

POSITIVE APPROACHES TO SOCIAL MEDIA

City of Mesquite Neighborhood Summit 2020

PURPOSE
INTENTION
WHY



MINDFUL SOCIAL MEDIA



Being mindful on social media means relating meaningfully to other people. Creating meaningful connections with a clear purpose and intention.

Beware of the Share

PURPOSE

Platform	Purpose		
	Who I am (Identity)		
	How I see the world. Expression		
	What I'm doing right now. "In the know"		
	What's entertaining/ educational		
	My skills are... Professional/ Recruiting/Co nnecting		

INTENTION IS YOUR COMPASS

Platform	Purpose	Intention	
	Who I am (Identity)	I like Donuts	
	How I see the world. Expression	Here's a Pic of my Donut	
	What I'm doing right now. "In the know"	I am eating a #donut	
	What's entertaining/ educational	Here's a video of me eating my donut	
	My skills are... Professional/ Recruiting/Co nnecting	My skills include eating a donut	

WHY

Platform	Purpose	Intention	Why
	Who I am (Identity)	I like Donuts	Build Relationships
	How I see the world. Expression	Here's a Pic of my Donut	Building Relationships/ Conversations
	What I'm doing right now. "In the know"	I am eating a #donut	Connection, informing, interaction
	What's entertaining/ educational	Here's a video of me eating my donut	Storytelling, Educating
	My skills are... Professional/Recruiting/Connecting	My skills include eating a donut	Business Development, Conversation, Information, Connections

COMMUNITY CONTRIBUTIONS



Talents

Skills

Information

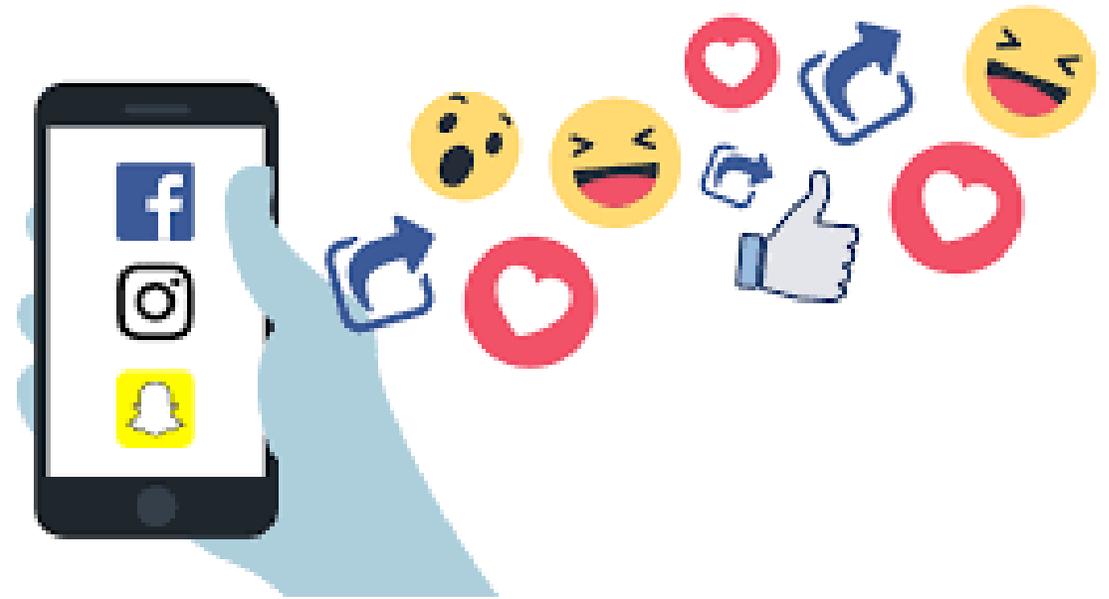
Other Capabilities

CREATING A SOCIAL MEDIA PLAN

Your social media plan needs to tell your story that interconnects across platforms and communities.

WHAT IS THE STORY OF MESQUITE?

STORIES ON SOCIAL MEDIA



CREATING A SOCIAL MEDIA PLAN



Create Categories/Campaigns

Create an Idea Board

Plan Posts

Plan Cross Promotions

Figure out which social media platform works best for your message

CURIOSITY

HOW CAN YOU CULTIVATE CURIOSITY IN YOUR
COMMUNITY?

SPARK
CURIOSITY



Curiosity keeps leading
us down new paths.

Walt Disney

Citizen Stories

Communities

Community Events

Service in your Communities

Useful Information about
Mesquite

History

Starting conversations

Parks and Recreation ideas

Small Businesses



City of Garland, Texas Government was live.

