



Social media & content basics

Melissa Suzuno, Content Marketing
Manager & Consultant

*Western and Pacific Northwest
Intergovernmental Audit Forums
Joint Meeting*



Two social media stories



Social media & politics

- 22% of voters **let others know they voted** on a social networking site
- 31% of social media users have used the tools to **encourage other people to take action on a political or social issue**
- 33% have used the tools to **repost content** originally posted by someone else on political or social issues

Today's agenda

- Overview of social media platforms
- Quick introduction to content marketing
- A few guiding principles
- Q & A

Overview of social media platforms

Facebook

- 1.5 billion users: 71% of online adults
- Company/organization accounts similar to personal accounts
- You can post status updates, links, photos, and videos
- Detailed demographic info about your followers
- Pay to play: only 16% of posts get seen



City of Oakland - Local Government

June 26 · 🌐

Oakland wins when #lovewins. #marriageequality

Image



👍 Like

💬 Comment

➦ Share

266 people like this.

Most Recent ▾

73 shares

What the heck is a #hashtag?

- The symbol formerly known as “the pound sign”
- Can be used within a post or added at the end
- You can use existing hashtags, or create your own
- Search the platform for existing hashtags for best results



City of Oakland - Local Government

2 hrs · 🌐

#Oakland Celebrates Completion Of Lake Merritt Sailboat House Shoreline Project Funded By Measure DD <http://bit.ly/1IKeMSH>



Photo: Greg Linhares, City of Oakland

👍 Like

💬 Comment

➦ Share

Link with photo

57 people like this.



Quarterly Economic Dashboard Q1 2015 January - March

Employment

Unemployment Rate

6.3%

Last Year: 10.3%

Employment

196,333 Last Year: 183,867

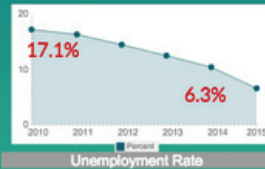
Size of Labor Force

209,400 Last Year: 205,000

Do you know ?

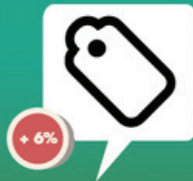
Oakland's unemployment level has dropped dramatically in the last five years, from 17.1% in Q1 2010 to 6.3% in Q1 2015. It has continued to fall into Q2 (April-June).

In the last year, the City added almost 12,500 jobs, while the size of the working population increased by 4,400.



Quarterly City Revenues

Sales Tax



\$34,297,846 (Q4 2014)
Last Year: \$32,345,229

Real Estate Transfer Tax



\$10,381,995
Last Year: \$12,973,533

TOT Tax (Hotels)



\$4,540,000
Last Year: \$2,863,500

Sales taxes have increased since last year, and the Transient Occupancy Tax, based on hotel occupancy, is rising substantially. Real Estate Transfer Taxes were higher in Q1 2014 due in part to a higher transfer volume during Q1 2014. Sales tax reporting lags one quarter for collection and analysis and is reported for Q4 2014.

Sources: CA State Employment Development Department, City of Oakland Revenue Department, HdL Companies



City of Oakland - Local Government

July 28 · 🌐

Wondering what's up with the Oakland economy? Check out this handy infographic for an economic summary of 2015's first quarter

Like · Comment · Share

👍 14 people like this.

➦ 5 shares



Jeffrey Lim Keep posting such infographics...how about quarterly city expenses? How is all this tax rev spent?

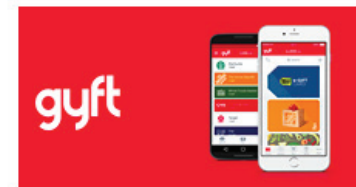
Like · Reply · 10 hrs



Write a comment...

Sponsored 🏷️

Create Ad



Gyft - Buy eGift Cards

gyft.com

Buy e-gift cards & earn up to 3% back in reward points! Choose from 100s of top retailers.

