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WHITE HORSE



WHITE HORSE



City of Portland
Social Media Best Practices
and Benchmarking Report
December 2, 2009

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Agenda

- Objective
- Methodology
- Executive Summary
- Hosted Account Recommendations
 - Blogs
 - Forums
 - Wikis
 - Content Aggregation
 - Shareability

Outline

- Third Party Account Recommendations
 - Facebook
 - Twitter
 - YouTube
 - Social Sharing Sites
 - Social Media Monitoring
 - Forum Participation
- Implementation Recommendations
- Training Recommendations
- Needed Materials
- Next Steps

Objective

- Review peer cities and government entities and benchmark their social media policies and practices
- Review Portland's draft social media participation documents, and recommend revisions
- Recommend appropriate interactions for the City of Portland to engage in various Web 2.0 channels

Methodology

- Review of current draft policy documents
- Cross-reference of industry best practices
- Expert analysis re: government obligations
- Peer benchmarking against three similar city governments:
 - Seattle, WA
 - Austin, TX
 - Minneapolis, MN
- Supplemental benchmarking:
 - New Zealand nat'l government, U.S. General Services Administration
 - Wake County, NC and Mesa, AZ

Executive Summary

- The City of Portland has a robust set of documents in draft form that will serve well to guide participants in social media
- Other municipalities are defining their own requirements re: social media, and are at a similar stage in the process of definition
 - Minneapolis, MN: draft policy, not able to share
 - Austin, TX: draft policy, shared
 - Wake County, NC: completed
 - Mesa, AZ: completed

Executive Summary

- The approach to define an overarching City-wide social media use policy is appropriate
- Each social media channel has different uses and personality, therefore each should have their own use policy
- Need strategic definition for each department, then templated rules based on strategy
- The City must resolve legal and use questions as a single unit, in order to promote adoption by individual departments
- Individual tactic recommendations for each channel are detailed, plus best practices (separate cover)
- Agency prioritization is necessary to be sensitive to HR and legal obligations

Recommendations

Hosted Accounts

- Hosted accounts use City resources, including servers, technology, appropriately-licensed software, etc.
- **Recommendation:** PortlandOnline should continue to develop social media functionality into its main and ancillary Web sites
 - Development should follow needs of users (primarily PIOs)
 - Currently, blogs are the most requested functionality

City-Sponsored Blogs

- **Recommendation:** Use existing open-source platforms (e.g. Wordpress), with standard template
 - Allows for easy extensibility through plug-ins and lessens development burden for BTS
 - Easy customization and common set of operational standards
 - Access to community of users for support, which minimizes support burden for BTS
 - Possibility for content to replicate with existing CMS
- **Recommendation:** Use multiple authors
 - Lessens burden on content authors
 - Create workflow for post review and approval

City-Sponsored Blogs

- **Recommendation:** Review blog comments either before or after posting
 - Allows for “limited public forum” moderation
 - Prevents discriminatory messages from being posted
 - Disclose regular interval for reviewing (e.g. “comments on this blog are monitored at least once every 24 hours, from Monday to Friday)
- **Recommendation:** Require name and email address for commenting
 - Allows for self-policing
 - No need to sign up for full “account” with site
 - Commonly accepted practice to prevent devolution of conversation

City-Sponsored Blogs

- **Recommendation:** Disclose “limited public forum” status clearly
 - Explains posting/comment status
 - Enforces City’s endorsement stance on comments or links posted in comments
- **Recommendation:** Determine Agency-specific comment policy
 - Dependant on uses and purpose of specific blog

City-Sponsored Blogs: Benchmark

Austin Public Library Blog

- Good features:
- Lots of touchpoints
- Clear mission

- Opportunities:
- Hosted externally
- Not branded
- Inconsistent navigation

Austin Public Library

BLOG

We are committed to providing easy access to books and information for all ages, through responsive professionals, engaging programs and state of the art technology in a safe and friendly environment.

sunday, november 22, 2009

Who Were the Wordy Shipmates?