January 28 at 3:15 PM · 🌐

State of City Address Preview



Watch together with friends or with a group

Start

👍❤️ 10

1 Comment 4 Shares 1.1K Views

👍 Like

💬 Comment

➦ Share



City of Garland, Texas Government

January 23 at 9:09 AM · 🌐

Today is #NationalPieDay. What's your favorite? Apple? Cherry? One Garland resident has so many favorites she decided to turn her passion for pies into a sweet business. She's Making her Mark in Garland one slice at a time at Piefalootin

#MYMGarland #GarlandTX #PieDay #Pies #SmallBusiness #LocalBusiness #Yum



Watch together with friends or with a group

Start

👍❤️ 448

144 Comments 414 Shares

SPARK
CURIOSITY

NATIONAL ARCHIVES



NATIONAL ARCHIVES

1. Met with staff and asked them about their goals and needs for social media.
2. Asked what challenges they faced using social media.
3. Researched best practices.
4. Asked for feedback.

GOAL 1:
TELL GREAT STORIES

Believed every document in their holdings is an opportunity for great storytelling.

Find and choose stories that resonate with audiences, emotional connections and increased understanding of our shared history.

GOAL 2:
DEEPEN ENGAGEMENT

They wanted their users to share stories with others.

They welcomed feedback and conversation

They wanted their users to become loyal enthusiastic advocates of the National Archives.

Crowdsourcing

GOAL 3:
GROW OUR AUDIENCE

Develop relationships with influencers and partners to reach more people in meaningful ways.

Encourage people to share stories

Create a list of different audiences and what are their needs?

Connecting social media to news and trends

They budget for paid media to promote hashtags, accounts and posts.

GOAL 5: CULTIVATE A COMMUNITY OF PRACTICE



**GIVE SOCIAL MEDIA A SEAT
AT THE PLANNING TABLE**

Make it easy for anyone to participate

SUCCESSFUL ONLINE COMMUNITIES

Forms a collective identity

Articulates a clear **PURPOSE**

Establishes guidelines for participation

Maintains a highly usable way to have social interactions

Measures the success of the community in creating change among its participants

ROANOKE, VA

In 2014 a snowstorm hit

Communications coordinator planned to use city's Facebook page to get information to residents

Also, he wanted to residents to post photos of the storm.

400,000 people viewed those photos on Facebook

ROANOKE, VA

Department Social Media Pages

Main City Accounts 	Parks and Recreation 	Clean and Green 
Police 	Art in Roanoke 	Planning 
Sheriff 	Human Resources 	Purchasing 
Fire-EMS 	Human/Social Services 	Lead Safe 
Emergency Management 	Economic Development 	Youth Services 
E-911 	Stormwater 	Star City Reads 
Libraries 	Transportation 	Treasurer 
Neighborhood Services 	Solid Waste 	City Manager 

ROANOKE, VA ENGAGEMENT

City of Roanoke, Virginia - Government
February 10 at 7:39 AM · 🌐

Did you happen to catch that sunrise this morning! It was stunning! Thank you to @Andrew Reams & @John Van Truong for sharing these great pics of the rainbow seen over the Star City this morning! Did you happen to catch any pics this morning? If so, share them below! #roanokeva #starcity



👍❤️👏 239 20 Comments 32 Shares

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

 Write a comment... 🗨️ 📷 📺 📄

 **Jennifer Ozanich Suba** In our neighborhood on Beaufort Court.



Like · Reply · 1w 👍❤️👏 18

ROWLETT POLICE DEPARTMENT



Rowlett Police Department

January 14 · 🌐

Alright dude...

You stole a couple's SUV from the ER parking lot while they were being treated inside... We need to talk.

I already have your "sisters" info. It's in quotes because even though she calls you her brother, y'all must have been at the ER for amnesia cause she can't seem to recall your name or anything about you..... so while I wait on her to find a panacea and heal her ailment, I will turn to the people of The Facebook for assistance.

The Citizens of Rowlett are on a pretty good hot streak so let's keep the rally going! Who is this guy??

Call 972 412 6220 if you know and I will give you all the credit for the ID (or none cause hey, anonymous is cool with us)



👍👎👤 654

405 Comments 3K Shares

POSITIVITY IN A NEGATIVE SPACE

Actively participate with your followers

Don't be afraid to be creative

Listen: Comments are an opportunity to learn

Be transparent

Crowdsource ideas

Humanize city officials, especially the police department

It's okay to not post to every platform—remember your purpose and the platform's purpose

Identify your community influencers and recruit them to help you share information

HOW DO YOU WANT OTHERS TO SEE YOUR COMMUNITY?

Acknowledge community and resident achievements

Train people to become content creators

Host a podcast for your city

Create weekly themes that residents can contribute

Create rules and policies for engagement

MEDIA HUB

If you have a mobile device, you are are a content creator

Go Live: Instagram/Facebook

Break News: Twitter

Influencer: Instagram

Photographer/Videographer: Instagram, Snapchat,
Tik Tok

How will you use this power for good?

THANK YOU