Infographic



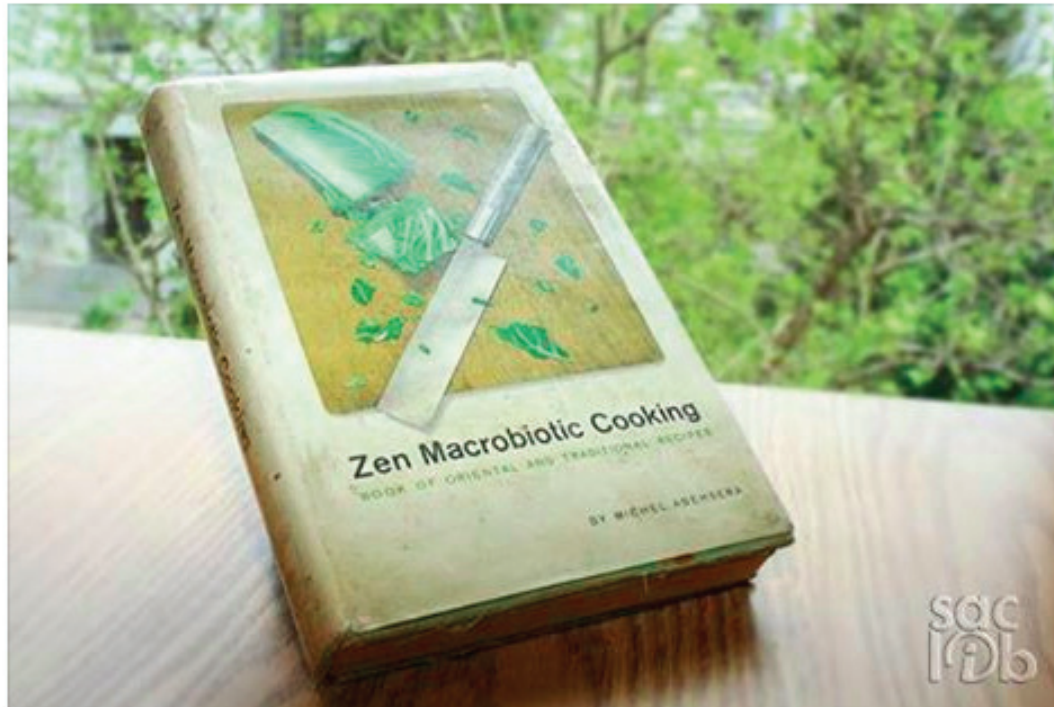
Sacramento Public Library

March 26 · 🌐



Tracy in Cody, WY recently mailed us this copy of "Zen Macrobiotic Cooking" (1968), which she had found in a box of books given to her by a friend. Funny thing was that the book belonged to Sacramento Public Library and was due in 1977!

Inside the book was also a note from 1977: "Please see that the book gets returned to Sac Public Library." We say, better late than never. Thanks, Tracy!
/ Stephanie



👍 Like

💬 Comment

➦ Share

45 people like this.

Status update

LinkedIn

- 380 million users
- Overall atmosphere is professional and work-focused
- Company/organization pages & personal accounts
- You can post status updates, links, photos, and videos
- Blogging platform open to all LinkedIn members
- Also owns presentation platform SlideShare

Job opening (link)

City and County of San Francisco The Port of San Francisco is Hiring a Finance, Grants and Contracts Manager <https://lnkd.in/bBBxnpM>



0923 Manager II, Finance, Grants and Contracts Manager

jobaps.com · This is a Position-Based Test conducted in accordance with Civil Service Rule 111A. The Port of San Francisco is an enterprise agency of the City and County of San Francisco and is governed by a Commission of five members appointed by the Mayor....

Like (5) · Comment · Share · 4 days ago



Tonia Lediju, Sonia Djordjevic +3

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2183

Pulse

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Thank You

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Jeff Haden 

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Justin Rosenstein 

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Adam Grant 

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Isis Wenger

Mentorship Is a Business Issue. Here's Why.

