MANAGING COMMUNICATIONS ONLINE

Preparation and practice.
WHAT WE'LL COVER

- TRENDS
- REPUTATION MANAGEMENT
- PICKING PLATFORMS
- EFFECTIVE EFFORTS
STAY IN CONTROL

The goal with managing your voice on social media is to leverage networks to stay in control of your message, affirm yourself as the source for information, and listen to your audience.

Reinforce your organization's goals and messages.

Educate, inform and respond.
AUDIENCE BEHAVIOR

- 42% of American adults get news through Facebook several times a day
- 20% rely on traditional news sources
- 15% from Google News
- 12% from Twitter

Source: Morning Consult Report 2017
Poll conducted from July 13-15, 2017, among 2,201 with a margin of error of +/-2.
SOCIAL NETWORKS IN USE BY SIMILAR ORGANIZATIONS

- Facebook
- Twitter
- Linkedin
- Instagram
- Pinterest

Tier 1: Top 20 Metro | Tier 2: Mid-Sized Utilities | Tier 3: Small Utilities
LEVERAGE SOCIAL MEDIA TO YOUR ADVANTAGE

INFLUENCE
SEE ISSUES FIRST
BUILD TRUST
DRIVE ACTION
CROWDSOURCING CONTENT

Customer-to-organization communication: Customers can post photos of issues in the field and create an opportunity for your organization to respond fast and build community trust.
Social listening analytics:

Monitoring and analyzing social media, municipalities could pinpoint what the public is thinking, misperceptions, lack of education or issues before they become crises.

Social listening allows for creation of opportunities to build trust through responsiveness and transparency.
CREATE RELATIONSHIPS

By proactively managing and building digital communication relationships with publics, you create a trusted brand that is turned to when issues arise.

The goal is to make your owned/shared media the first-go-to source.
1) First Amendment issues relating to government restrictions on speech
2) Use of public resource issues
3) Employee use of social media, both on behalf of the agency and personally
4) Other employment-related social media issues
5) Open meeting law issues
6) Public records retention and disclosure issues
7) Procurement, gift and contract issues
8) Equal access/Section 508 (disability access) issues
BEST PRACTICES

Give them what they want
Monitor mentions
Respond quickly
Be transparent
Prepare for a crisis
Address criticism
1.9 Billion
2017 WATER RESEARCH FOUNDATION: Participants rated updates on issues directly affecting their ability to use your related services and related information as the content they would most like to see from similar organizations on social media.
2017 WATER RESEARCH FOUNDATION: Survey participants also reported keen interest in seeing updates on construction, water main breaks, and any other impacts to traffic. In many communities, Twitter users have spontaneously generated hashtags that utilities can use for just this purpose, such as #DCTraffic, #DallasTraffic, and #DenverTraffic.
SOCIAL IS VISUAL

Social media is primarily a visual medium. The literature contains a number of sources that conclude that posts and tweets featuring a single image generate more response, such as likes, comments, and shares, than any other type of post.

Single photos outperform plain text, photo galleries, and videos.
SHOW ACTIONS

Consider how your visuals can evoke the desired response. Show actions and use video to explain details.
EDUCATE WITH VIDEO

Video and Facebook LIVE events can be powerful tools to educating, engaging and informing publics.
Municipalities often have complicated stories to tell, and before-and-after photos tell complex stories in a glance. Riverside Public Utilities posted these before-and-after photos of a blown hydrant and subsequent repair to its Facebook account. This type of imagery tells a complex story in an instant.
BUILD NETWORKS

Top social media users tend to share and retweet others’ messages more often than they post original messages of their own! Social media algorithms favor shared and retweeted messages, and this technique can help utilities reach a wider audience.