NEW YORK TIMES—BESTSELLING
SARAH VOWELL
author of
Assassination Vacation
THE WORDY SHIPMATES

keep up-to-date and in-touch!

- APL Events Calendar
- APL News & Events Blog
- APL's Recycled Reads Blog
- APL on Facebook
- APL on MySpace
- APL on Twitter
- APL on YouTube
- APL Blog Policy
- Austin Public Library

twitter

The Austin Public Library Friends Foundation has been honored with a RBC Blue Water Project™ Community Action Grant

<http://ow.ly/FekR> about 7 hours ago

Join us Mon, Nov 23 for the Watching the Detectives film series at the

City-Sponsored Blogs: Benchmark

Seattle DOT Blog

- Good features:
- Clear use policy
- Accessible through right nav
- Hosted internally
- Opportunities:
- Not branded

The SDOT Blog
brought to you by the Seattle Department of Transportation

Home Ask us a question! **SDOT Blog Use Policy**

Westlake Square "Triangle" Comes Full Circle

November 25th, 2009

The project to improve Westlake Square – the triangular section of property bordered by Stewart Street, Sixth Avenue and Westlake Avenue – both began and finished this month. Take a gander at these before and after shots. We suggest visiting the refurbished area in person over the holiday weekend, at night when you can enjoy the blue glow of the new inlaid solar-powered pedestrian lighting.

ASK US A QUESTION!
Have a question about our current work at the Seattle Department of Transportation? We're ready to get you an answer!
[Click here](#)

SEARCH

RSS
 [Subscribe to SDOT Blog](#)

ARCHIVES

City-Sponsored Blogs: Benchmark

3 Responses to "SDOT Blog Use Policy"

Seattle DOT Blog

- Good features:
- Allows for dialogue and frank conversation

wayne quinn says:

October 6, 2009 at 8:46 pm

Hello,

I have been told that the SDOT is a department supposedly "untouchable" by City Council or even Mayor office pressure/influence relative to the other city of Seattle departments. Frankly the term a friend of mine used was "good old boys" with their own culture and ways of doing things.(like my native Boston, Mass. ward system)

Is this a myth? Have you heard of SDOT being described this way? I, being a taxpayer in what I believe is a democracy would like to know if this is callous rumor or has any credibility. Thanks

[Reply](#)

SDOT Blog says:

October 8, 2009 at 8:14 am

Wayne,

The comments you've heard are simply untrue. SDOT is here to serve Seattle, and we do so by being responsive to the mayor, the city council and the city's residents. When we receive direction on transportation projects or policy, we move to make those assignments happen. When the mayor and city council sought winter storm response improvements, SDOT made significant changes. Efforts like allowing more sidewalk cafes or gardening in planting strips came from requests by the mayor and city council. Far from being unresponsive, SDOT has a talented group of staff members who understand that public service means just that.

[Reply](#)

Forums

- **Recommendation:** Forums should be used in a limited context for soliciting community participation in a specific issue, with a defined timeline
 - Hosted forums allow for City oversight and control
 - Allow for establishing rules of engagement and appropriate behavior
 - Can inform town hall forums, meetings, and other in-person engagement activities
 - Or time-displace those activities
 - Narrow issue and timeline reduces administrative burden

Forums

- **Recommendation:** Forum norms should be clearly outlined and reliably enforced
 - Limited public forum can be enforced and monitored
 - Moderation can be batched/time-delayed, if disclosed, to minimize administrative burden
- **Recommendation:** Forum should not be maintained online in perpetuity
 - Archiving according to auditor's timeline is acceptable
 - Avoids user frustration from not being able to participate in a closed forum

Forums: Benchmark

Example: New Zealand National Road Safety Committee
“SafeAs” 2010 Project

- Country population of 4.2MM
- Initial “pre-policy” workshops
- Workshop attendees and the general community were invited to participate online
- 230 participants
- 3,000+ posts
- Result: draft findings from the forum informed the final bill that the Committee drafted and Ministers passed

