

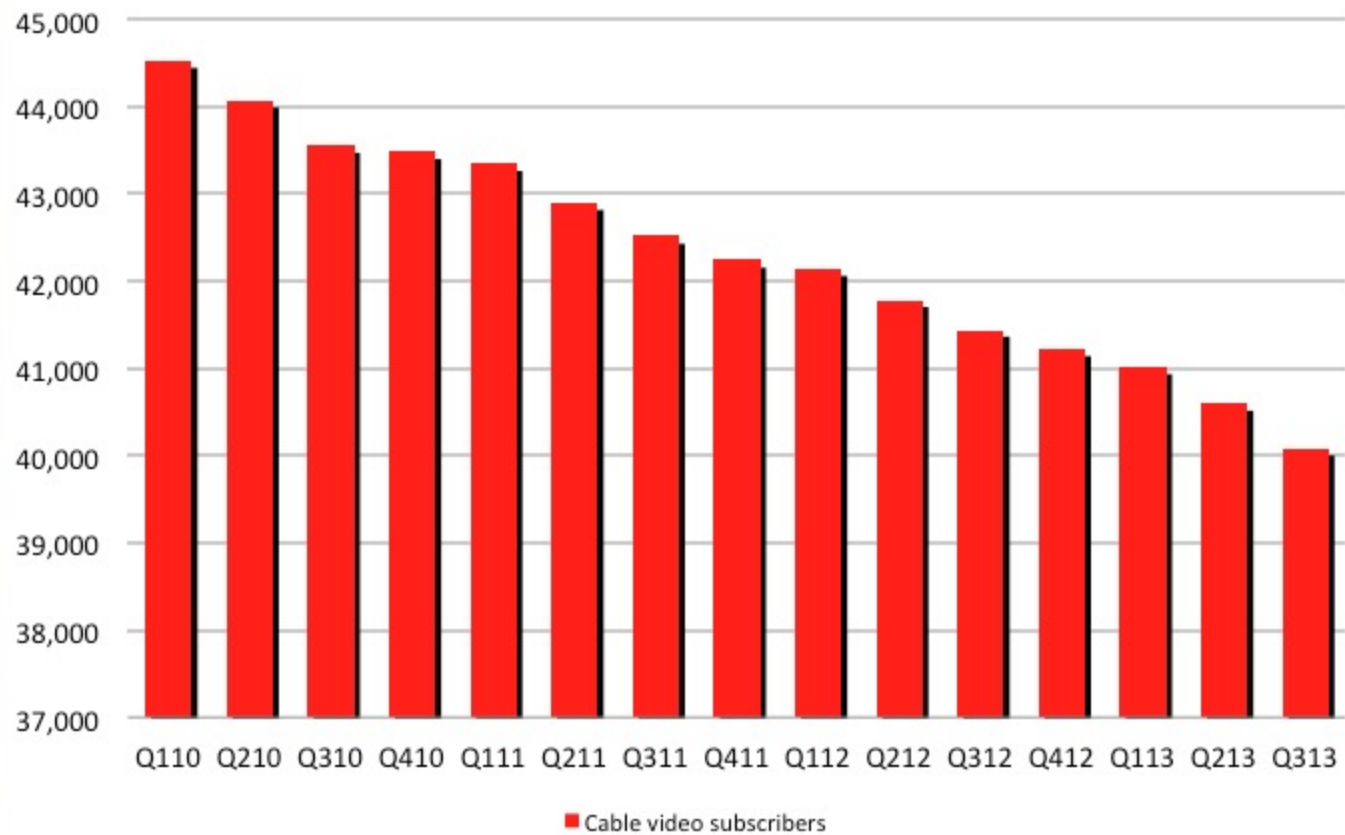


What is Content Marketing & Why It Matters for Your Local Government's Communications Efforts

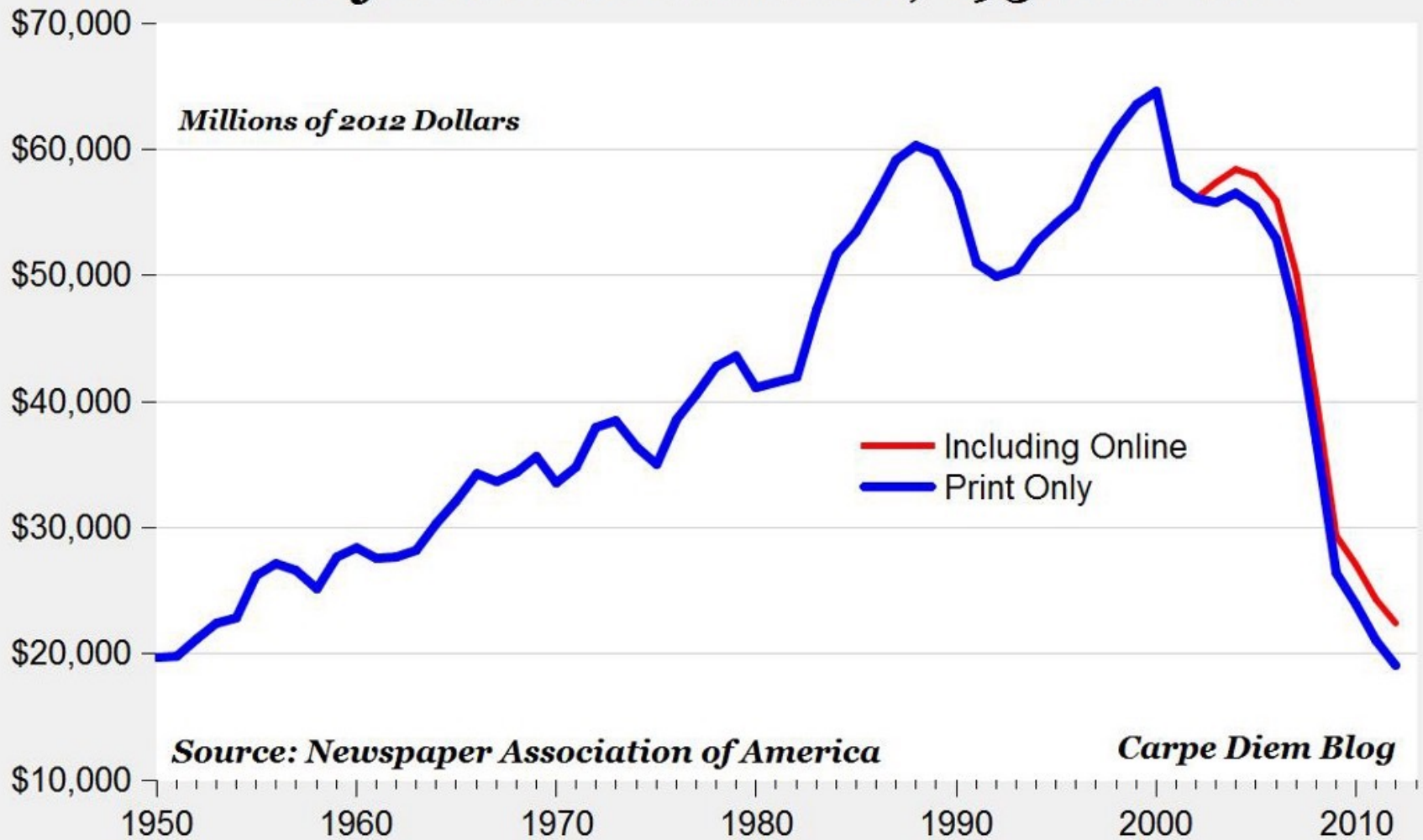
2022 Georgia Municipal Association
Government Communicators Conference
August 3, 2022
Columbus, Georgia



Goodbye, Cable TV



Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012

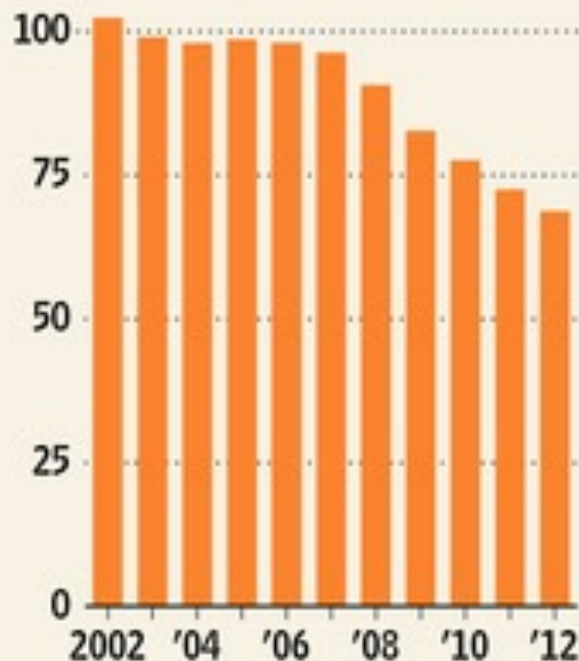


Checking Mailboxes

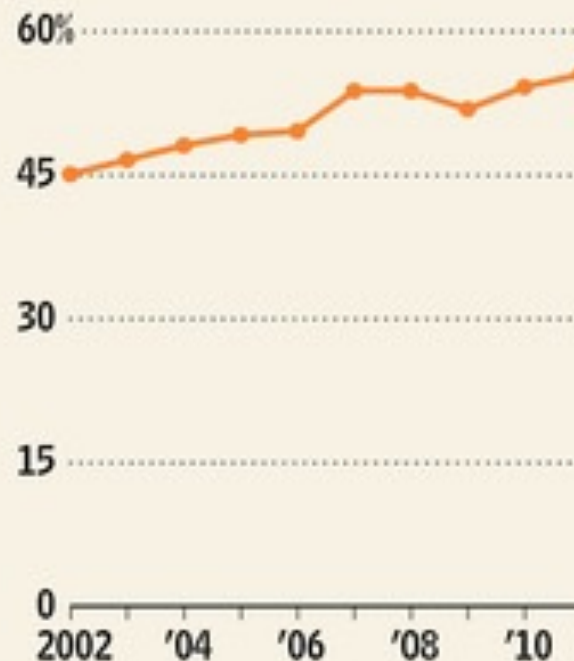
Americans are sending one-third less mail than a decade ago, but the share of junk mail is on the rise.



First-class mail volume,
in billions of pieces of mail



Total percentage of all mail
attributed to direct mail



Sources: U.S. Postal Service (volume); Direct Marketing Association (direct mail)



Millennials and Gen Z



RESEARCH TOPICS ▾

ALL PUBLICATIONS

METHODS

SHORT READS

[Home](#) > [Research Topics](#) > [Politics & Policy](#) > [Trust, Facts & Democracy](#)

AUGUST 6, 2019



Young Americans are less trusting of other people – and key institutions – than their elders

BY [JOHN GRAMLICH](#)

Americans believe trust has declined in their country, whether it involves their fellow citizens' faith in each other or their confidence in the federal government, according to a wide-ranging new [Pew Research Center survey](#). And adults ages 18 to 29 stand out for their comparatively low levels of trust in a number of these areas.