BUILD SOCIAL RELATIONSHIPS:
- Local elected officials
- Emergency management agencies, Utilities, weather services, and related organizations
- Local news organizations
- Chambers of commerce and prominent businesses
- Civic organizations and their leaders
- Local celebrities
- Sports teams
BEFORE YOU JUMP IN

- Establish a social media policy
- Establish your brand voice and goals
- Set budgets
- Set roles by staff member
PLAN FOR SUCCESS

- Adopt and publicize a social media policy that limits the purpose of the site to serve as a mechanism for communication between the agency and the public.
- Define what kinds of content fall outside that purpose (including commercial, campaign, discriminatory or profane postings) and include a warning that content outside the purpose are subject to removal.
- Advise staff that they may not delete postings simply because they may be critical of the agency or agency officials.
- Respond with a sense of common humanity and humor if the agency makes a mistake in a social media post.
WHAT TO EXPECT

DEPENDING ON THE SIZE OF YOUR MUNICIPALITY, YOU WILL SPEND:

10-80 Hours per week
# Plan to Advertise

<table>
<thead>
<tr>
<th>Service</th>
<th>Average Cost to Reach 1,000</th>
<th>Average # of Clicks to Website</th>
<th>Average Cost Per Click to Website</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>$7.19</td>
<td>27</td>
<td>27 cents</td>
<td>Gotter 2016</td>
</tr>
<tr>
<td>Twitter</td>
<td>$9 to $11</td>
<td>37</td>
<td>25 to 30 cents</td>
<td>Parsons 2016</td>
</tr>
</tbody>
</table>
TARGET

Ads Manager

Locations: Everyone in this location

United States
- Denver, Colorado + 10mi

Include
Add locations

Age
35 - 55

Gender
All, Men, Women

Languages
Enter a language...

Detailed Targeting
INCLUDE people who match at least ONE of the following:

Interests > Additional Interests
- Landscaping
- Lawn
- Lawn mower
- Mowing the Lawn

Add demographics, interests or behaviors
Suggestions | Browse
Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. Learn more.

Budget
- Daily Budget: $20.00
  - $20.00 USD

Actual amount spent daily may vary.

Schedule
- Run my ad set continuously starting today
- Set a start and end date

Start: Feb 22, 2017, 12:10 AM
End: Mar 22, 2017, 12:40 PM (Pacific Time)

Your ads will run for 28 days. You'll spend no more than $569.58.
### Page Settings

- **Messaging**
- **Edit Page**
- **Post Attribution**
- **Notifications**
- **Page Roles**
- **People and Other Pages**
- **Preferred Page Audience**
- **Apps**
- **Partner Apps and Services**
- **Instagram Ads**
- **Featured**
- **Crossposting**
- **Page Support Inbox**
- **Payments**
- **Activity Log**

### Page Visibility
- **Page published**

### Visitor Posts
- **Allow visitors to the Page to publish posts**
- **Allow photo and video posts**
- **Review posts by other people before they are published to the Page**
- **Disable posts by other people on the Page**

### Reviews
- **Reviews are turned off**

### News Feed Audience and Visibility for Posts
- **The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off**

### Messages
- **People can contact my Page privately.**

### Tagging Ability
- **Only people who help manage my Page can tag photos posted on it.**

### Others Tagging this Page
- **People and other Pages can tag my Page.**

### Page Location for Frames
- **Other people can use your Page’s location for photo and video frames.**

### Country Restrictions
- **Page is visible to everyone.**

### Age Restrictions
- **Page is only shown to people over 18 years of age.**

### Page Moderation
- **No words are being blocked from the Page.**

### Profanity Filter
- **Set to strong**

### Similar Page Suggestions
- **Choose whether your Page is recommended to others**

### Page Updates
- **Page posts are automatically published when you update the Page buttons, description or contact info.**
GOOD READS

- 2017 Water Research Report on Social Media Use
- Institute for Local Government
  - http://www.ca-ilg.org/social-media-strategies
- Marin County Case Study - Social Media
LET'S TALK.