Wikis

- Wikis are collaborative Web spaces can allow for communal participation in producing reference materials and resources
- **Recommendation:** While the potential for wiki usage exists, larger and concentrated efforts are needed around definition, roles, abilities, and moderation to be used effectively as a hosted opportunity.
 - Focusing resources on a comprehensive, easy-to-use Web site experience is a higher priority at this time
 - There may be internal operating opportunities for wiki usage (e.g. knowlegeshare among cross-functional teams)

Content Aggregation

- Process to aggregate information streams that are created outside of the central Web site
- **Recommendation:** Use content aggregation to maintain completeness of Web presence in one place
 - Known as lifestreaming in personal technology
 - Typical technical protocols use RSS or XML feeds
 - Allows for cross-pollination and promotion of news efforts
 - Makes public record retention easy to accomplish
 - Maintains centrally-located resources for all City-sponsored voices

Content Aggregation: Benchmark

Example: Justin Gaynor Lifestream

- No government examples
- Multiple site flow into one page
- Makes for easy indexing and monitoring for the public
- Consolidates channel presence

The screenshot displays the Justin Gaynor Lifestream website. The header includes the name "JUSTIN GAYNOR" and "lifestream", along with navigation links for "PHOTOLOG", "PORTFOLIO", "WEDDINGS", "ABOUT ME", and "LIFESTREAM". The main content area is a grid of posts from various sources, including lost.fm, twitter, facebook, and flickr. A red box highlights the top navigation bar and the first row of posts. Another red box highlights the right sidebar, which contains a search bar, social media channel icons, and a tag browser section. The tag browser lists various tags such as "photoblog", "portfolios", "ocean grove", "new jersey", "parents", "bitorrent", "mark buchrie", "photo", "tow truck", "pitch", "campfires", "second thought", "photos", "big boys", "maine", "games", "crabs", "dexter", "holiday weekend", "gameboy", "time brand", "faust", "princeton junction", "headphones", "b side", "easter 2009", "cracks", "season 1", "metedeconk", "good stuff", "acadia national park", "sunrise on the beach", "follow suit", "images", "jarrod", "washburn", "true blood", "nikon d200", "rain delay", "jesus christ", "sun", "parades", "apples", "hammer", "trapper", "autograph", "boston", "work tomorrow", "genevieve", "jag", "indians", "new feature". The footer includes "W3C Valid XHTML and CSS" and "W3C XHTML 1.0" and "W3C CSS" logos.

Shareability

- **Recommendation:** All City assets should have robust sharing capabilities baked into the functionality
 - Supports Web 2.0 tenet of sharing and redistribution
 - Encourages and extends reach of individual curation
 - Allows citizens to easily reference City resources
 - Drives traffic to City resources, reinforcing Agency-approved messaging
 - Helps distribution especially when content is timely
 - Lowers administrative burden for sharing
 - Important to track and report metrics in these channels to measure impact
 - Use open source tools, e.g. AddtoAny, AddThis, for lower maintenance and implementation burden

Shareability: Benchmark

Example: U.S.
GSA GovGab Blog

- Good features:
- Easy for users to distribute content
- Available on each piece of content
- Opportunity:
- Frequently used on blogs, but can be for CMS content

Home | Meet the Bloggers

Gov Gab Your U.S. government blog

Main | Next page »

Should Mammograms Wait Until 50?

By: Colleen | November 25, 2009 | Category: Health

In the past week, the news has been abuzz with the announcement from an independent panel that a woman should delay getting a [mammogram](#) until age 50.

Generally, doctors and the [American Cancer Society](#) recommend annual mammograms beginning at age 40.

The panel says that while it is great that women are being educated about breast cancer, they are highly [overestimating](#) the likelihood of getting the disease. Few women are aware that often mammograms can lead to false alarms and unnecessary treatments.