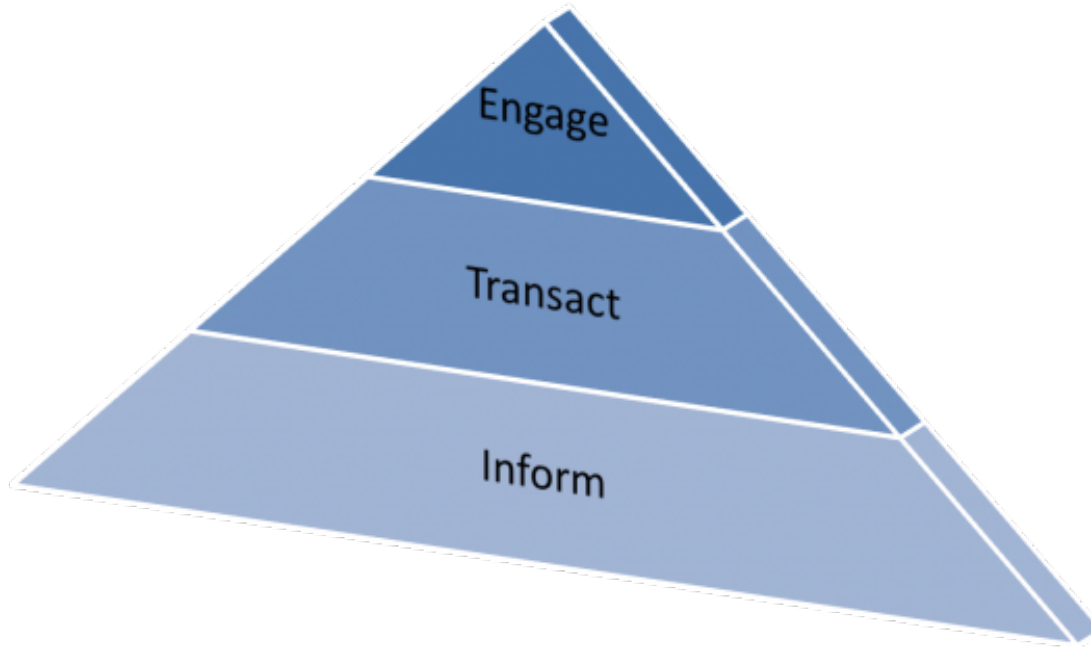
Around three-quarters (73%) of U.S. adults under 30 believe people “just look out for themselves” most of the time. A similar share (71%) say most people “would try to take advantage of you if they got a chance,” and six-in-ten say most people “can’t be trusted.” Across all three of these questions, adults under 30 are significantly more likely than their older counterparts to take a pessimistic view of their fellow Americans.

What is Content Marketing?

Definition of Content Marketing

“ Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”

Engagement Pyramid



Content Marketing



Creates and curates relevant and valuable content



Intends to change or enhance customer behavior



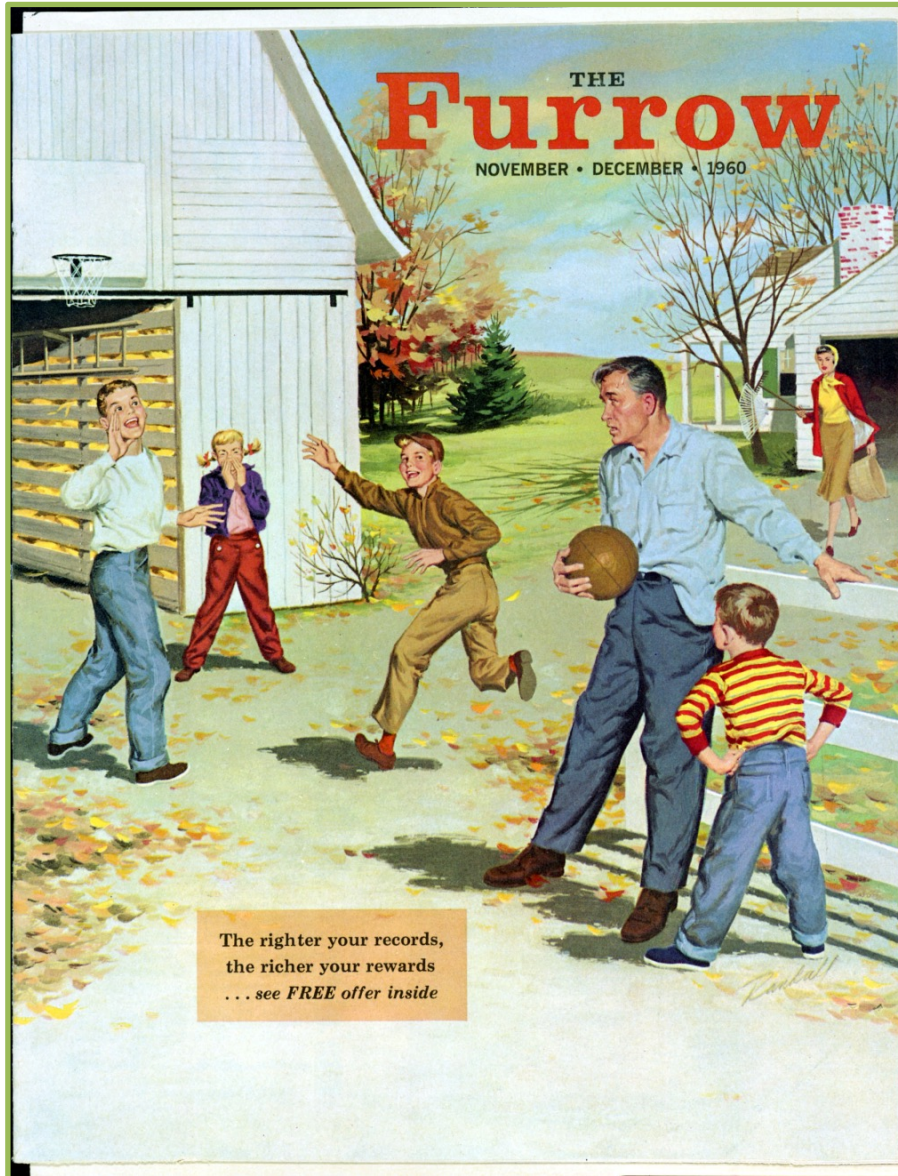
Is ongoing process



Is owning media, not renting it

THE FURROW

NOVEMBER • DECEMBER • 1960



The righter your records,
the richer your rewards
... see **FREE** offer inside

THE STORY OF **CONTENT**

RISE OF THE NEW MARKETING



00:00



43:42



How a lot of organizations think content marketing works

We make content.



People click.



People donate or join. We get donations and members.

How Content Marketing Really Works:

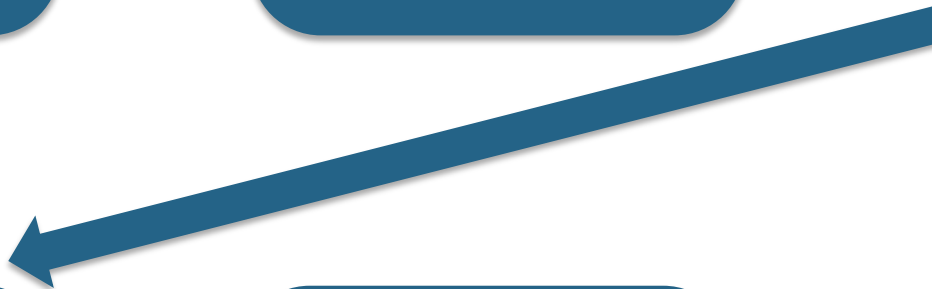
We make content.



People click.



If people like content, they remember.



Maybe people see more content you make. Visit again.



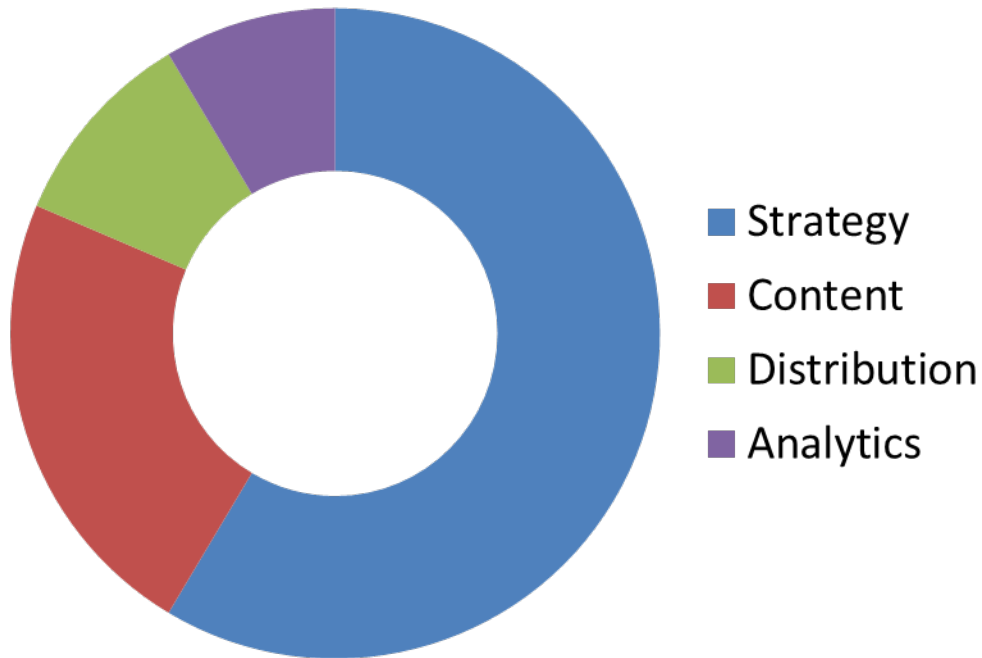
You build trust, relationships with people.



When people need membership benefits they come back.

Fundamental Elements of Content Marketing

Comprehensive Approach for the Digital Age



What Goes Into a Content Marketing Plan?

