

SOCIAL MEDIA STRATEGY

UPDATED: April 3, 2014

PURPOSE: TO FURTHER THE CITY OF NORTH PORT'S GOAL OF BEING THE NO. 1 NEWS SOURCE FOR CITY PROJECTS, PROGRAMS, AND SERVICES

Facebook Strategy:

- Provide real-time posts of City news stories via headline with hyperlinks to the full story on the City's website. When possible, include photo or video to optimize the reach and location of the feed on friends'/fans' walls.
- On important, high-level news stories, repeat the news headline with a request to share with friends. For example: "Please share to spread the news! The City of North Port will be hosting a fun family festival on Saturday." When possible, include photo or video to optimize the reach and location of the feed on friends'/fans' walls. Also, use hashtags to help measure results and track conversations.

Twitter Strategy:

- Provide real-time tweets of City news stories via headline with hyperlinks to the full story on the City's website. Create a hashtag for various subjects.
- On important, high-level news stories, repeat the news headline with a request to retweet. For example, "Please RT: City of North Port to host fun family festival Saturday. Click on the link for more information." When possible, include photo or video to optimize the reach and location of the feed on friends'/fans' walls. Also, use hashtags to help measure results and track conversations.

YouTube

- When appropriate, create short video clips of various City work being done. YouTube videos should be optimized and linked on the city's website with a news story or in a social media post.

Instagram

- When appropriate, photograph a topic in a creative way. Create a project hashtag to follow the conversation. Be sure to link the photograph to a corresponding news story. It is key that the photo be creative and visually stunning to gain more attention, likes, and followers.

PURPOSE: TO ENGAGE THE NORTH PORT COMMUNITY IN CITY PROJECTS, SERVICES, AND PROGRAMS AND PROVIDE AN OPPORTUNITY TO LISTEN TO FEEDBACK.

Facebook

- When appropriate, ask questions so that friends/fans may respond in the comment feed. Monitor these answers closely and report. **HAVE A PLAN IN PLACE BEFORE DOING THIS.** Consider nightly and weekend monitoring, staff resources, and what will happen with negative posts.

Twitter

- When appropriate, create #hashtag campaigns and ask followers questions. Monitor these posts closely and report. **HAVE A PLAN IN PLACE BEFORE DOING THIS.** Consider nightly and weekend monitoring, staff resources, and what will happen with negative posts.

Instagram

- When appropriate, take photographs of City work being done or various subjects. Link news stories in the caption. Use hashtags in the caption to follow and measure results.

PURPOSE: TO CREATE A STRONGER SENSE OF COMMUNITY PRIDE AMONG NORTH PORT RESIDENTS.

Facebook

- Promote positive news about the City of North Port and its employees. **AVOID** controversial items. Also, focus efforts on the City Commission's proclamations and recognitions at the monthly special meetings. Include photographs and video when appropriate and available to increase awareness.
- Conduct at least one campaign per fiscal year that highlights reasons North Port residents love to call North Port home using hashtag technology.

Twitter

- Promote positive news about the City of North Port and its employees. Retweet positive news and comments about North Port. Tweet about the City's proclamations and recognitions during the monthly special meetings.
- Conduct at least one campaign per quarter that highlights reasons North Port residents love to call North Port home using hashtag technology.

YouTube

- When appropriate, create short video clips of various City and employee achievements. YouTube.com videos should be optimized and linked on the city's website or in another social media feed.

Instagram

- Post photographs of North Port's assets in an artistic way. Link Instagram to the City's Facebook and Twitter accounts so that photos are shared across all platforms.

PURPOSE: TO CREATE A DEEPER UNDERSTANDING OF WHY THE CITY OF NORTH PORT DOES THE THINGS THAT IT DOES WHEN PROVIDING SERVICES, PROGRAMS, AND PROJECTS.

Facebook

- On important matters, Facebook can be used to reach a broad audience and explain a particular subject in depth. All of the tools should be used to do this, from the creation of social video, infographics, a longer news story on the City's website and links into the content, and more. Ask friends to share the information to further reach.

Twitter

- On important matters, Twitter can be used to reach a broad audience and explain a particular subject in depth. Use the City's website as the location for a broader story. Then, use a TINY URL to link the story in a tweet. All of the tools should be used to do this, from the creation of social video, infographics, a longer news story on the City's website and links into the content, and more. Ask friends to share the information to further reach.

PURPOSE: TO CORRECT MISINFORMATION AND BE THE VOICE OF AUTHORITY ON ALL CITY BUSINESS MATTERS.

Facebook

- Monitor local media outlet's timelines and walls. This can also include some popular social media pages (such as North Port Scoop). Only enter into the dialog with correct information where and when it is deemed appropriate. There should be standards as far as what walls to pay attention to as to not give credit to a non-media outlet. For instance, following the North Port Sun's page, the Wikipedia North Port page, and North Port Scoop is appropriate – but an election candidate or a North Port resale community page are not appropriate.

Twitter

- Monitor the North Port conversation throughout the work week using #hashtag technology and respond to customer concerns via dialog as close to real time as possible. Twitter is about relationship building one-at-a-time. The feed moves too fast

and should not be treated like Facebook. You will make more of an impact tweeting individually than to a group on Twitter.