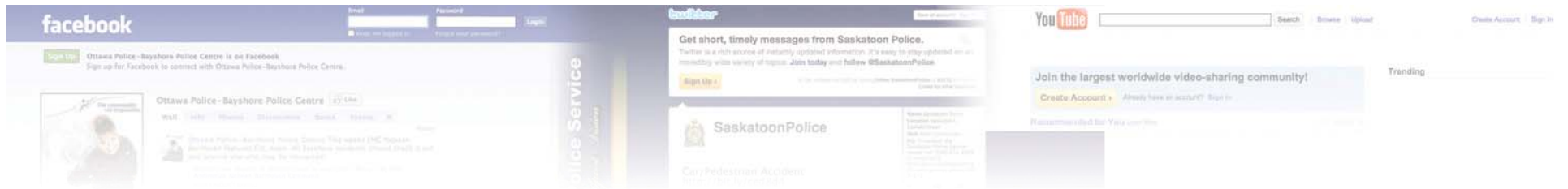
- Invest time and resources
- Be prepared to listen and engage
- Be prepared to adapt messages and strategies



Is Social Media for You?

Assess the risks

- Generating little interest
- Losing control of an issue or message
- Having to deal with negative comments



Is Social Media for You?

Assess the risks

- Biggest risk: Sitting on the sidelines



Riding the Wave

Consider your goals

- Sharing information
- Consulting residents
- Creating a virtual customer service centre
- Branding the community



Riding the Wave

Consider your audiences

- Residents
- Business community
- Mainstream media
- Governments



Riding the Wave

Define your approach

- Platforms
- Strategy
- Content
- Policies



Riding the Wave

Your approach

- **First, listen**
 - Are there conversations?
 - What is the community(ies) saying?
 - Who are the influencers?
 - Why are these people influential?
- Match technology to goals and audiences
- Keep it simple – better to specialize and do one thing well than several poorly



Riding the Wave Content

- Two-way conversation
- In order to attract and retain your audience you have to share content that is valuable, fresh, fun and engaging
- Use pictures, video and audio
- Ask for input – never underestimate the power of a question



Set Policies

- Adapt your internal communications policies to the new online, real-time environment
- Adapt your business model to take advantage of the two-way conversation



SUMMARY: Listen before you leap

- Listen to the conversations: who is saying what?
- Think long term – consider a slow progression
- Be interesting
- Set policies
- Commit resources: social media success is not free
- Not having a strategy is NOT an option