Elements of Content Marketing Plan

- Content Audit
 - Local Government's Mission
 - Goals and Objectives
 - Key Messages
 - Audience Prioritization
-
- Recommended Content and Social Media Channels, Dashboards and Infrastructure
 - Recommended Content Tips and Tactics
 - Social Media Policy Recommendations
 - Establishment of Content Ideation Process

Content Audit

- Videos
Uncheck All
- Filter by Date:
- 24 Hours
 - Past Week
 - Past Month
 - Past 6 Months
 - Past Year
- [Filter](#)
[Reset Filters](#)

FACEBOOK SHARES LINKEDIN SHARES TWITTER SHARES PINTEREST SHARES GOOGLE+ SHARES TOTAL SHARES

Article Title	View Sharers	Share	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
Leadership Cobb cobbchamber.org By Cobb Chamber Article	View Sharers	Share	180	18	11	0	1	210
Untitled Page cobbchamber.org Article	View Sharers	Share	38	0	6	0	0	44
Health Care Summit cobbchamber.org Article	View Sharers	Share	14	0	12	0	0	26
Cobb Chamber of Commerce cobbchamber.org Article	View Sharers	Share	1	0	9	0	0	10
Business Community Service Award Nominations cobbchamber.org Article	View Sharers	Share	1	4	2	0	0	7
Next Generation Mentoring Program cobbchamber.org Article	View Sharers	Share	1	0	5	0	0	6

Local Government's Mission

Mission

- Constituent Prioritization of Services
 - Public Safety
 - Transportation/Road Maintenance
 - Judicial Services
 - Development Services
 - Senior Services
 - Animal Services
 - General Services

Goals and Objectives for Content Marketing Program

Goal & Objective Setting



Goals and Objectives

- Inform and educate citizens about local government services and deliverables
- Customer Service/311 system: Serve as listening post for resident's concerns and respond in punctual manner
- Promote city as the leader in the region to attract economic development interests and outpace competitors

Key Messages

Messages Aligned with Unique Selling Points

Fiscal
responsibility

Environmental
Stewardship

Safety

Economic
Growth

Quality of Life

Transparency
and Openness

Equity

Audience Prioritization

Key Audiences

Soccer Moms
and Ballet
Dads

C-level
Executives

Small Business
Owners

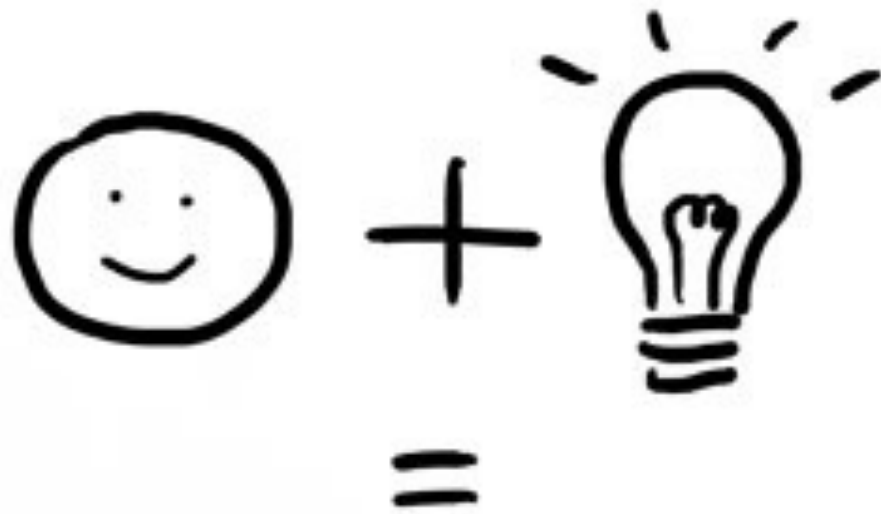
Builders and
Commercial
Developers

Neighborhood
Civic Leaders
and Activists

Local Government's "Buying Cycle"



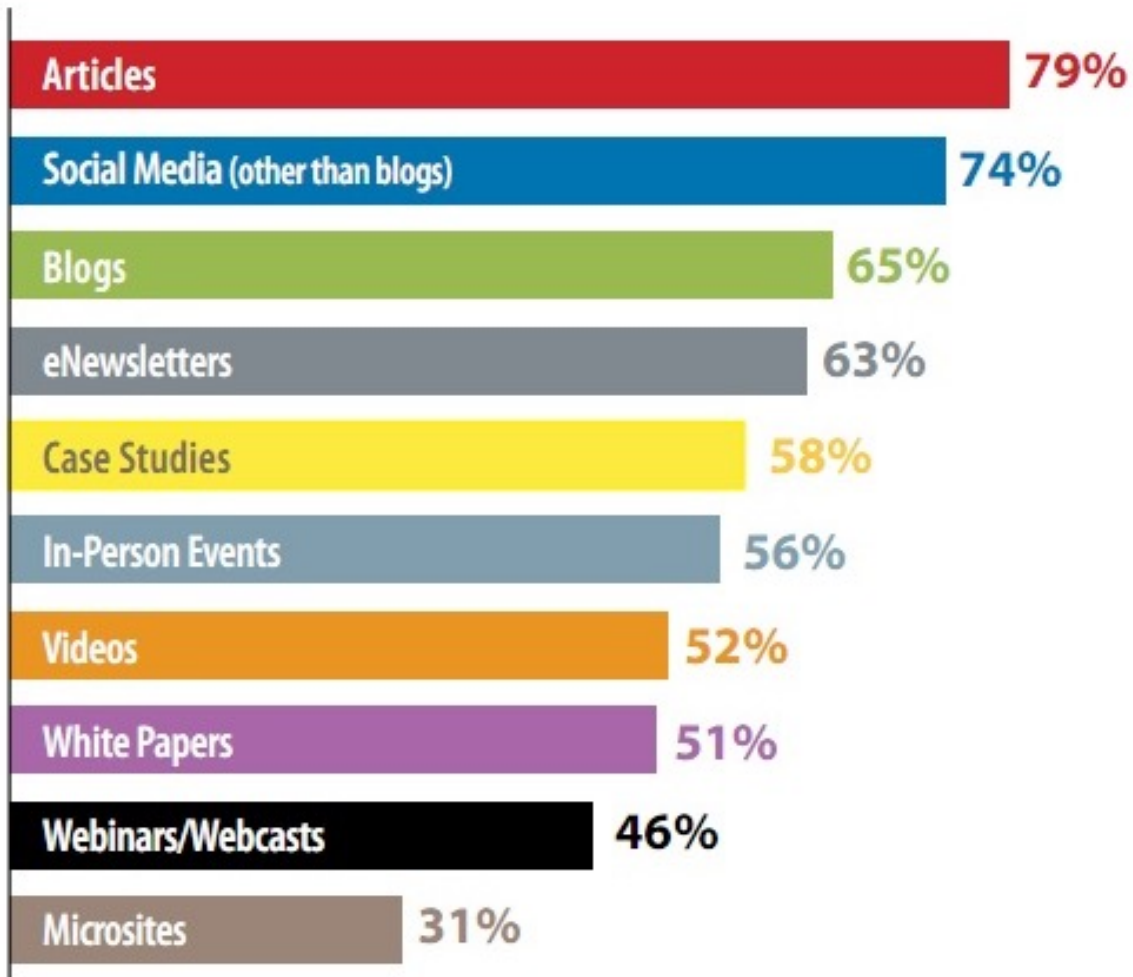
Local Government Marketing Best Practices



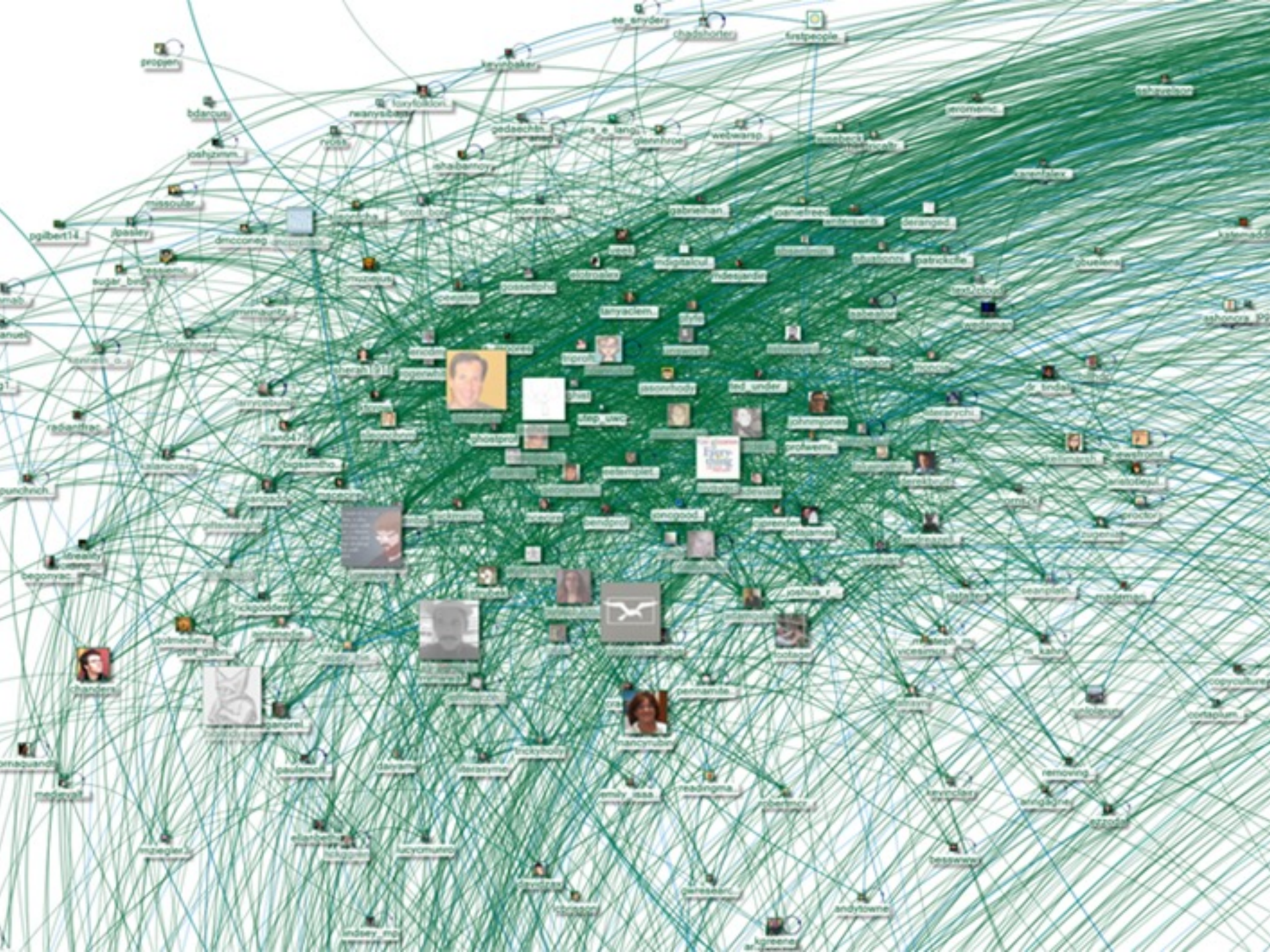
INNOVATION

Content

B2B Content Marketing Usage (by Tactic)



Distribution



Websites and Content Management Systems



Social Media Channels



Email Marketing

The screenshot displays the Constant Contact web interface. At the top, there is a navigation bar with the Constant Contact logo and links for 'My Account', 'Pricing', 'Community', and 'Apps & Integrations'. Below this is a main menu with options: 'Home', 'Email', 'Social Campaigns', 'SaveLocal' (marked as 'NEW'), 'Events', 'Survey', and 'Contacts' (highlighted). Under the 'Contacts' menu, there are sub-options: 'Manage Contacts', 'Reports', 'Export', 'Manage Bounces', 'Activity', and 'Grow My Contact List'.

