How does this relate to me?
CASE STUDY

- General Motors announcement
- FAQs
- News Advisory
- News Release
- Website Article
- Social media posts
- Asked partner to share
- Video

City of Arlington, Texas 
INVEST

- Invest money
- Boost Facebook posts and page
- Put money behind YouTube videos

Questions?
TELLING YOUR STORY

Jay Warren
Marketing Communications Manager
City of Arlington

SESSION GOALS

- Think about communication strategy
- Examine communication options
2015 STRATEGIC PLAN
• Living document
• Defines goals, strategies, tactics and measurements
• Communication audits
• Review of communication vehicles
• SWOT Analysis

SHOTGUN APPROACH
• Media Relations
• Web Content
• Cable Channel
• Social Media
• Advertising
• Public Meetings
• Signage
• Video Production
• Partner Relations
• Branding
STUDIO PROJECT

- Cost: $250,000
- Partnerships: opening up to partner agencies to utilize
- Training
- PSA's
VIDEO PRODUCTION
Up to October 19, 2017:
- Watch time: 1,923,152 mins
- Minutes: 32,052.5 hours
- Views: 1,096,094
- Average view duration: 1:45

ADVERTISING

SOCIAL MEDIA
- Images from facebook, twitter, pinterest, Instagram, and youtube
ENGAGE AND INTERACT THROUGH SOCIAL MEDIA

Jay Warren
Marketing Communications Manager
City of Arlington

THE DIFFERENCE BETWEEN A SUCCESSFUL PERSON AND OTHERS IS NOT A LACK OF STRENGTH, NOT A LACK OF KNOWLEDGE, BUT RATHER A LACK IN WILL.

PERSEVERANCE:
IT’S HARD TO BEAT A PERSON WHO NEVER GIVES UP.
Babe Ruth

SESSION GOALS

- Understand the significance and value of social media in communication/marketing
- Identify top social media platforms and ways to maximize those outlets
- Provide tips for use of most common platforms
SOCIAL MEDIA FACTS

- 72% of all internet users are now active on social media
- There are over 317 million active users on Twitter
- There are over 1.85 billion Facebook users
- 75% of Facebook users and 50% Instagram users use site daily.
- 23% of Facebook users login at least 5 times per day
- 7.4 billion people worldwide:
  - 3.7 billion use internet
  - 2.7 billion use social media

Social Media Platforms used by Marketers in 2016

- Twitter
- Facebook
- LinkedIn
- YouTube
- Pinterest
- Google+
WHERE ARE YOUR USERS?
FACEBOOK

Followers

664% INCREASE!

2013: 4,424
2017: 33,789

TWITTER

Followers

810% INCREASE!

2013: 3,625
2017: 32,993

INSTAGRAM

Followers

408% INCREASE!

2013: 500
2017: 2,539
THINKING OF STARTING SOCIAL MEDIA?

- Things to consider:
  - Who's going to manage?
  - Do you have a budget
  - What's your social media policy?
  - Do I have enough content?

SOCIAL MEDIA MANAGEMENT

- People expect immediate responses
- Monitor for inappropriate comments
- How do you manage negative comments

Clayton Hove @aditbebone 17 Jun
Saw a bird had crapped on a Smart Car. Toteled it.
Details
City of Arlington, Texas

**SOCIAL MEDIA BUDGETING**

- Invest money
- Boost Facebook = big ROI
- Boost YouTube = BIGGER ROI
- Boost Twitter = so-so ROI
• Assign someone to oversee your Twitter feed and tweet regularly.

• Use @username and RT @username to engage with people.

• Use #hashtags to make your tweets easier to find.

• Don’t write tweets like they’re text messages (no “R U L8?”)
TWITTER POSTS
• Use pictures to get attention.
• Invite interaction (e.g., ask questions).
• Link people to longer content (but don’t give everything away).
• Shorten URLs (uniform resource locator) with bitly.com or goo.gl.
• Think about SEO (use keywords).

FACEBOOK TIPS
• Consider best time to post
• Be careful what account you’re signed into
• Monitor frequently
• Utilize FB’s features
• Boost posts

FACEBOOK TIPS
• Beware of online fights
• Answer questions
• Provide additional info
• Politely correct inaccurate information
• Avoid back and forth
FACEBOOK TIPS

OTHER CONSIDERATIONS

• Check your City’s social media policy
• Centralized, decentralized, or hybrid system
• Open lines of communication
• Make sure your page represents City’s brand
• Share communication when appropriate
• Conduct your own yearly audit

SCHEDULE POSTS

• Utilize analytics to find out when people are visiting your social media most often
• Best time to post is early in the morning/evening after work
• During the afternoon can be a limited audience
HOW TO INTERACT WITH THE MEDIA

WHERE'S WHAT TO AVOID!

SESSION GOALS

- Step 1
  - When a reporter calls, what do I do?
- Step 2
  - Preparation
- Step 3
  - How to be interviewed
STEP 1: WHEN A REPORTER CALLS

• What do I do?
  • Ask questions
  • Think like a reporter
  • Anticipate
  • Call them back promptly
  • Notify supervisor, Office of Communications
  • Never speak off the record

STEP 1: INTERVIEW THE REPORTER

• What's the focus of the story?
• What gave you the idea?
• Who else is being interviewed?
• Who's conducting the interview?
• How long will the interview last?
• What information are you looking for?
• Where is the best location for the interview?
• When is your deadline?
• When will the story run or air and on what platforms?
**STEP 1: INVERT YOUR THINKING**
- What’s their deadline?
- What are the visuals?
- What kind of sound will they want or need?
- Is it a hard news story or a feature?
- Respect their enterprise stories.
- Or, make it as boring as possible.

**STEP 2: PREPARE**
- Think of the questions you may be asked
  - What are the worst questions I can be asked?
- Develop three main talking points and STICK TO THEM!
  - Know the facts to back up your three main points
- Bring supporting materials and/or visuals if useful
**STEP 3: THE INTERVIEW**

When on camera...
- Look at interviewer, not the camera
- If seated, sit on your coattails
- Slow down and take your time
- Smile (if appropriate)
- Be yourself
- Avoid large gestures
- Don’t read or appear overly rehearsed
- Check the mirror
- Assume the mic is ALWAYS on

During the interview...
- Stick to your talking points
- Follow the MOM rule
- Think soundbite
- Don’t speculate
- Correct the facts (if you are right)
- NEVER say no comment
- Clarify
- Silence is okay
- Listen
- Don’t repeat

CONTINUED
AND REMEMBER TO...

Stick with your talking points!
Admitting fault can be helpful

IT’S OKAY TO ADMIT MISTAKES...


AND MOST IMPORTANTLY...

It’s okay to say “I DON’T KNOW.”