CONVERSATIONS & CONSTITUENTS
Using Social Media to Engage and Influence
ANNOUNCING A NEW ENERGY SAVING INITIATIVE

How to Share Complex Information on Social Media
KEY MESSAGES:

1. Draft social media posts that highlight your three key messages

2. Schedule timely posts with your key messages across all platforms

Example key messages:

+ Once complete, the City will spend 70% less money on energy bills, passing on savings to tax-payers
+ Beverly Sands families will have access to environmentally friendly public buildings, nearly eliminating the Electricity Tax by 2020
+ The Beverly Sands Solar Initiative will make the City among the greenest cities in the nation
Create an infographic to share data on solar panel initiative in an informative and easy to understand way.
Post a graphic of people advocating for the initiative with a quote—this will be used to display 3rd party support and ensure that the support is authentic.

Thanks for your support for the solar initiative!

I am excited that Beverly Sands is doing our part to reduce our carbon footprint and I commend this terrific effort.
USING YOUR MESSAGES: INSTAGRAM

Share a fun video

+ Show how the solar panels will be installed and end with an aerial view of what it will look like once complete.
RIBBON CUTTING OF THE NEW BEVERLY POINT B&B

Using Social Media to Promote News As-it-Happens
FACEBOOK LIVE

Use Facebook Live to showcase the ‘behind the scenes’ look to tease the event

+ Tip: It can be helpful to create a shot list prior to your live event.

1. Alderman Porter looks directly at camera and says: “Just 10 minutes before we officially cut the ribbon and open this historic B&B to the public for the first time.”

2. Facebook Live video follows Ald. Porter walking towards the B&B.

3. Viewers see the ribbon being set up.

4. Ald. Porter walks up to B&B, opens the front door, turns the camera to him and says: “Tune in in 5 minutes to see what’s inside.”
SNAPCHAT

Create a Snapchat geofilter for the event to enhance real-time engagement with people in the area.

+ Everyone in a 5 mile radius will see the event is going on when they log on to Snapchat and choose to scroll through the filters

+ Filters are a fun way to engage the community for more light-hearted events
TWITTER

Live tweet the event with photos while using a consistent hashtag

+ Make sure your photos are focused and purposeful
+ Research the hashtag to make sure it isn’t currently being used
+ Create a hashtag that relates directly to your message
+ Use a hashtag that is catchy and easy to remember such as #AtTheBeverly

Share articles written pre and post event & tag the journalist

+ Always capitalize on earned media
CITY COUNCIL VOTE TO NAME A STREET TO HONOR A COMMUNITY MEMBER

Using Social Media to Interact with your Audience
Polls are a fun, engaging way to create excitement amongst followers.

### Fun Fact Poll on Facebook

**How many years was Carla Hall a participant in the Taste of Beverly Sands?**

- 10
- 17

**What year did Carla Hall open her world-famous Chicago pizza joint, Carla’s Pie?**

- 1974
- 1981
Twitter chat allows a thought-leader to interact with audiences in real-time

+ Carla Hall takes over Alderman Porter’s Twitter handle to conduct a Twitter Chat with constituents

+ Using a hashtag, she fields answers to questions about her life and the food industry today
ALDERMAN PORTER IS MISQUOTED IN A NEWS ARTICLE

Using Social Media to Respond to a Crisis
The gubernatorial election is two years away and Alderman Porter is a political mentee of the current governor, who has announced that he will not be running for another term.

In a media interview, Alderman Porter is asked to comment, and he says:

“I have deep respect and admiration for the Governor. He has worked throughout his term to better the lives of all citizens. I look to him as a mentor and hope to emulate his commitment to public service.”
After the interview, an outlet publishes a story that Alderman Porter plans to make a gubernatorial run and the story is quickly picked up by local media.

Social media erupts as rumors spread.
RELEASE A STATEMENT

Use Facebook and Twitter to release a statement that corrects the original article:

In response to recent media coverage on Alderman Porter’s admiration of Governor

Alderman Porter
@aidporter

In response to recent media coverage on Alderman Porter’s career aspirations:

I have a great job being part of the City Council, representing 57th Ward. I love waking up every day and working to better the lives of my fellow citizens. I have no aspirations for any other office at this time.

CITY OF BEVERLY SANDS

10:25 AM - 19 Jul 2016
RETWEETS 180  LIKES  80
Monitor negative social media conversation paying particular attention to handles with large number of followers

+ Respond to tweets of concerned users and tag them in your response
+ Do not respond to a user more than once, then it becomes an argument
+ Ignore the trolls
CRISIS SIMULATION EXERCISE
It’s Mid-December and winter storm Luke has virtually shutdown the Midwest. Downed power lines have frozen elderly residents in their homes after 36 hours without power. Beverly Sand’s 70 inches of snow and 110 mile-per-hour wind gusts forced the death toll into the hundreds.
CRISIS SIMULATION

1:15 PM
Mayor issues statement after power restored to Beverly Sands and asks Alderman to work with her to check on children and the elderly.

1:22 PM
Your elected issues a tweet:

@MayorSandy is an awful human being. Bad!

1:24 PM
@MayorSandy is a disgrace. She vetoed an emergency assistance bill for the elderly and now people are dead!
1:35 PM
An influential partisan political blogger, @PolyNews writes about your elected’s tweet. He pens an article and posts a tweet:

“@AldPorter's comments make him unfit for office --> www.polynewsblog.com #PorterResign

"Alderman Porter’s comments put politics before people once again. Porter should resign immediately from public office so that hurting families can restore their faith in government.”

1:55 PM
Bloggers tweet has received 300 retweets and counting. Ald. Porter has been inundated with tweets from residents.

2:10 PM
You get a call from a reporter at the Beverly Sands Times. She leaves you a voicemail saying,

“Hi, this Sue Cunny at the Beverly Sands Times, I’m wondering if Alderman Porter has a response regarding the call for his resignation and if he believes the mayor is a murderer. This will be the front page story tomorrow morning.”
Example statement

Alderman Porter stands with Mayor, committed to serving residents of Beverly Sands

BEVERLY SANDS — Today, I made insensitive comments through my social media account. I understand my words were hurtful to the families and community members I serve. My commitment to representing the 57th Ward has not waivered and I stand with the Mayor and her efforts to assist families affected by this winter storm.
5 THINGS TO REMEMBER

- Have a clear policy in place that everyone on your staff understands.
- Use images and videos to share complex information.
- Promote news as-it-happens — make sure constituents know what you are doing for their community.
- In a crisis, every channel to communicate your message matters.
- Interact with your audience — use social media as a dialogue.
QUESTIONS?
THANK YOU

With any questions, contact:

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