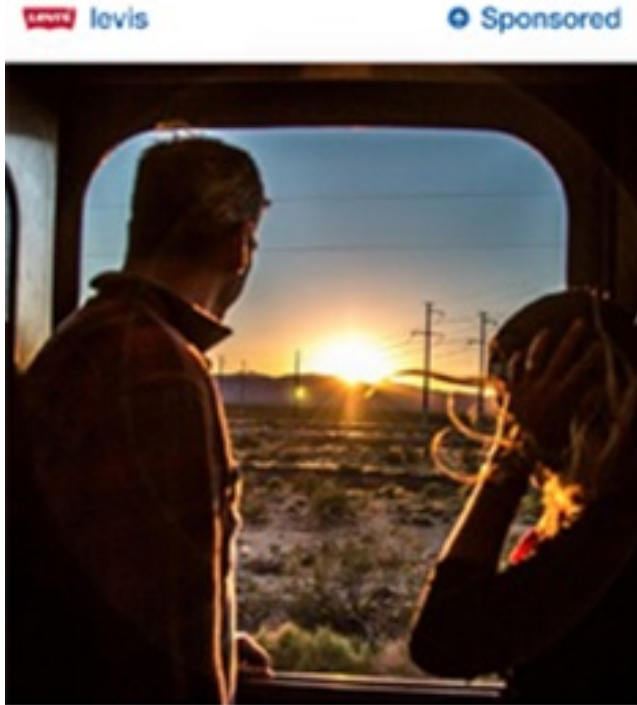
The main content area is titled 'Contacts : Details'. It includes a '< Back | Manage Contacts' link. The contact's email address is 'jonathan.leaman@missionresearch1.com'. Below this, there are two rows of metadata:

Status:	Active	Last Update:	6/12/2012 10:30 AM EDT
Added By:	Site owner	Date Added:	6/12/2012 10:18 AM EDT

On the left side, there is a sidebar with various options: 'Notes', 'Contact Information', 'Company Information', 'Custom Fields', 'Email Format', 'Lists' (highlighted), 'Email History', and 'Bounce History'. The 'Lists' section is expanded, showing a table with a 'Save' button above it:

<input type="checkbox"/>	List Name	Date	Add
<input type="checkbox"/>	General Interest		
<input checked="" type="checkbox"/>	New List	6/12/2012	Site
<input type="checkbox"/>	Another List		
<input type="checkbox"/>	Do Not Mail List		

Social Advertising



levis

Sponsored

levis Sunset on the rails with Station To Station (@StnToStn) on our way to #MakeourMark in San Francisco.

Like Comment

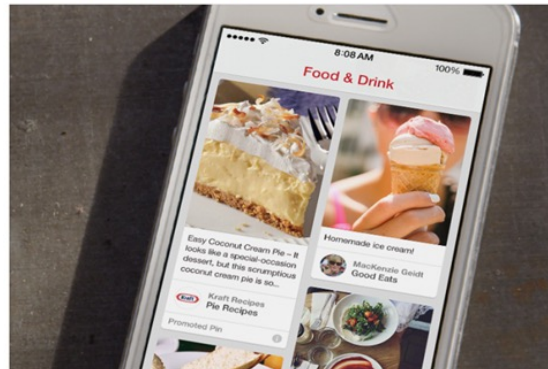
Promoted Tweets

Make your Tweets count even more with advanced targeting and tools.

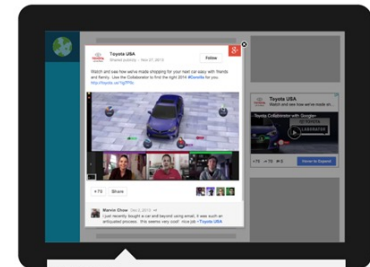
Sign up for Twitter Ads [Let's go!](#)

The next phase of Promoted Pins

195 Like 70 Tweet 56 Share 6



+POST ADS let brands treat the web as their stream



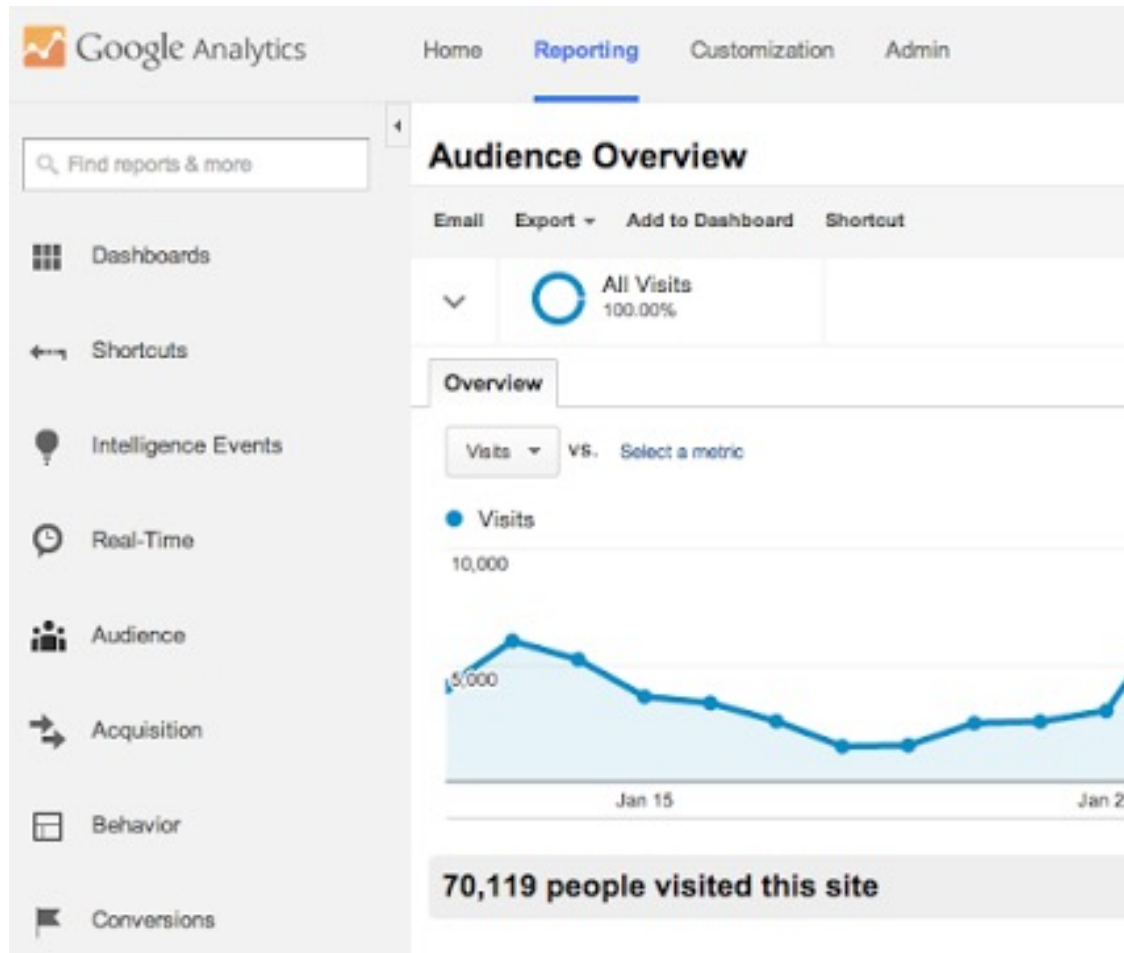
Toyota USA
Launching a new vehicle

For the launch of the 2014 Corolla, Toyota USA sought to drive consideration from a younger audience. They developed the Collaborator Hangout app and promoted this content via +Post ads.

50%
higher engagement rate than the industry average for rich media ads

Analytics

Google Analytics



Ben & Jerry's



Overview

Topics

Authors

Coverage

Mentions

+

Key Insights

ben_and_jerrys

Last 7 days



Filters



Total Mentions



9351k

▲ 10%

Previous: 8502

Unique Authors



8323

▲ 13%

Previous: 7373

Trending Topics



1. Magnum
2. New Ben
3. Flavors

Top News Stories



1. Ben & Jerry's is releasing a...
2. The hottest foods on Instagram,...
3. KFC India is offering a chicken...

Mentions Over Time by Day



ben_and_jerrys

Last 7 days



Mentions Over Time by Hour



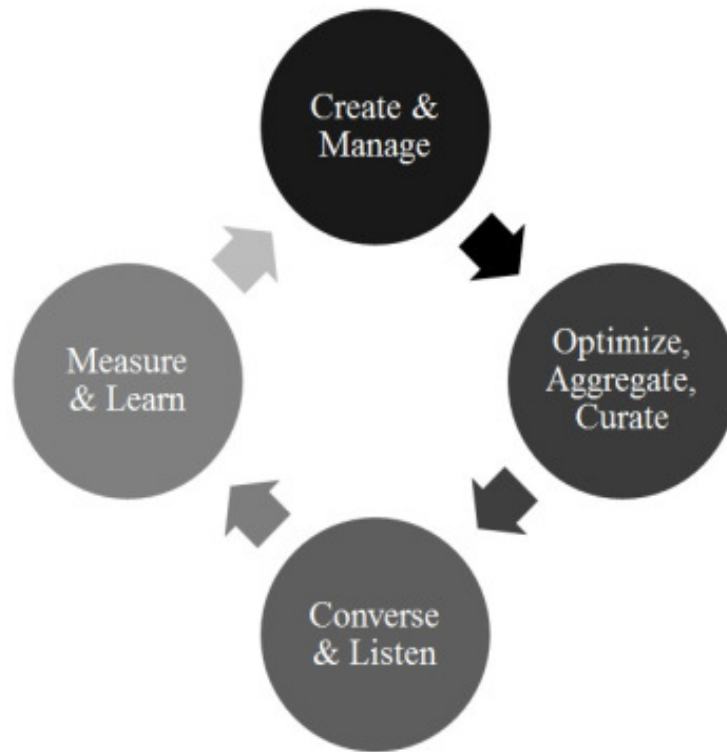
ben_and_jerrys

Last 7 days



Content Marketing Process

Content Ideation Process



Content Marketing Team

- Regular meetings once monthly, bi-monthly or weekly
 - Recent member stories or questions
 - Data Review
 - Audience Profiles
 - Local Government Buying Cycles
 - Review Content Bucket Categories
 - Chamber of Commerce Best Practices



Content Management Tips and Tactics

Content Buckets

- Board of Commissioners and County Administration
 - Public Safety
 - Transportation
 - Courts and Judicial Services
 - Development Services
-
- Senior Services
 - Animal Services
 - Parks and Recreation
 - Libraries
 - Economic Development
 - Diversity, Equity, Inclusion

Content Calendar

August, 2013

Major Events This Month: School Starts Back, End of Summer, College Football Starts/Labor Day Weekend, Fall Sports Begin

	<u>Monday</u> 29-Jul-2013	<u>Tuesday</u> 30-Jul-2013	<u>Wednesday</u> 31-Jul-2013	<u>Thursday</u> 1-Aug-2013	<u>Friday</u> 2-Aug-2013	<u>Saturday</u> 3-Aug-2013	<u>Sunday</u> 4-Aug-2013
Enter first day of month here →							
Content Bucket Major Events →		Canoe the Etowah Event on Aug. 4th		Last Day to Register for Adult Softball and Good Morning Cherokee Breakfast		Aquatic Center Goes to Weekend Only Schedule	
News Releases							
E-Newsletter							
Chairman's Blog Post							
Facebook							
LinkedIn							
Twitter							
Google Plus							
YouTube							
Pinterest							
Tumblr							
Instagram							
Reddit							
Stumbleupon							
Mobile Marketing/SMS							