Mark Weinberger 

Howard Schultz Mulls Run for President, Will Hollywood Give Him a Shot?

Sharon Waxman 

When Honesty Makes You Stand Out



Hillary Clinton 

2016 Presidential Candidate

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Thank You

Jul 1, 2015 | 1,959 views |  496 Likes |  68 Comments |   

The numbers are still coming in—but here are a few great ones: In the first quarter of this campaign, supporters gave more than \$45 million. 91% of contributions were \$100 and under.

There's just one thing left to say: Thank you.



July 1, 2015

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2015

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President Obama's
#GivingTuesday Message
White House
31,202 views

SlideShare

Twitter

- 304 million users
- 140 character limit, can include links, images, and videos
- Hashtags, RTs, MTs, mentions, direct messages
- Twitter chats

2.



Cory Booker @CoryBooker · 7h

Call Unjin Lee @unjinah right now. Lets see if we can meet: 202 224 3224

1.

Collin Stephens @NightHawk_77

Only two more days left in my senate internship and I still haven't seen @CoryBooker #Booker4president



10



30



Twitter conversation

4.



Cory Booker @CoryBooker · 6h

So great to meet you. Thanks for reaching out. All the best with the rest of your summer.

3.



Collin Stephens @NightHawk_77

Casual selfie with the coolest senator in DC
#booker4president @CoryBooker



4



13





Cory Booker @CoryBooker · 12h

From my mailbag, one young letter writer wants me to eat more bananas.



RETWEETS
20

FAVORITES
77

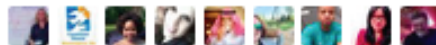


Photo on Twitter



Cory Booker @CoryBooker · Aug 4

I stopped eating fish (smile).

EXpress(HER)INquiry @ExpressInquiry

I'm pescatarian now, haven't made the full leap to vegan yet. How'd you do it? @CoryBooker



11



78





Sacramento Library @saclib · Aug 5

.@saclib is creating a new 3 year strategic plan & we need YOUR voice to make it successful ow.ly/QuLAN



Tweet with link & photo

Storify by Melissa Suzuno a few seconds ago

Phoenix's first smoke-free park

The city of Phoenix recently unveiled its first smoke-free park. Here's some of the social media co event.



Phoenix's first smoke-free park gets signage installed by officials and student activists
1.usa.gov/1h0Kxg2 #SmokeFree

13 DAYS
AGO



#Phoenix has its first smoke free park: arizonalatinos.com/blog/politics/h... #SmokeFree
#TobaccoFree #Arizona pic.twitter.com/hQqHV0QsNO

ARIZONA
LATINOS @ARIZONALATINOS 10 DAYS
AGO



City of Phoenix testing out smoke-free park program; El Oso Park designated as 'smoke free'

PHOENIX - The City of Phoenix now has a smoke-free public park. The idea began in 2013 when students from Trevor G. Browne High School reached out to Vice Mayor Daniel Valenzuela's office about creating a smoke-free park near their school.

15 KNXV



Students clear air with first Phoenix smoke-free park

Student advocates and public officials cleared the air Tuesday morning when they finished installing new signs in Phoenix's first smoke-free park. "It's important being around kids here in the playground," said Jose Moreno, 18, who comes to the park on occasion to play sports. "It definitely makes it a lot easier to play basketball."

az EMILY L. MAHONEY AND ANTHONY MARROQUIN, THE REPUBLIC | AZCENTRAL.COM

Storify



Phoenix AZ
@PhoenixAZRR

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City of Phoenix testing out smoke-free park program; El Oso Park designated as 'smoke free'

rightrelevance.com/search/article...