It is thought that because [breast cancer awareness](#) is so highly publicized and on the public's radar (think of the NFL [last month](#)-all pink hats and team emblems in support of the cause) that it is over exposed and leads women to have irrational fears regarding the cause of the disease.

Do you think women should be routinely getting a mammogram at age 40? What do you think about the new findings?

Permalink | Post a Comment | View Comments [41] | E-mail This Entry |
 Tags: [american cancer society](#) [awareness](#) [breast cancer](#) [mammogram](#)

Bookmark and share: BOOKMARK | About social bookmarking

Search This Blog »

RSS Feeds »

- All
- /Spanish
- /Home and Family
- /General
- /Health
- /Money
- /Fun
- /Travel
- Comments

E-mail Updates »

Get notified about new posts

Categories »

- Spanish
- Home and Family
- General
- Health
- Money
- Fun
- Travel

Third Party Accounts

- Third Party accounts do not use City servers or other computing resources (except user-based web access)
- **Recommendation:** Use bureau-specific Third Party accounts to distribute bureau messages in additional channels for increased exposure and participation from the citizenry
 - Channel selection should be determined by reach and composition of audience, and ease of implementation
 - Facebook and Twitter are the most commonly requested channels currently
- **Recommendation:** Channel participation should be reviewed on a regular basis to determine ongoing relevance

Third Party Accounts

- **Recommendation:** All content referenced in Third Party accounts should exist on the PortlandOnline Web site or other City-controlled resource
 - Maintains primacy of City sites as original sources
 - Creates feedback loop to reveal content gaps on Web site
- **Recommendation:** Create specific use policies and protocols for each channel
 - Affirms distinct uses and expectations per channel
- **Recommendation:** State that any advertising on third party site is not City-sponsored or -endorsed
 - Protects city against advertising disconnect

Third Party Accounts

- **Recommendation:** Third Party accounts should contain appropriate disclosures about limited public forum status
 - Even Third Party accounts are part of the public record and must be disclosed as such
 - All commenters or participants should use their real identity
- Note that Third Party accounts may require acceptance of the company's Terms of Use; legal considerations are beyond the scope of these recommendations, and should be considered separately

Facebook

- **Recommendation:** Where appropriate, Facebook should be used on an Bureau level
 - Use Pages, not Groups, for greater control and metrics
 - Label Pages as “Government”
 - Incorporate autopopulated feeds from the Web site for reduced administrative burden
 - Authorize multiple admins on Pages, for redundancy
 - Export stream through RSS for archiving/public record purposes (links to content aggregation on Web site)
 - Note that per Facebook policy, each user can only have one Facebook account, therefore account Admins will be linked by both work and personal email address

Facebook

- **Recommendation:** Only create Facebook Pages for projects that have an ongoing presence
 - Facebook Pages are designed to grow and engage a Fan Base over time, therefore isolated campaigns, with distinct Facebook Pages, do not leverage the important community-building aspect of the venue
 - Instead, building a Bureau presence allows for ongoing participation
 - In some isolated cases (e.g. ongoing or annual recurring programs), a separate Facebook Page may be considered, but this must be weighed against the administrative burden, and maintenance should be ongoing

Facebook: Benchmark

Example: Wake County Facebook

- Good features:
- Commenting ability
- Contact information
- Timely information
- Opportunities:
- No disclosure disclaimer
- One instance for entire organization

The screenshot shows the Facebook profile for Wake County Government. The page includes a navigation bar with 'Home', 'Profile', 'Friends', 'Inbox 40', 'Settings', and 'Logout'. The profile header features the Wake County logo, the name 'Wake County Government', and a 'Become a Fan' button. Below the header are tabs for 'Wall', 'Info', 'Photos', 'Boxes', 'Events', and 'Video'. The main content area displays several posts:

- A post from Wake County Government: "Planning to use a Turkey Fryer this Thanksgiving? Be sure to read safety tips and recommendations from the Wake County Fire Marshal." This post includes a link to a WakeGOV.com article titled "Wake County Urges Caution When Frying Turkeys".
- A post from Wake County Government: "Right now there are very short lines at Wake County's three H1N1 vaccination clinics. Clinics will be open until 4 p.m. at the Sunnybrook Building, the Northern Regional Center and Apex High School." This post includes a link to a WakeGOV.com article titled "WakeGOV.com - Flu Information".

