



communicating in 21st c government

OUR
SPEAKERS

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at us!



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- ✓ Founder & Managing Partner at Veracity Media (@VeracityMedia)
- ✓ former Village President of South Orange, NJ
- ✓ youngest mayor in NJ history
- ✓ Founder of Rethink Leadership (rethinkleadership.org)
- ✓ adjunct professor on governance & technology at Seton Hall
- ✓ a leading voice on millennial civics leadership, technology & transparency in government



todd costello (@middletownnj)

Social Media and its Uses in Government

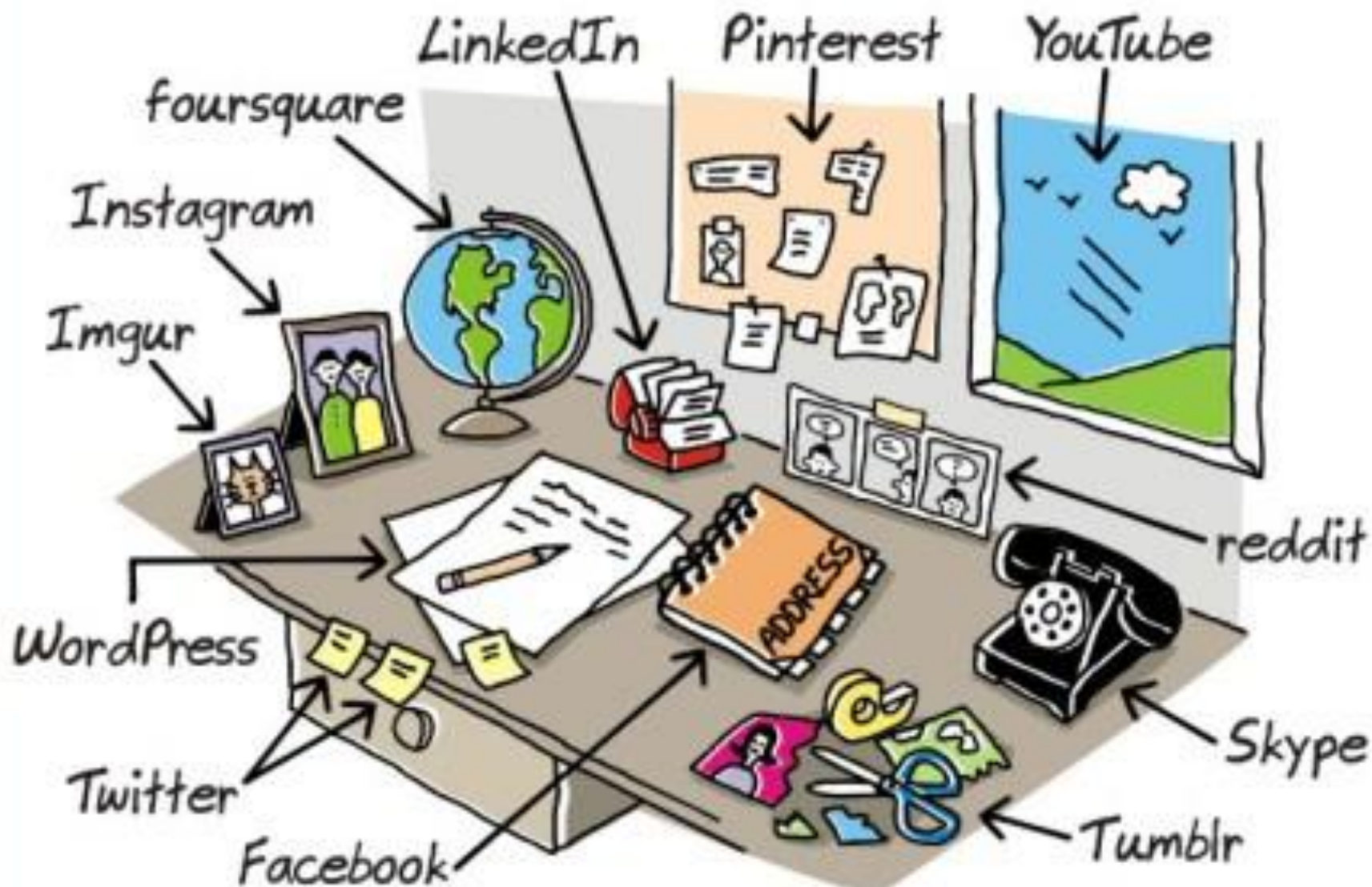


what is it?

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





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!
 - Control what you can on your own internal network
 - Make sure your policies internal address the liabilities that may happen because of "Negative Remarks"
 - How do these postings make you feel?



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- ✓ 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