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Pittsburgh Water and Sewer Authority

About us:

• Pittsburgh Water and Sewer Authority (PWSA) is the largest combined water, sewer and stormwater utility in Pennsylvania

• 120,000 accounts serving in the City of Pittsburgh and Millvale. Bulk water to Reserve Township, Fox Chapel, Aspinwall and Hampton Shaler

• Serving approximately 1 million people during daytime peak

Challenges:

• Aging water and sewer infrastructure

• Recent high profile emergencies

• Lead action level exceedance
Choosing a Social Media Platform

• Twitter is primary platform used by elected officials for timely news and information in City of Pittsburgh

• PWSA has a healthy Twitter following sustained over several years of active engagement
Service Disruptions & Road Closures

- Twitter can provide timely info on water outage and traffic impacts
- Info used by local media and elected officials in impacted areas
- Use maps and images for more dynamic content
Twitter is a Give-and-Take

- Increase followers and engage audience by responding to stakeholder questions and complaints
- Digital customer service
- Use “direct messages” for issues that require discretion
- Be human
- Consistency is key
#Drainspotting

• Your followers can be your eyes and ears

• Use photos, create a memorable hashtag

• Manage expectations – not everything reported can be addressed immediately
Emergencies!

• Real-time updates on emergency situations

• Allows for direct customer communications and feedback

• Two-way dialogue can assure customers

• Communications and messaging must be consistent and coordinated with other platforms (press releases, media interviews)

• Successful communications during an emergency will build your following

• Use maps and images for more dynamic content
Emergencies!

Pittsburgh Water & Sewer Authority • @pgh20 • Mar 2
Crews will be installing two water valves on N. Neville at Bayard on Monday from 9-5. Water outages in blue; street closures in yellow. Neville (Bayard - Centre) will open at 3 to traffic. Everything else closed until 6 @Pgh20

Bav @msbavkien • Mar 2
Was a put a barrier at Wallingford and Davonshire so cars do not turn towards Neville (except residents). This will prevent non-residents from having to back up on this one way section when they discover Neville is closed.

Pittsburgh Water & Sewer Authority • @pgh20
Replies to @msbavkien • Apr 30
Hi, Justin. I'm sorry about the valve exercise yesterday putting you out for longer than it should. However, I did robocall about this work earlier today. Could you DM me your address and I can check your contact info in our robocall system?

4:48 PM • 30 Jan 2018

Justin @eatineggles235 • Jan 30
Just called PWSA and was told crews will now be working until 6 pm. This is the second time in 7 days my house has been without water. The first was due to valve testing without any notice and the valve was left off leaving me without water overnight. It is beyond inconvenient.

1 Like

Pittsburgh Water & Sewer Authority • @pgh20
Replies to @eatineggles235 • Jan 30
The water at my house has finally been restored. I would like to thank the person/people running the @pgh20 account for working with me throughout yesterday afternoon, evening and this morning for their attention to my outage.

No problem, Justin. Thank you for being patient while we figured out what was going on.

1 Like

This protective measure is to ensure that water quality was not compromised when we drained a very large 20" water main last night to make repairs. PWSA is collecting water quality samples to rule out any potential contaminants.

12:02 PM • 19 Jan 2018

Pittsburgh Water & Sewer Authority • @pgh20
We recognize the inconvenience these measures place on our customers, but making sure that our water is safe is our number one priority.

JMM148 @jmm1481 • Jan 19
Is this for cooking and drinking only? Is it safe for laundry and dish washing?

Pittsburgh Water & Sewer Authority • @pgh20 • Jan 19
The water is safe for washing dishes, but you should use hot, soapy water (you may add one tablespoon of bleach per gallon as a precaution) and rinse dishes in boiled water. There are no restrictions on doing laundry. The water is also safe for bathing.

10:00 AM • 5 Mar 2018
Make it fun

• Once you have a following, use Twitter for good news

• Link to newsletters, rate brochures, press releases

• Use captivating headlines – and humor when appropriate
Take homes

• Pick the right platform for your key stakeholders

• Provide valuable timely information consistently

• Empower your followers by using interactive campaigns – “eyes and ears”

• Powerful tool during emergencies

• Show your human side online