Two red boxes highlight specific features:

- The first red box highlights the 'Information' section, which contains the following details:
 - Location: 337 S. Salisbury Street, Raleigh, NC, 27601
 - Phone: 919-856-6160 / www.wakegov.com
 - Mon - Fri: 8:30 am - 5:15 pm
- The second red box highlights a post by David Parrish, which includes a link to a YouTube video: <http://www.youtube.com/user/TheAntiTerrorist#grid/user/68DDE3E69792711C>. The post text reads: "Don't make an uninformed decision in regard to your health. Be informed!"

Facebook: Benchmark

Example: Wake County Facebook

- Good features:
- Links to services
- Access to other online resources

facebook Home Profile Friends Inbox 40

Wake County Government Become a Fan

Wall Info Photos Boxes Events Video

Wake County Government

WAKE COUNTY WakeGOV.com

Connecting you to Wake County Government!

Consistently rated as one of the best places to live and work in America, Wake County is the center of North Carolina state government, with our Capitol Building, legislature and many government offices located in Raleigh.

Wake County is home to many corporate headquarters and universities including NC State University and is part of Research Triangle Park. Wake County is also home to the NC State Fair and 2006 Stanley Cup Champions, the Carolina Hurricanes.

Learn more about Wake County at www.wakegov.com

Online Services

Animal Services
Report a lost pet
View lost / found reports
Find a lost pet
View the animal adoption gallery

Board of Elections
Check your voter registration
Change your address for voting
Find where to vote

County Maps/GIS
View County Maps
Download GIS Data
Download PDF Maps

Employment
Apply for County Jobs Online
Employment Resources

Environmental Services
View Restaurant Inspection Grades
Find Smoke-free Restaurants
Find Where to Recycle or Get Rid of Anything

Health & Human Services
Research Adult Care Facilities
Find Human Services & Community Programs

Inspections & Permits
Schedule an Inspection
View Codes
Download Permit Forms

Stay connected to Wake County Government

Get Updates from Wake County
View Wake County Press Releases
Watch WakeGOV TV
Sign-up for e-newsletters
Use our RSS & Twitter Updates
Listen to podcasts

Meetings

Twitter

- **Recommendation:** Agencies or bureaus should use Twitter as a channel for distributing timely information or content updates
 - Create standard naming convention for City accounts to promote consistency
 - One overarching account should use Twitter Lists to index official, endorsed City accounts
 - No need to follow back the people that follow you
 - Reference limited public forum status on site

Twitter

- **Recommendation:** Multiple admins can manage account
 - Disclose who is responsible for maintaining account
 - Third party tools like HootSuite or TweetDeck streamline administration
 - Incorporate autopopulated feeds from the Web site for reduced administrative burden
 - Export stream through RSS for archiving/public record purposes (links to content aggregation on Web site)
- **Recommendation:** Use URL shortener services
 - Shorteners make it easy to share links with limited character count
 - Consider security implications and the possibility for a branded shortener

Twitter: Benchmark

Example: Seattle Electric Company

- Good features:
- Public record disclosure, with link to full document
- Opportunities:
- Retweets are endorsements, so monitor and RT with care



SEACityLight

+ Follow

City Light picked to demo smart grid
<http://powerlines.seattle.g...>

about 3 hours ago from web

Name Seattle City Light

Location Seattle, Washington

Web <http://www.seattl...>

Bio Seattle's electric utility. This site is not monitored. Call 911 for emergencies. Comments, list of followers subject to public disclosure (RCW 42.56).