	<u>Monday</u> 5-Aug-2013	<u>Tuesday</u> 6-Aug-2013	<u>Wednesday</u> 7-Aug-2013	<u>Thursday</u> 8-Aug-2013	<u>Friday</u> 9-Aug-2013	<u>Saturday</u> 10-Aug-2013	<u>Sunday</u> 11-Aug-2013
Content Bucket Major Events →	First Day of School - Traffic Safety Tips - and Registration Begins for Fall Expedition Camp	Board of Commissioners Mtg and Planning Commission Meeting and CPR/AED/First Aid Class		Cherokee County Chamber Business Expo Event		Cherokee County Tax Commissioner Tag Office Open from 8am to Noon	
News Releases							
E-newsletter							
Chairman's Blog Post							
Facebook							
LinkedIn							
Twitter							
Google Plus							
YouTube							
Pinterest							
Tumblr							
Instagram							
Reddit							
Stumbleupon							
Mobile Marketing/SMS							

	<u>Monday</u> 12-Aug-2012	<u>Tuesday</u> 13-Aug-2012	<u>Wednesday</u> 14-Aug-2012	<u>Thursday</u> 15-Aug-2012	<u>Friday</u> 16-Aug-2012	<u>Saturday</u> 17-Aug-2012	<u>Sunday</u> 18-Aug-2012
Content Bucket Major Events →	Adult Softball Season Starts				High School Football Season Starts - Safety/Traffic Tips	Cherokee County Tax Commissioner Tag Office Open from 8am to Noon	
News Releases							
E-newsletter							
Chairman's Blog							
Facebook							
LinkedIn							
Twitter							
Google Plus							
YouTube							
Pinterest							
Tumblr							

Content Tips

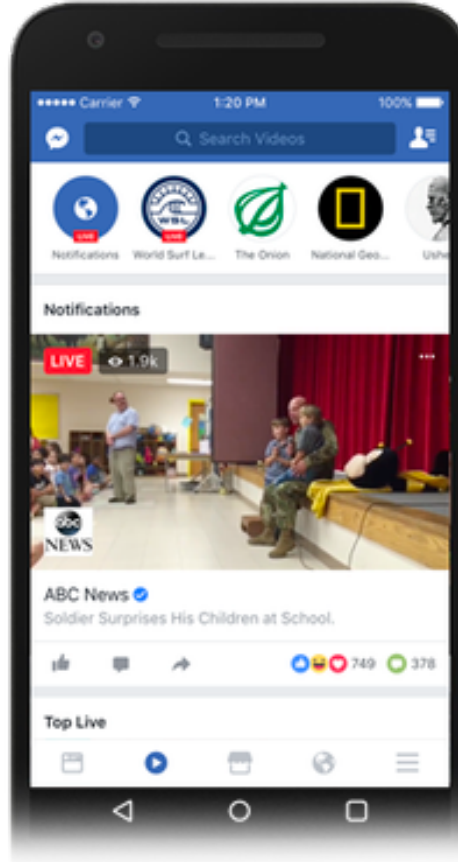
- Be Interesting!
- Build a digital community space and civic layer
- Listen and respond to members online
- Try to upload an image with your post or tweet
- Use hashtags for all channels – including FB
- Ask followers to share or re-tweet
- Solicit comments and feedback
- Post at least once a day
- Be conversational – type as you would talk
- Heavy and light content

Timing of Posts

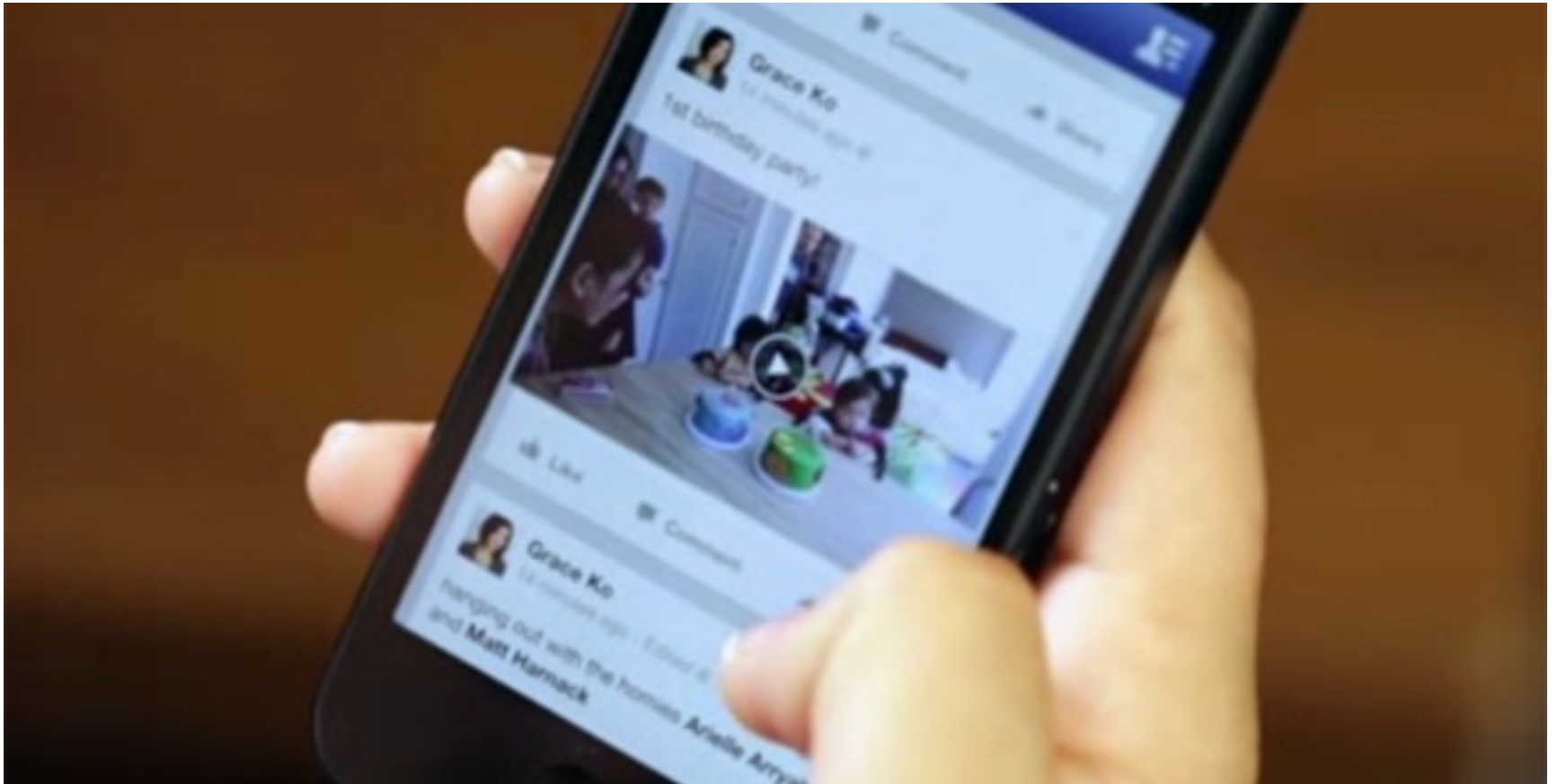
Key Code	Social Media/Marketing Channel
Dark Blue	Facebook
Light Blue	Twitter
Medium Blue	LinkedIn
Red	Google Plus
Dark Red	Pinterest
Black	YouTube
Brown	Instagram
Light Blue	Reddit
Light Blue	StumbleUpon
Green	Blog Posts
Yellow	E-newsletter

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12am		Red	Red	Red	Red	Red	
1am							
2am							
3am							
4am							
5am							
6am							
7am			Light Blue	Light Blue	Light Blue		Red
8am		Green	Light Blue	Light Blue	Light Blue	Green	Red
9am		Green	Red	Red	Red	Red	Green
10am		Green	Red	Red	Light Blue	Red	Green
11am					Light Blue		Red
12pm				Black	Black	Black	
1pm		Light Blue	Dark Blue	Light Blue	Dark Blue	Light Blue	
2pm		Light Blue	Dark Red	Light Blue	Dark Red	Yellow	Light Blue
3pm		Light Blue	Dark Red	Light Blue	Dark Red	Light Blue	Dark Red
4pm				Yellow	Yellow	Yellow	
5pm		Brown	Brown	Light Blue	Brown	Light Blue	Brown
6pm							
7pm							
8pm		Red	Red	Red	Red	Red	
9pm		Red	Red	Red	Red	Red	
10pm		Red	Red	Red	Red	Red	
11pm		Red	Red	Red	Red	Red	

Live Video



Short Video



Cards – Traditional



Cards – New

Web

 **Brendan Donohoe** @bdonohoe 1h
This is interesting... t.co/uETCnMDdo8
[Hide Summary](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **The New York Times**

Parade of Stars and Fans for Houston's Funeral
By Sarah Maslin Nir @SarahMaslinNir

The guest list and the parade of limousines with celebrities emerging from them seemed more suited to a red carpet event in Hollywood or New York than to a gritty stretch of Sussex...





[View on NYTimes.com](#)

125 RETWEETS **22** FAVORITES




5:07 PM - 15 Nov 12 · Details [Flag media](#)

Mobile


 **Brendan Donohoe** @bdonohoe 

This is interesting...
t.co/uETCnMDdo8

5:07 PM · 15 Nov 12

 **The New York Times**


Parade of Stars and Fans for Houston's Funeral
By Sarah Maslin Nir @SarahM...



The guest list and the parade of limousines with celebrities emerging from them seemed more suited to a red carpet event in Hollywood or New York than to a gritty stretch of Sussex...

[View on NYTimes.com](#)


125 RETWEETS **22** FAVORITES



Cards- New




Cards – New



Mens clothes and accessories from findanswerhere.co...

Repinned by Ario Jafarzadeh


onto My Style



Emerald green.


Repinned by Ario Jafarzadeh

onto Exemplary womenfolk



vevo

Kurt Vile - Never Run Away. Filmed




Kurt Vile — Babys Arms

by windowophone

7 mins 15 likes

New Release


Since you listened to **Foals**, you might like this new release by **Miles Kane**.



Save as a Playlist

Artist

Like **The Strokes** and **Phoenix**? Check out **The Temper Trap**.