1:14 PM - 29 Jul 2015



First smoke-free park in Phoenix

El Oso Park in West Phoenix is the city's first smoke-free park thanks to a group called STAND, Students Taking New Direction. The kids

YouTube

- Second largest search engine: 3 billion searches a month
- Reaches more 18– to 34-year olds than any cable TV network
- Video, recorded webinars
- Ideal for instructional content

Association of Washington Cities recorded webinar

YouTube  how do i get a job in local government 



The Application Process

Landing your Dream Job in Local Government – What Employers are Looking for
September 29, 2014

Landing Your Dream Job in Local Government - Webinar

 Washington Cities  196

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Performance audit of the Office of Fraud and Accountability

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Instagram

- 300 million monthly active users
- Visually driven platform
- Text captions can & should include hashtags
- 53% of users in the 18 to 29 age group
- Can be great platform for recruiting

Hawaii Tourism Bureau



gohawaii

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10w

gohawaii A place where Hawaiian culture and community continue to thrive, [#Molokai](#) offers a taste of a simpler life. [#gohawaii](#) <#>



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heatherbag7 [@edmund0419](#) lets go home

grazzifernandes 😊 [@pattys_delight](#)

pattys_delight [@grazzifernandes](#) hahaha now I'm following gohawaii. It will keep my eyes on the prize

cksokol This is one of my favorite pictures of HI! It is just beautiful!

chivanoso [@fjavieralarcon](#)

rnbeatles1 [@naj_ava93](#)

fotofinish123 [@missskatiedi](#) now thats relaxin'....

_jlin6 [@reebiesw](#) I miss the simpler life 😊

kkimhm_ excellent mood 🍷

reebiesw [@_jlin6](#) lets go back

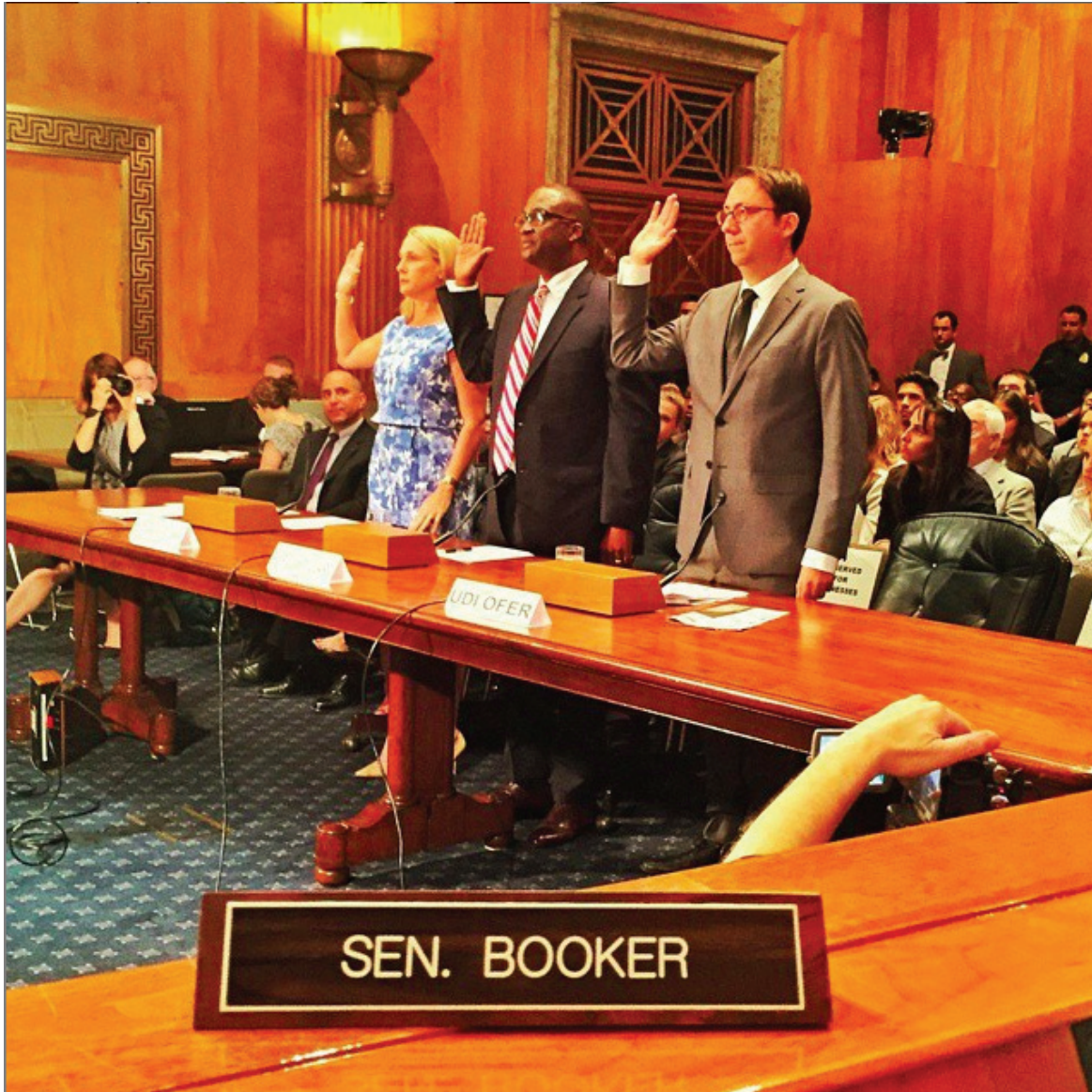
kilaueaecoquides [@margiearevalo](#) check...