9 559 46
following followers listed

Tweets 133

Favorites

Twitter: Benchmark

Example: Wake County, NC

- Good features:
- Drive traffic back to Web site

The screenshot shows the Twitter profile for Wake County, NC. The profile name is "Wake County, NC" and the location is "Raleigh, NC". The website link is "http://www.wakego...". The bio reads: "Follow us and stay connected to your local Wake County Government." The profile has 6 following, 562 followers, and 26 listed. The profile picture is the Wake County logo. The profile bio includes a link to the Wake County Library's Teen blog at "wakecounty.wordpress.com". The profile was last updated on 1:03 PM Nov 24th from web.

WakeGOV

Wake County
NORTH CAROLINA

+ Follow

Want to see what Wake County teens are reading and thinking?
Check out Wake County Library's Teen blog at
wakecounty.wordpress.com

1:03 PM Nov 24th from web

Name Wake County, NC
Location Raleigh, NC
Web <http://www.wakego...>
Bio Follow us and stay connected to your local Wake County Government.

6 following · 562 followers · 26 listed

Tweets 118

Favorites

Actions
[block WakeGOV](#)
[report for spam](#)

Following

& WNCN FOX 35 WNCN 5 abc7

Twitter: Benchmark

Example: Wake County, NC

- Opportunities:
- One consolidated account for entire government structure
- Three day turnaround for posting
- Only following local news organizations

WakeGOV

WAKE COUNTY NORTH CAROLINA

+ Follow

Want to see what Wake County teens are reading and thinking? Check out Wake County Library's Teen blog at wakecounty.wordpress.com

1:03 PM Nov 24th from web

Name Wake County, NC
Location Raleigh, NC
Web <http://www.wakego...>
Bio Follow us and stay connected to your local Wake County Government.

6 following · 562 followers · 26 listed

Tweets 118

Following

& 12 5 Twitter

Twitter: Benchmark

Example: Mesa, AZ

- Opportunities:
- One account for entire organization
- Bulk updates come periodically and infrequently

Mesa_AZ
esa

Follow

Tonight in Mesa: Mayor's Summer Series 6:00PM - 7:30PM Mesa Arts Center 1 E. Main St.
3:36 PM Aug 13th from web

Eagle Scout Aids Mesa Fire During Drowning Impact Awareness Month <http://tinyurl.com/l2r6fs> #Mesa_AZ
3:29 PM Aug 13th from web

Mesa and ASU Polytechnic working to create business accelerator <http://tinyurl.com/a8imm2> #ASU #Mesa_AZ
3:14 PM Aug 13th from web

REMINDER: Mesa Mayor Scott Smith holds A Conversation with the Community <http://tinyurl.com/onaj5z>
3:09 PM Aug 13th from web

Toby Keith's restaurant might surprise you <http://bit.ly/13julb>
4:36 PM May 14th from web

5 E.V. barbecue restaurants to try <http://bit.ly/pqaQ1>
4:32 PM May 14th from web

Mesa Police Department memorial recognizes fallen officers <http://bit.ly/Zwzfw>
9:25 AM May 12th from web

Grand reopening of Kino Pool <http://bit.ly/q3Ogo>
9:24 AM May 12th from web

City garners \$12 million in savings on bond market <http://bit.ly/19rJXt>
9:23 AM May 12th from web

Shop Mesa Get the Arts-City of Mesa hands out Mesa Bucks starting May 11 <http://bit.ly/16QuRd>
9:22 AM May 12th from web

Shocking? May is National Electrical Safety Month <http://bit.ly/e16hQ>
9:14 AM May 12th from web

YouTube and Other Video Sharing Sites

- **Recommendation:** Use YouTube for viral message propagation, searchability and discoverability
 - Video search offers an opportunity for increased exposure due to lack of competing content
 - Whether City-created tools are primary video vehicles or not, YouTube et. al. should still be cross-posted
 - Utilize sharing and tagging options in YouTube
 - Create channel/subscription for all City assets
 - Explore possibilities of using already-existing U.S. Federal Government terms of use

