

# Social Media Comes to the City of Seattle

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Water Supply Forum

Social Media and the Water Utility Workshop

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# the beginning

2007

- September: Lots of talk about “social networking” at NAGW
- Later: biz folks start asking for blogs

2008

- The Citywide Web Team tests several blogging options. Settles on free WordPress hosted internally.
- [City of Seattle Blogging Policy](#) drafted, vetted and adopted – Nov 3
- The Big Snow: [SDOT begins using Twitter](#) to broadcast updates

Much consternation ensues.

# the horse is out, now what?

- Taking stock: turns out that a couple of departments are already using MySpace, Facebook, YouTube and a bit of blogging.
- Comm. Director is generally favorable but wants to get the policies/practices in place.
- Advisory committee convened – PIO's, techies, management
  - Existing use allowed to continue; moratorium on new sites; [Police Blotter](#) as Twitter test
  - Research concentrates on Facebook, Twitter, YouTube/video
  - Issues: “official” voice, retention, moderation, brand, costs, etc.
  - [Social Media Use Policy](#) and tool-specific standards developed and adopted – Oct 2
- [CityLink](#) blogs launched

# now and the future

- Lots of use: [Blogs and Social Media Sites](#)
- Most follow the rules; we're wrangling the rest
- New administration is very tech tool savvy
- Issues:
  - Retention, especially Facebook; Law and reality out of synch
  - Bright, Shiny Object Syndrome; how do you manage/admin it all?
  - How do we find meaning from so much raw material?
  - It's still not free
- A couple of ideas for the future
  - Social media specialist as a job title
  - A new kind of web site with integration of social media a fundamental principle

# links and contact

- City of Seattle [Blogging Policy](#)
- City of Seattle [Social Media Use Policy](#)
  - Social media use standards:
    - [Video Posting](#)
    - [Twitter](#)
    - [Facebook](#)
    - [CityLink](#)
- Seattle.gov [Blogs and Social Media Sites](#)
- [CityLink Seattle](#) blogs

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