Google

Page Speed

PAGE SPEED MATTERS

PageSpeed Insights 

<http://www.google.com/> 



Mobile



Desktop

100 / 100 Speed

 **Congratulations! No issues found.**

Avoid landing page redirects

Your page has no redirects. [Learn more about avoiding landing page redirects.](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

You have no render-blocking resources. [Learn more about removing render-blocking resources.](#)

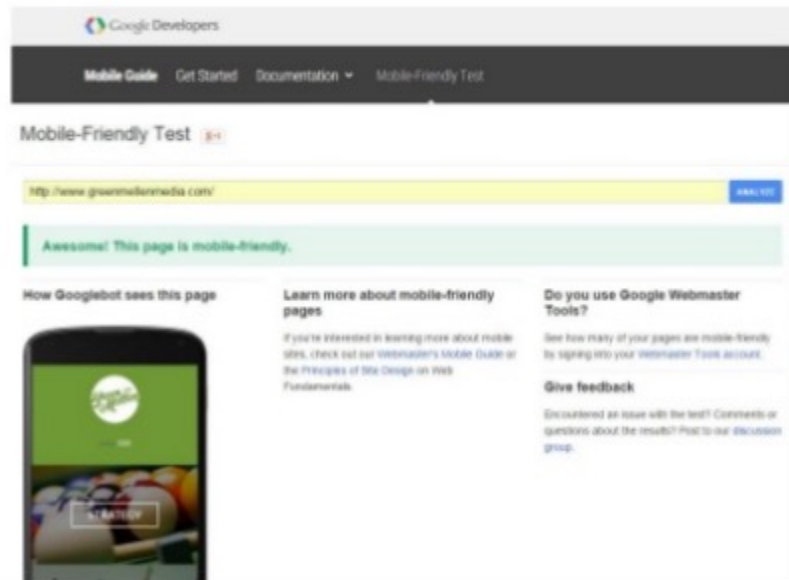
Enable compression

You have compression enabled. [Learn more about enabling compression.](#)



Mobile Friendly

Be mobile-friendly



The screenshot shows the Google Developers Mobile-Friendly Test tool interface. At the top, the Google Developers logo is visible. Below it, a navigation bar contains links for 'Mobile Guide', 'Get Started', 'Documentation', and 'Mobile-Friendly Test'. The main heading is 'Mobile-Friendly Test' with a small icon. A search bar contains the URL 'http://www.gosnellmedia.com/' and a 'SEARCH' button. A green message box states 'Awesome! This page is mobile-friendly.' Below this, there are three columns of text. The first column, 'How Googlebot sees this page', includes a smartphone image showing the mobile view of the website. The second column, 'Learn more about mobile-friendly pages', provides links to the 'Mobile Guide' and 'Principles of the Design on Web Fundamentals'. The third column, 'Do you use Google Webmaster Tools?', includes a link to 'Sign up for your Webmaster Tools account' and a 'Give feedback' section with a link to the 'Discussion group'.

Google Developers

Mobile Guide Get Started Documentation Mobile-Friendly Test

Mobile-Friendly Test

http://www.gosnellmedia.com/ SEARCH

Awesome! This page is mobile-friendly.

How Googlebot sees this page

Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our Webmaster's Mobile Guide or the Principles of the Design on Web Fundamentals.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your Webmaster Tools account.

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our discussion group.

Optimize Images

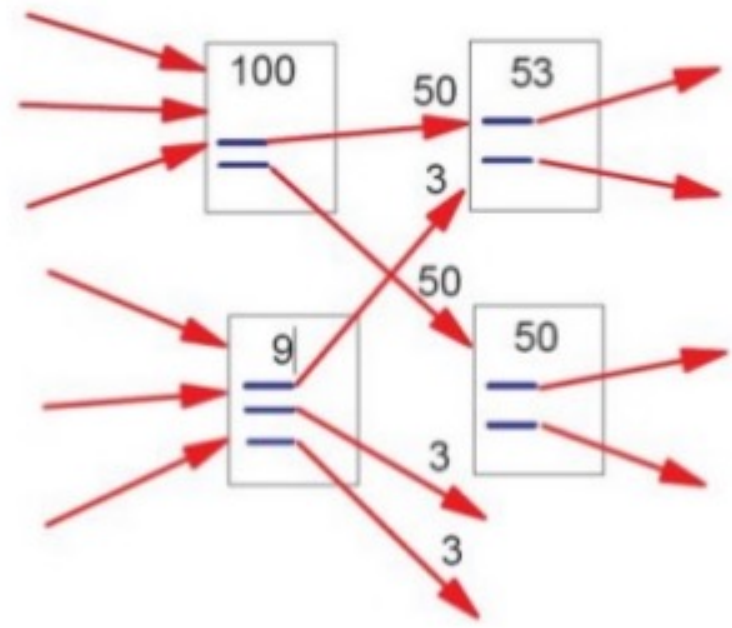
URL	<input type="text" value="http://www.greenmellenn"/>
Title	<input type="text" value=""/>
Caption	<input type="text"/>
Alt Text	<input type="text"/>
Description	<input type="text"/>

Optimize Images



Inbound Links

Inbound links are (still) huge



Local SEO



Security



Facebook

Timely and Informative Posts



City and County of San Francisco





San Francisco Bay Area mourns the passing of Silicon Valley Tech Pioneer Steve Jobs.




Apple 


www.apple.com 

Apple designs and creates iPod and iTunes, Mac laptop and desktop computers, the OS X operating system, and the revolutionary iPhone and iPad.

 Like ·  Comment ·  Share · October 5 at 6:13pm · 

 Heather Blanchard and 537 others like this.

 View all 43 comments

 View all 38 shares

Write a comment...

Department Pages

Cherokee County Animal Shelter

https://www.facebook.com/CherokeeCountyAnimalShelter

Patrick Home

Kittens... We've got a kazillion kute kuddly kittens!

Cherokee County Animal Shelter
Government Organization · Animal Shelter

Like Follow Message

Timeline About Photos Reviews More

PEOPLE

★★★★★
9,249 likes
599 visits

Todd Rehm, Mary Van Brink and 2 others like this.

Invite your friends to like this Page

Post Photo / Video

Write something on this Page...

Cherokee County Animal Shelter shared a link.
31 minutes ago

Today is Elle the Pit Bull day! Spread the LOVE everywhere in her honor. And if you can today... give a pit bull you know a chance to win your heart.

Create Page

Recent

- 2014
- 2013
- 2012
- 2011
- Opened

Sponsored

Promote your content like ...
aq1.io
From op-eds through blogs, to reviews – you wrote it, now let people discover it!

Chat (28)

Impostor Pages

The screenshot shows a web browser window with the address bar containing the URL `northarlington.org/tag/fake-borough-of-north-arlington-facebook-page/`. The page header includes navigation links: HOME, BUSINESS DIRECTORY, EMPLOYMENT OPPORTUNITIES, PRESS RELEASES, DIRECTIONS TO NA, and BORO EMAIL. The main content area features the Borough of North Arlington logo and a search bar. Below the logo is a navigation menu with links: HOME, BOROUGH OFFICIALS, NA HISTORY, NAFD, POLICE DEPT, BORO DIRECTORY, VIDEOS, and CALENDAR. The main heading is "Tag Archives: Fake Borough of North Arlington Facebook Page". Below this is an article titled "How to Handle Fake Profiles on Facebook" with a thumbnail image of a Facebook logo and a notification bubble with the number "1". The article text reads: "Fake profiles or impostor accounts are a growing problem on Facebook and nearly as old as the social media site itself. It has been estimated that up to 83 million Facebook accounts are fake or duplicates. And the issue hits ...". A "READ MORE" button is located below the text. On the right side of the page, there are two columns of links. The first column is titled "RESOURCES" and includes: NA News, Disaster Help, State Government Links, NIXLE, Agendas, Minutes, Senior Information, Forms, and Borough Ordinances. The second column is titled "DIRECTORIES" and includes: American Legion & VFW, Board of Education, Budgets & Finance, CERT, Community Organizations, Community Service, Construction Department, Department of Public Works, Emergency Services, NAFD, Health Department, and Library.

Fake Borough of North Ar x

northarlington.org/tag/fake-borough-of-north-arlington-facebook-page/

Click to go back, hold to see history

HOME BUSINESS DIRECTORY EMPLOYMENT OPPORTUNITIES PRESS RELEASES DIRECTIONS TO NA BORO EMAIL


Search

BOROUGH OF NORTH ARLINGTON

HOME BOROUGH OFFICIALS NA HISTORY NAFD POLICE DEPT BORO DIRECTORY VIDEOS CALENDAR

Tag Archives: Fake Borough of North Arlington Facebook Page

How to Handle Fake Profiles on Facebook



Fake profiles or impostor accounts are a growing problem on Facebook and nearly as old as the social media site itself. It has been estimated that up to 83 million Facebook accounts are fake or duplicates. And the issue hits ...

READ MORE

RESOURCES

- NA News
- Disaster Help
- State Government Links
- NIXLE
- Agendas
- Minutes
- Senior Information
- Forms
- Borough Ordinances

DIRECTORIES

- American Legion & VFW
- Board of Education
- Budgets & Finance
- CERT
- Community Organizations
- Community Service
- Construction Department
- Department of Public Works
- Emergency Services
- NAFD
- Health Department
- Library

Facebook Case Study: Brimfield (OH) Police Department

<https://www.facebook.com/BrimfieldPolice> Brimfield Police Department

CONNECT WITH THE BRIMFIELD POLICE TODAY!

FOLLOW BRIMFIELD POLICE

DOWNLOAD OUR MyPD APP

Available on the **App Store** It's on **Google Play**

Brimfield Police Department

★★★★★ (4,195 ratings)

143,354 likes · 36,831 talking about this · 137 were here

Government Organization
Our guiding principles: Courage; Integrity; Community. The Brimfield Police Department is a CALEA Internationally Accredited Police Agency

About – Suggest an Edit

Photos Likes iPhone & Android Have a Question?

143k

Download Our MyPD App

QUESTIONS OR FEEDBACK?

Create Page

Sponsored [Create Ad](#)

\$409.00 at Amazon
amazon.com

Epson VS330 XGA 3LCD Projector, 2700 color lumens, 2700 white lumens - \$409.00

Try Dropbox for Business
dropbox.com

It's the Dropbox you love - now with admin controls, live support, and plenty of space.

Band Of Brothers Tour
beyondbandofbrothers.com

Join the tour that takes you from Normandy to Berchtesgaden in 11 days. Request a brochure

Peggy Henderson likes this.

Recent

- 2014
- 2013
- 2012
- 2011
- 2010

Post Photo / Video

Invite Your Friends to Like This Page See All

Chat (30)

Promoted Posts

 **King County, WA**
Shape the future of King County! Tell us what's important to you at OneKingCounty.info.



Share Your Thoughts Here
www.onekingcounty.info
What's your BIG idea? We're listening and want to hear from you!

Like · Comment · Share ·  136  39  16 · October 25 at 10:49am · 

FB Ads Case Study: King County, WA

- **SeattleTimes.com Ads**
 - *Impressions:* 1.8 million
 - *Clicks to website:* 2,232
 - *Total spent:* \$12,000
- **KIROTV.com Ads**
 - *Impressions:* 5.3 million
 - *Clicks to website:* 2,740
 - *Total spent:* \$12,000
- **Facebook Ads**
 - *Impressions:* 1.9 million
 - *Clicks to website:* 2,658
 - *Total spent:* \$1,500

King County, WA
Shape the future of King County! Tell us what's important to you at OneKingCounty.info.

Share Your Thoughts Here
www.onekingcounty.info
What's your BIG idea? We're listening and want to hear from you!