YouTube: Benchmark

Example: US Government YouTube Channel

- Good features:
- Consistent branding

The screenshot shows the YouTube channel page for the US Government. The channel banner, which is highlighted with a red box, features the US Government seal on the left and the text "THE U.S. GOVERNMENT CHANNEL" in the center, with five stars on either side. The banner is set against a light background with a subtle mountain range graphic. Below the banner, the channel name "USGovernment's Channel" is displayed with a "Subscribe" button. Navigation tabs for "All", "Uploads", "Favorites", and "Playlists" are visible. A video thumbnail titled "Circulo de confianza", anuncio de servicio" is shown in the "Uploads (7)" section, with 761 views and posted 3 months ago. The top of the page includes the YouTube logo, a search bar, and navigation links like "Home", "Videos", "Channels", and "Shows".

YouTube: Benchmark

Example: US Government YouTube Channel

- Good features:
- Endorsement disclaimer
- Aggregates 86 agencies' content

USGovernment
[Subscribe](#)
[Add as Friend](#) | [Block User](#) | [Send Message](#)

Profile
 Channel Views: 173,413
 Joined: March 22, 2007
 Last Sign In: 1 week ago

The official YouTube channel of the U.S. Government, linking you to videos across government. Visit the playlists and other channels for a wide variety of interesting videos!

The U.S. Government does not promote or endorse any non-Government or commercial content appearing on the page.

Country: United States

Subscriptions (86)

U.S. Environmental Protection Agency (USEPA.gov)
 The White House (whitehouse)
 U.S. Department of Education (ED.gov)
 U.S. Department of Justice (usedgov)
 U.S. Department of State
 Library of Congress
 U.S. Department of Health and Human Services (HHS.gov)
 U.S. Department of Agriculture (USDA.gov)
 U.S. Department of Energy (DOE.gov)
 U.S. Department of Commerce (DOC.gov)
 U.S. Department of Labor (DOL.gov)
 U.S. Department of Housing and Urban Development (HUD.gov)
 U.S. Department of Transportation (DOT.gov)
 U.S. Department of Veterans Affairs (VA.gov)
 U.S. Department of the Interior (DOI.gov)
 U.S. Department of Justice (DOJ.gov)
 U.S. Department of Justice (DOJ.gov)
 U.S. Department of Justice (DOJ.gov)

Other Channels

The White House
 The Official Channel of the White House...

NASA
 NASA's mission is to pioneer the future in space exploration, scientific discovery and ...

CDCStreamingHealth

U.S. Department of State
 Welcome to statevideo, featuring official video produced by the U.S. Department of Stat...

Library of Congress
 Timeless treasures and contemporary presentations from the Library of Congress in Washi...

The Federal Emergency Management Agency
 DISASTER. It strikes anytime, anywhere. It takes many forms -- a hurricane, an earthqua...

America.gov
 This channel delivers videos on American life, culture and politics. Produced by the U....

IRS
 Welcome to the official YouTube channel of the Internal Revenue Service. This channel w...

NOAA, Ocean Explorer - <http://oceanexplorer.noaa.gov>
 NOAA, Ocean Explorer is an educational Internet offering for all who wish to learn about...

Veterans Health Administration

Social Sharing Sites

- **Recommendation:** Content authors should use social sharing functionality to seed external conversations
 - Promote content on social sharing and voting sites, e.g. Digg, StumbleUpon
 - Social seeding should only promote City-produced content
 - This process “starts the conversation” and demonstrates City’s willingness to reach out and dialogue
 - No relevant examples
 - Building shareability into site architecture reduces administrative burden for PIOs

Social Media Monitoring

- **Recommendation:** The City should monitor social media conversations to determine where/when to participate in external conversations
 - Social media monitoring is the act of reviewing external social media conversations that happen outside of PortlandOnline, but refer to City bureaus or services
 - Use comprehensive social media scraping software
 - Monitor keywords/phrases on an ongoing basis
 - Circulate results regularly
 - Establish workflow for responding/engagement