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Senator Cory Booker



corybooker

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1,186 likes

1d

corybooker From today's hearing on our Federal Bureau of Prisons. Pictured here from the left is Piper Kerman, an activist and author of "Orange is the New Black: My Year in a Women's Prison." To Piper's right is Jerome Dillard, Reentry Coordinator for Dane County, Wisconsin. On the far right is Udi Ofer, Executive Director of the ACLU of New Jersey.

I focused my questioning on many key areas of concern from the vast and damaging use of solitary confinement on children and adults, to the harmful and egregious actions of private prisons. I will continue to work on bipartisan criminal justice reform to address our justice crisis in the United States. [#cjreform](#) [#criminaljusticereform](#) [#prisonreform](#) [#congress](#)

[view all 40 comments](#)

[jopandasal](#) [@carlamvbear](#)

[mattkopko](#) Thank you for focusing on this



Add a comment...

...

Michelle Obama



michelleobama

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20.7k likes

2w

michelleobama "Reading and writing has become a safe haven for me. This is why I want to pursue a creative writing degree - it has been the most fulfilling thing I've chosen to do in life thus far." —Claudia Owusu, of Columbus, Ohio. Claudia's story begins in Ghana, West Africa where her mother left her at the age of 5. Reading and writing have become a creative outlet for Claudia and one of the things that have helped her [#ReachHigher](#). Claudia joined the First Lady for the Beating The Odds summit where she had the chance to meet students from across the country who have also faced many hardships throughout their life. These students will always have each other to turn to for support as they step on to campuses across the country this fall.

[view all 157 comments](#)

cassyowu Yasss Claudia I'm proud of you baby I just saw this 🥰🥰 @yaaxayaa



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bit.ly/employersinstagram



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8 Recruiting Instagram Handles to Follow

By [Glassdoor Team](#) on July 24, 2015

640
Shares



61



130



444



5

Social media is a powerful tool that can help you recruit top talent, showcase your company culture and brand your organization. Instagram has undeniably claimed a spot at the top of the ladder among various social channels.

So how can you successfully leverage this platform to recruit the best candidates? Here are eight of our favorite recruiting Instagram handles to check out for some social recruiting inspiration.