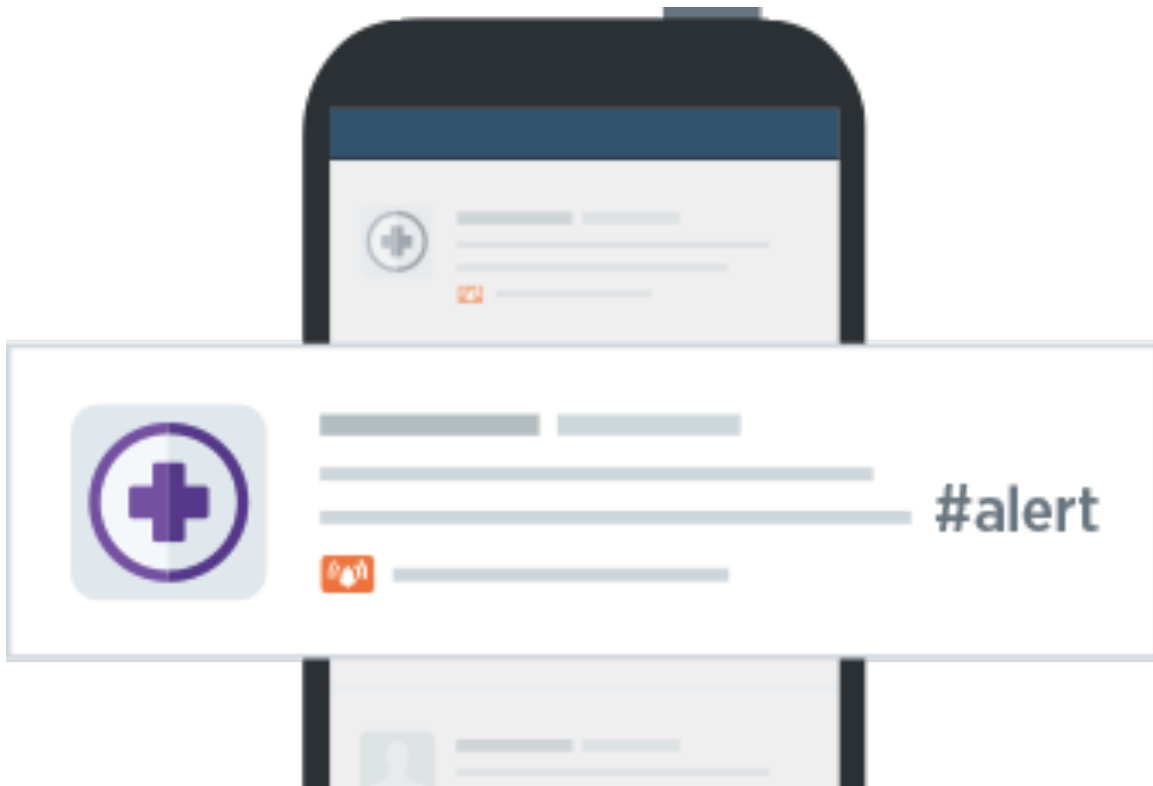
Like · Comment · Share · 136 likes · 39 comments · 16 shares · October 25 at 10:49am

Twitter

Emergency Response



#socialgov



Twitter Alerts



Search

Have an account? Sign in

Twitter Alerts from Georgia_EMA

Critical information on your phone in real time

Sign in with your Twitter account

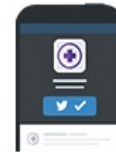
Sign in

Remember me · [Forgot password?](#)

New to Twitter? Sign up

What are Twitter Alerts?

[Learn more](#)



During a crisis or emergency, Georgia_EMA will send you Twitter Alerts.

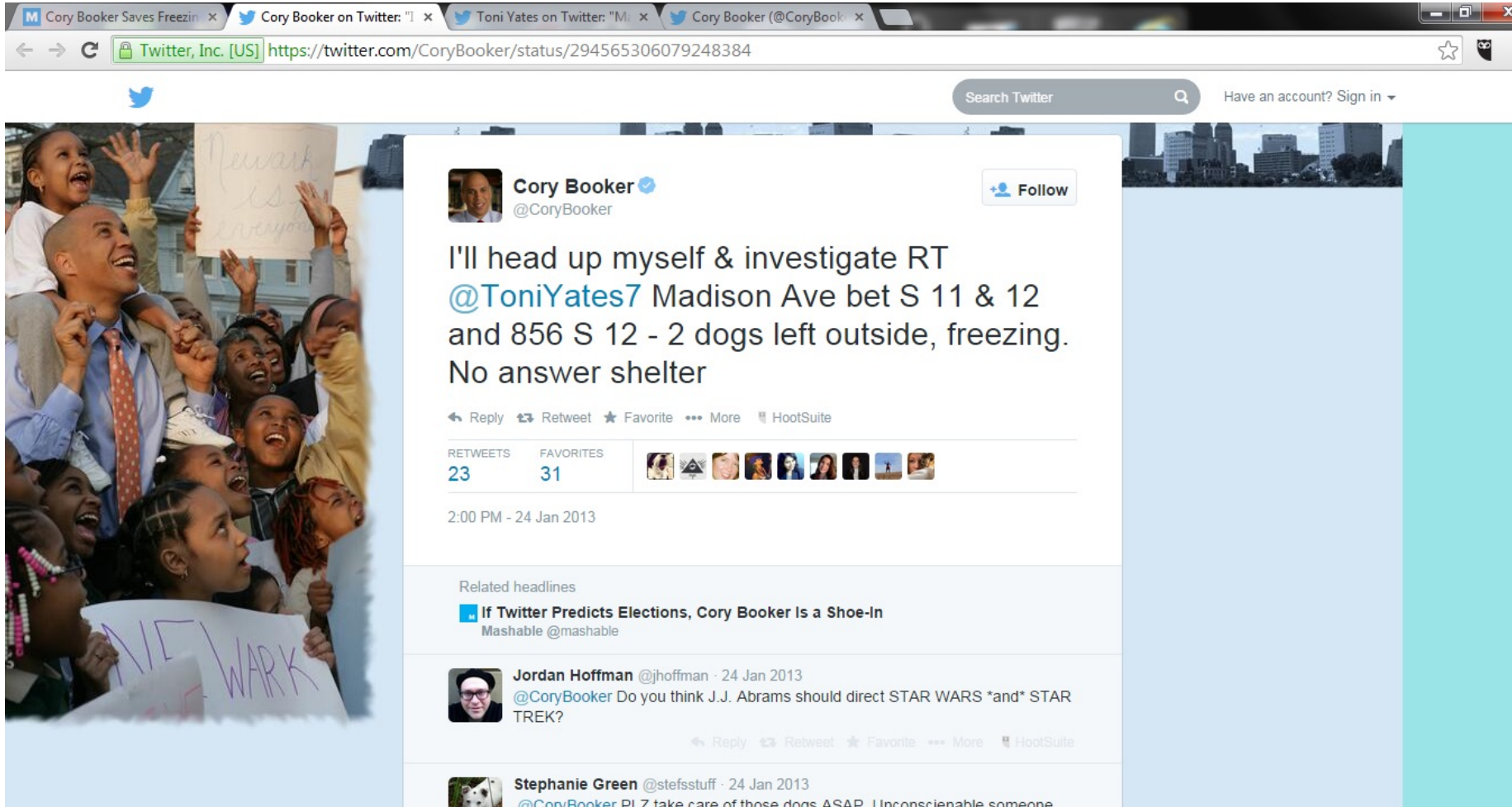


Alerts from Georgia_EMA will be updates with time-sensitive, critical information related to the unfolding event.



With Twitter Alerts activated, it's faster to get essential information when you need it

Constituent Service



The image is a screenshot of a web browser displaying a Twitter post. The browser's address bar shows the URL <https://twitter.com/CoryBooker/status/294565306079248384>. The Twitter interface includes a search bar and a sign-in link. On the left, there is a vertical image of Cory Booker smiling and surrounded by a diverse group of people, some holding signs. The main content is a tweet from Cory Booker (@CoryBooker) dated 2:00 PM on 24 Jan 2013. The tweet text reads: "I'll head up myself & investigate RT @ToniYates7 Madison Ave bet S 11 & 12 and 856 S 12 - 2 dogs left outside, freezing. No answer shelter". Below the tweet, there are 23 retweets and 31 favorites. A 'Follow' button is visible. Below the tweet, there are two replies: one from Jordan Hoffman (@jhoffman) asking if J.J. Abrams should direct STAR WARS and STAR TREK, and another from Stephanie Green (@stefsstuff) asking for help with dogs. A 'Related headlines' section is also visible, featuring a headline from Mashable: "If Twitter Predicts Elections, Cory Booker Is a Shoe-In".

Cory Booker [@CoryBooker](#) [Follow](#)

I'll head up myself & investigate RT [@ToniYates7](#) Madison Ave bet S 11 & 12 and 856 S 12 - 2 dogs left outside, freezing. No answer shelter

23 RETWEETS 31 FAVORITES

2:00 PM - 24 Jan 2013

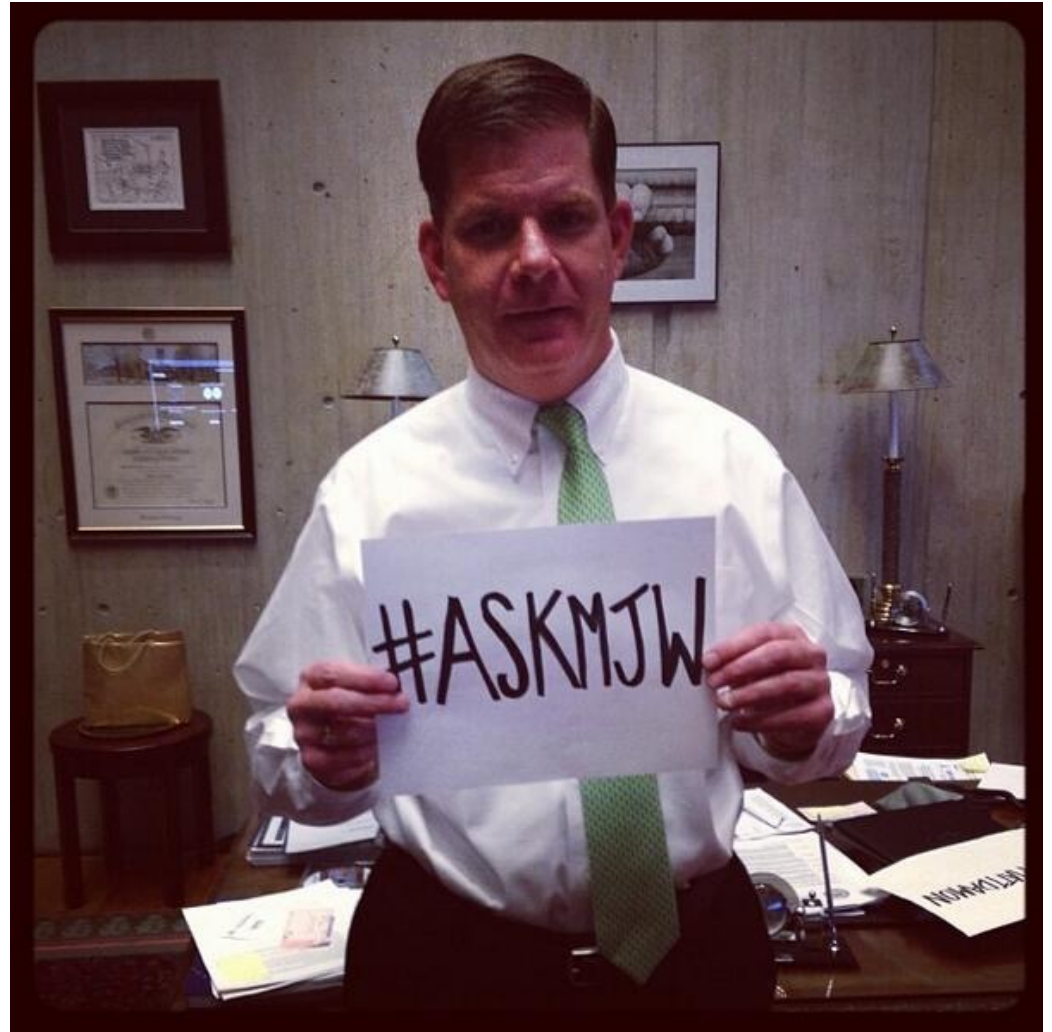
Related headlines

[If Twitter Predicts Elections, Cory Booker Is a Shoe-In](#)
Mashable [@mashable](#)

[Jordan Hoffman](#) [@jhoffman](#) · 24 Jan 2013
[@CoryBooker](#) Do you think J.J. Abrams should direct STAR WARS *and* STAR TREK?