Forum Participation

- **Recommendation:** City PIOs should engage in external forums where an ongoing presence is desirable OR where a specific issue needs a response
 - Always use real identity and provide alternate contact information in profile
 - For certain City departments, it may be necessary to plan for ongoing engagement in forums
 - Use social media monitoring to determine specific instances where misinformation should be corrected
 - Always maintain primacy of hosted resources (i.e. the City Web site)
 - No examples from peers

Implementation Recommendations

- City should allow individual departments to adopt resources at their own pace, from a pre-defined list of vetted sites
- Because of audience composition, reach, and usefulness, White Horse generally recommends the following priority of implementation:
 - City-sponsored blogs
 - Twitter
 - Facebook
 - Site Shareability
 - YouTube
 - Social Sharing

Implementation Recommendations

- On a regular basis (recommend annually), the City may consider making certain channels required distribution channels for information
- Many of these channels can have a minimal presence through automated feed scripting
 - E.g. using Twitterfeed or Yahoo Pipes
- Evaluate needs based on project/initiative goals
 - Push medium: to communicate the City's point of view
 - Blog
 - Pull medium: to solicit feedback and comments from citizens
 - Forum participation

Training Recommendations

- Training materials should be built upon final policies, once completed, to ensure compatibility
- Materials should be authored by someone with a comprehensive understanding of social media trends and technologies, and vetted by legal expertise as well
- Materials should be updated at least once per year, given pace of change
- The training process should end with a ranked order of priority for channel participation for each Agency

Training Recommendations

- Recommended training process:

Training Session 1: Overview of approved social media participation opportunities

- Sets baseline framework for understanding uses, goals, channels, and norms
- Include general guidelines for metrics and measurement

Training Session 2: Channel-specific training

- Individual sessions for each channel
- Include relevant metrics and measurement
- Existing Twitter and Facebook training materials can serve as the basis for these sessions

Needed Materials

- City Policy for Social Media Usage Document
 - Individual Third Party Channel Social Media Use Policies*
 - General Social Media Training Presentation*
 - Social Media Site Application
 - Department Social Media Tactics Document*
 - Twitter/Facebook Training Usage Presentations
 - Other Social Media Usage Presentations*
 - Annual Channel Evaluation Review Guide*
-
- *= to be created

Recommended Next Steps

- Finalize social media policy
- Finalize training presentation and materials
- Roll out initial training sessions
- Determine departmental priorities
- Roll out channel-specific training
- Implement new channel participation

Resources and Sources

- City of Seattle, WA Social Media Policies
 - <http://www.seattle.gov/pan/SocialMediaPolicy.htm>
 - <http://www.seattle.gov/pan/BloggingPolicy.htm>
 - http://www.seattle.gov/pan/SocialMedia_Facebook.htm
 - http://www.seattle.gov/pan/SocialMedia_Twitter.htm
- City of Austin, TX draft social media policy
 - On SharePoint portal
- City of Mesa, AZ social media policy
 - On SharePoint portal
- Interviews with Minneapolis, MN PIO, 11/9-25/09

Resources and Sources

- New Zealand Federal Government Guide to Online Participation
 - <http://www.e.govt.nz/policy/participation/guide-to-online-participation.html>
- Austin Public Library Blog
 - <http://austinpubliclibraryblog.blogspot.com/>
- Seattle Department of Transportation Blog
 - <http://sdotblog.seattle.gov/>
- Justin Gaynor Lifestream
 - <http://www.justingaynor.com/lifestream/>

Resources and Sources

- US General Services Administration “GovGab” Blog
 - <http://blog.usa.gov/roller/>
- Wake County, NC Facebook Page
 - <http://www.facebook.com/wakegov>
- Seattle City Light Twitter Page
 - <http://twitter.com/SEACitylight>
- Wake County, NC Twitter Page
 - <http://twitter.com/wakegov>
- US Government YouTube Channel
 - <http://www.youtube.com/user/USGovernment>

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