communicating in 21st c government

OUR SPEAKERS

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 ✓ youngest mayor in NJ history
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Social Media and its Uses in Government
what is it?

Wikipedia says Social Media is:

"a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."
vintage social networking

LinkedIn
Pinterest
YouTube
foursquare
Instagram
Imgur
WordPress
Twitter
Facebook
reddit
Skype
Tumblr

http://wronghands1.wordpress.com
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benefits to government

- Better outreach to more citizens
- Engage citizens in public awareness campaigns
- More rapid emergency communications
- Provide wider distribution for bid notices
- Second source of bid Q & A
- ?????
middletown, nj  (@middletownnj)

http://www.middletownnj.org/
what’s the worst that can happen?

- Public embarrassment
- Misinformation if pages are not properly managed
- Inviting public comment in forums not previously available
- Reliance on 3rd party platforms for the public to receive the information
remember this?

90% of online adults ages 18-29 use at least one form of Social Media
best practices

• Starts with a good policy
  • Addresses the manner in which it is used for the public entity
  • Address staff’s use of social media both professionally and personally
  • Addresses what type of public forum you wish for your social media to be
best practices (con’t)

• Establish a clear goal upfront
• Information needs a place to live other than social media
• Treat your social media interactions like a public meeting
• Comments should be on topic
• Do not allow threaded replies where possible
• Archive!
case studies & how to use

• Township of Middletown – Superstorm Sandy
• How to you Deploy Social Media
• Commenting and Being “Engaged”
• What is my best way to deploy
• How do you feel about Social Media and How does it make you feel.
• How to Maintain you data
superstorm sandy

- Stick to the task at hand.....
- Old Technology of Reverse 911 using land lines. Works but with VOIP and Power needed, = NO land line PHONES
- So what do we do----Cell Phones, Email, News Alerts, PUSH Alerts with APPS, YouTube, Social Media
- How do I do all these and stay on current.
- Do I Comment (Be Engaged) POLICY!!
superstorm sandy (con’t)

- Create awareness to your citizens.
- Use free and Popular.
- Get messages to your citizens.
  - You Tube Became a huge media outlet for Audio Messages for our Mayor During times when a voice needed to be heard.
  - How do you get that out there...LINKS and where do you put them?
  - YOU Tube –Turns a video in a audio/video message – and you leave comments. (Maybe)
  - Posting on Facebook, twitter, etc…. Creates a Stream of Conversations – It becomes Marketing
website integration & posting

• Civic Plus

• Gov-Delivery
  • Use news feeds from one source to populate all the feeds of content on website and then to the Social Media Outlets.
    = “INSTANT FEEDBACK”
    = “INSTANT ALERT”

• Social Media now Beats the Press in News Every Time!
managing Your content

• Disclaimer on your Organization
• Public entities must have a disclaimer in order to remove any posting since all posting on social media outlets is and OPRAable document.
• How do I post with out a tool from a website?
• Do I allow negative information to stay on the site?
• How do you know its there if you don’t see it?
how to use social media tools?

• Four ways:
  1. to disseminate news
  2. to market stories
  3. to establish relationships with news consumers
  4. as a tool for reporting
negative on social media & how does it make you feel

- Media monitoring – “Rumor Control” for example “the contract for Police officers was just approved for a 12% Raise”
  - “Just because its on the internet does mean its True”
  - This becomes a CRIME of social media. Its gets out there before your ready and often is wrong… NO CONTROL on who posts.
be a presence

• Don’t underestimate the amount of users that use many types of Social Media.
• Many conversations = Many outlets
• Work Ethics= Policy, Policy, POLICY!
  o Control what you can on your own internal network
  o Make sure your polices internal address the liabilities that may happen because of “Negative Remarks”
  o How do these postings make you feel?
Dr. Alan Shark (@publictechguy)

- Executive Director & CEO of Public Technology Institute (@Public_Tech)
- Director for The Center for Technology Leadership at Rutgers University
- Renowned expert in mobile and e-government, digital technology trends in government, thought-leadership & professional development issues for both IT executives & public managers
new sustainable jersey actions
citizen engagement & communications

Improve Public Engagement in 1) Municipal Government, and 2) Planning & Zoning

✓ Increase publication of public meetings and post relevant materials prior to meeting … giving public enough time to review
✓ Collect public input on key issues/proposals through varied means (i.e. digital platforms and public info sessions)
✓ Stream public meetings live and/or record and post online
✓ Increase interactions between governing body members & the public (#1 only)
✓ Adopt rules for citizen input & move public comment portions to beginning of meetings (#1 only)
new sustainable jersey actions

citizen engagement & communications

3) **Municipal Communications Strategy**

- Inventory all public communication channels being used by & available to the municipality and its residents (traditional & digital media, community posting boards & community networks)
- Best practices for municipal websites (ease of use & regular maintenance)

4) **Online Municipal Public Service Systems**

- Provide basic information about public services on website &/or mobile app
- Develop a system for the public to report issues, place a request, pay fines, apply for permits, and make it all trackable