[Stephanie Green](#) [@stefsstuff](#) · 24 Jan 2013
[@CoryBooker](#) Plz take care of those dogs ASAP. Unconscienable someone

Twitter Q&A



Live- Tweeting

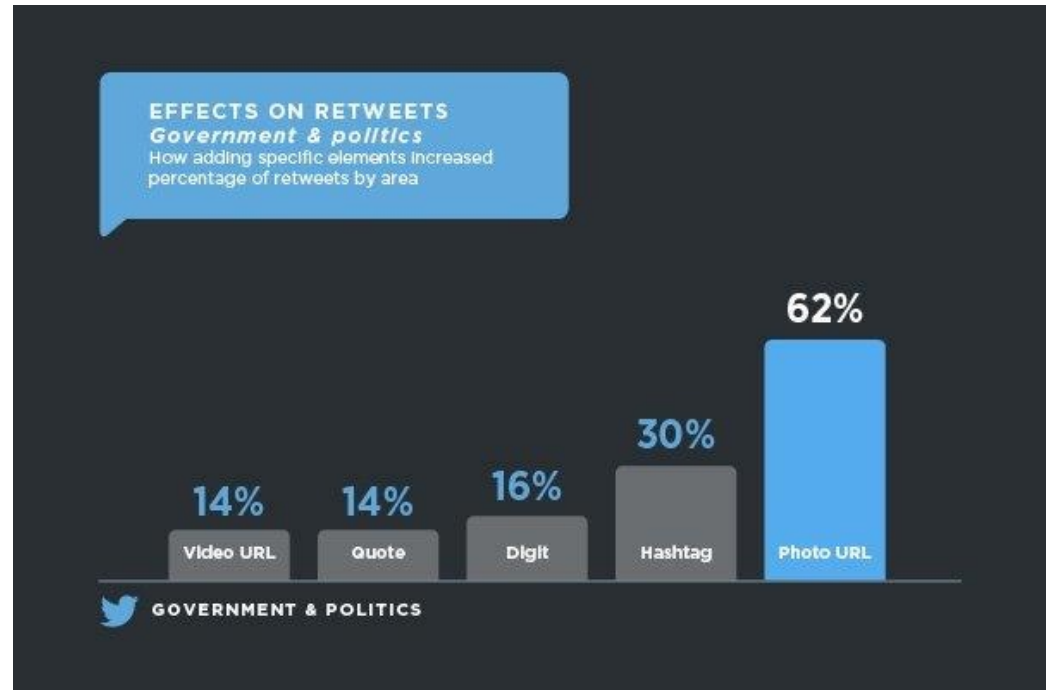


Politics and the Twitter Revolution

How Tweets Influence the
Relationship between Political
Leaders and the Public

John H. Parmelee and
Shannon L. Bichard

Content Elements Effects on Retweets



Instagram

Instameets

Atlanta Instagram Commi x

www.meetup.com/Instagram/Atlanta-GA/

Meetup everywhere About Log in

Instagram

← See all 1985 Instagram communities Atlanta, GA Go

Atlanta Instagram Community

Atlanta, GA
Founded February 25, 2011

Meetups 3
Instagrammers 185

Woodruff Park
Atlanta, GA

Sun Oct 05
4:00 PM

RSVP 3 days left

2 Instagrammers going
0 comments

Join #weloveatl this Sunday, October 5th as we celebrate the World Wide Instameet! We will be looking for great vistas and awesome skylines as we explore with #friendsinhighpl... Learn more


Worldwide InstaMeet: Go on an adventure!

Instameets



#socialgov

Instameets



weloveatl on Instagram x Twitter Alerts x

instagram.com/p/pwclpBMiv/?modal=true

weloveatl Following
3 months ago
Tomorrow the #weloveatl mobile gallery will be at Summer ICE from 11am-6pm. Come on out to Ambient Plus Studio for over 90 antique and craft vendors, food trucks, DJ Zano, and plenty of good times. Big thanks to @treylanderbass for this awesome image of Piedmont Park!

patrickburns, iwally, renee30152 and 397 others like this.

acolorbrownshot
awesome wow

gillgamesh
Love that spot []

whoisjake
@alegreb

kenhamm
What is summer ice?

texturl
ICE = The Indie Craft Experience

shootingtheshot
Is the mobile gallery there Sunday as well @texturl?

chrispricebass

Leave a comment...

Yelp

Yelp Reviews



#socialgov

Yelp Reviews

The screenshot shows a web browser window with the URL www.yelp.com/biz/santa-clara-county-clerk-recorders-office-san-jose. The page features the Yelp logo, a search bar with the text "Find tacos, cheap dinner, Max's", and a location dropdown set to "Near San Jose, CA". Navigation links include Home, About Me, Write a Review, Find Friends, Messages, Talk, and Events. The main heading is "Santa Clara County Clerk Recorder's Office" with a "Tweets Near Here" button. Below the heading are 73 reviews (4.5 stars), a "Details" button, and a category of "Public Services & Government". A map shows the location at 70 W Hedding St, San Jose, CA 95110. A photo gallery includes an interior office view and a photo titled "Registration for fictions business..." by Salvador L. A status bar at the bottom indicates the office is "Closed now" from 8:00 am to 4:30 pm, with a "Work here? Claim this business" link. An advertisement for "Renew Expired US Passport" is also visible.

Santa Clara County Clerk
Recorder's Office

73 reviews

Public Services & Government

70 W Hedding St
E Wing, Fl 1
San Jose, CA 95110
Downtown
Get Directions
(408) 299-5688
sccgov.org/portal/site/rec

Today 8:00 am - 4:30 pm **Closed now**
Work here? Claim this business

Renew Expired US Passport
Fast & Secure US Passport Renewals. Renew Passport Online & Save Time!
expresspassport.com/Renewal

Yelp and Public Health Data

City of San Francisco Pilot x Delessio Market & Bakery x

www.yelp.com/biz/delessio-market-and-bakery-san-francisco-2

Find tacos, cheap dinner, Mai's Near San Francisco, CA

Home About Me Write a Review Find Friends Messages Talk Events Sign Up Log In

Delessio Market & Bakery

212 reviews Rating Details

Categories: Bakeries, Grocery Store

302 Broderick St
(between Fell St & Oak St)
San Francisco, CA 94117
Neighborhood: Lower Haight
(415) 552-0077
http://www.delessiomarket.com

Explore the Menu

Health Score: 94 out of 100
Hours: Mon-Sun 8 am - 9 pm
Accepts Credit Cards: Yes

Price Range: \$\$
Parking: Garage, Street, Private Lot
Wheelchair Accessible: Yes

Edit Business Info First to Review

Send to Friend Bookmark Send to Phone Write a Review

Bakery Display Cases
Largest Inventory. Free Shipping! Shop Bakery Display Cases Now
www.ebirestaurantsequipment.com

Carvel® Birthday Cakes
\$2 Off Any Carvel Cake Order. Get Your Free Coupon Instantly!
www.Carvel.com

Ads by Google

Reviews (212) About This Business

212 reviews for Delessio Market & Bakery Search Reviews

Review Highlights What's this?

Map View Larger Map/Directions

Browse Nearby:
Restaurants | Nightlife | Shopping | Movies | All

FedEx Office
\$15 OFF
a \$100 print order.
Online only. See terms of offer.

Sales & Marketing
Strategy, Proposals

Nextdoor

Nextdoor

The screenshot shows a web browser window with several tabs open, including 'Seth's Blog: Really Bad Po...', 'Hootsuite', 'Nextdoor Now Lets Public...', and 'Nextdoor'. The address bar shows the URL 'techcrunch.com/2014/09/30/nextdoor-for-public-agencies/'. The page header includes navigation links for 'News', 'TCTV', 'Events', and 'CrunchBase', along with social media icons for Facebook, Twitter, Google+, LinkedIn, YouTube, RSS, and Email. A search bar is located on the right side of the header. Below the header, there is a promotional banner for 'DISRUPT EUROPE 2 Weeks Left to Save £300 on Disrupt Europe Tickets - Register Now!' and a link to 'AOL Privacy Policy and Terms of Service'. The main content area features a 'nextdoor' logo and a 'Popular Posts' section with four items: 'LinkedIn Flexes Its Search Engine Muscle, Adds...' (an hour ago), 'Eve Raises \$2.3M To Rethink Programming' (an hour ago), 'Apple's iPad Update Plans Could Put Gold...' (an hour ago), and 'Commercial Drones Are Coming, And...' (2 hours ago). The main article is titled 'Nextdoor Now Lets Public Agencies Join Its Social Network For Neighborhoods', posted 22 hours ago by Ryan Lawler (@ryanlawler). It has 1 comment, 183 shares, 29 LinkedIn shares, and 119 tweets. Below the article is a 'Next Story' button. The article content shows a 'San Diego Police Department' profile with a 'Create post' button and a map of San Diego. The map includes a search bar and a 'Share Image' button. The map shows various neighborhoods in San Diego, including Scripps Ranch, Mira Mesa, El Cajon, and San Diego. The article also includes a sidebar with navigation links: Home, Inbox (7), Map & Metrics, Invite residents, AGENCY, Directory, Add staff members, HELP, and Help center. At the bottom of the sidebar, it says '© Nextdoor 2014 About Blog'. On the right side of the page, there is an advertisement for 'THE ALL NEW 2015 F-150' by Ford, with the tagline 'The Future of Tough' and an image of a yellow and blue robot.

#socialgov

Case Study: Charlotte, NC Police Department



#socialgov

Social Media Policy

Social Media Policy

-[Mayo Clinic](#)-

Don't Lie, Don't Pry

Don't Cheat, Can't Delete

Don't Steal, Don't Reveal

A solid, well communicated [social media policy](#) is critical to the integrity of your digital marketing and your institution

Comments Policy



Barry Point ORFire

29 minutes ago 

While we appreciate that sometimes other opinions can be difficult to hear, we create these pages so that everyone can have a voice. There are always strong opinions associated with wildland fires and we believe that people need and want to talk to each other about what's happening.

That said, we do have policies regarding abusive or threatening language, sexist, racist or defamatory comments and we will uphold those policies.

[Like](#) · [Comment](#) · [Share](#)



Thank you!

Patrick Burns, President
Arc 3 Communications
678.907.2478

pburns@arc3communications.com

Want More Info?

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- Follow us on LinkedIn: www.linkedin.com/company/arc-3-communications
- Follow us on Instagram: <https://www.instagram.com/arc3communications/>

arc3|communications