1. [@SalesforceJobs](#)

In addition to their primary Instagram account, [Salesforce](#) has created a specific account to give prospective employees an insight into what it is like to work for their company. [@SalesforceJobs](#) posts images of company theme days such as "Aloha Fridays", the "Puppyforce" team, various award recognitions celebrating company wins, and their participation in community events such as Pride month.

Investing in your employer brand and company culture [increases candidate quality](#) by 2X, and [@SalesforceJobs](#) effectively uses Instagram to reinforce their core values, an essential ingredient to finding the right talent. Make sure these core values are highlighted in descriptions of your company on your career site, as well as on your Glassdoor profile!



bit.ly/8recruitinghandles

Pinterest

- 7.8 million users
- Visually driven platform
- Each pin can link back to your site, can be excellent source of traffic
- Text description and comments have great SEO benefits

Pinterest board

Social Media & Government: Examples & Ideas

 **Melissa Suzuno**  Invite

8 Pins 23 Followers

Move Pins Edit board ...


Add a Pin



10 Gov 2.0 Leaders to Follow on Twitter

Pinned from [statetechmagazine.com](#)



Libraries Are About So Much More Than Books

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Q&A: SF CIO Miguel Gamino Jr Wants to Revolutionize Service in His City | #statetech | #technology #digital #government #cities #sanfrancisco #california #strategy #innovation

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50 MUST-READ STATE & LOCAL I.T. BLOGS 2013

StateTech's list of must-read state and local government IT blogs.

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92% of cities have a climate change plan
40% of cities have a climate change plan
77% of cities have a climate change plan



State of Social Media

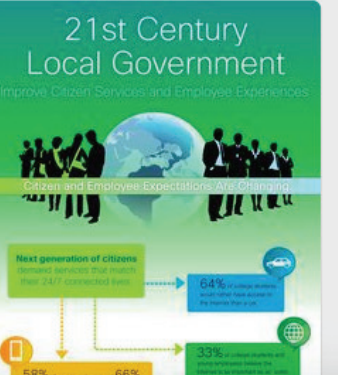
SOCIAL MEDIA AND THE IMPACT ON SOCIETY

Social media use is increasingly PERSUASIVE



Local government by the numbers

There are 89,476 local governments in the United States. They include counties, cities, villages, towns and townships, as well as special districts that handle utilities, fire, police and library services.



21st Century Local Government

Improve Citizen Services and Employee Experiences

Citizen and Employee Expectations are Changing

Next generation of citizens
64% of citizens expect local government to be more responsive
33% of citizens expect local government to be more transparent
58% of citizens expect local government to be more efficient
66% of citizens expect local government to be more effective

Pin it

Like

Visit site

Edit

Send

Share

State of Social Media



Social media isn't just an outlet to connect and share with friends and family anymore – increasingly, state and local governments are using it to inform, engage and empower citizens. Find out how to maximize the use of social media in your jurisdiction as it becomes pervasive in the public sector.

SOCIAL MEDIA AND THE IMPACT ON SOCIETY

Social media use is increasingly **PERVASIVE**:



74%

of adults use social media sites¹ and
**AMERICANS NOW SPEND
MORE TIME ON SOCIAL MEDIA**
than any other Internet activity, including email.²



60% of social media time is spent on tablets and smartphones³



Social Media & Gov...

Melissa Suzuno



Edit

A brief intro to content marketing

Content marketing

- Using assets like blog posts, infographics, and video to help potential customers **answer a question or deal with a frustration**
- Build **trust and authority** for your brand over time
- When it's time for customers to make a decision, **they're more inclined to trust you**

Content marketing vs. social media

- Social media can amplify your message and connect with your audience
- Creating content gives you something to share on social media
- Owning vs. renting your digital property

A few guiding principles

Know your audience



Accept that things are always
changing



Experiment (come out of your shell)



Be social (not like this guy)



Realize that it takes time



Get in touch!

bit.ly/socialmediamelissa

www.melissasuzuno.com

