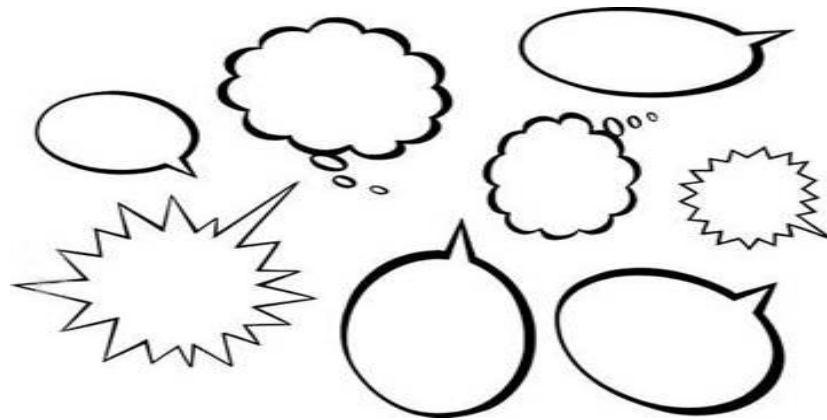


# Getting Your Feet Wet

Communicating using social media



## Who Are We?

**Matt Smedley**, Social Media Practice Lead

Frause

**Sarah Bott**, Senior Community Outreach Representative

City of Portland – Portland Water Bureau



[http://www.youtube.com/watch?  
v=sIFYPQjYhv8&feature=player\\_embedded](http://www.youtube.com/watch?v=sIFYPQjYhv8&feature=player_embedded)



## Defining Social Media



Wikipedia defines social media as:

- “[C]ontent created by people using highly accessible and scalable publishing technologies... It's a fusion of sociology and technology, transforming monologues (one to many) into dialogues and is the democratization of information, transforming people from content readers into publishers.”
- For example: blogs, Twitter, Facebook, MySpace, podcasts, photo sharing sites, RSS feeds



## Multiple Generations at Work

- **Traditionals (1925-1945):** Come to technology late in life; largest growing Internet user group
- **Baby Boomers (1946-1964):** Introduced to technology in their 30's and 40's
- **Generation X (1965-1979):** Digital technology emerged during their late teens
- **Generation Y or Millennials (1980-1995):** Have enjoyed digital technology their entire lives



## Strategic Communications Still Applies

- Social media is a new way to implement marketing strategy
- Understand your audience and communicate a key message(s)
- Build presence online in a new way
- Generate a following
- Communicate quickly



## Some of The Top Tools

facebook®



twitter





## **Blogging and Bloggers:**

- **Blogging is like publishing an online magazine**
- **Anyone with an internet connection and an opinion can be a blogger**
- **Blogs can be used to convey complex ideas**
- **The best blogs include dynamic content**



 SEARCH

Wish List | Gift Registry | Classes & Events | Store Locator

- SHOP REI
- SHOP REI-OUTLET
- TRAVEL WITH REI
- LEARN
- SHARE
- MEMBERSHIP
- STEWARDSHIP

REI > Find Out > Blog

## REI BLOG



### Goat Encounters: Tips for Interaction

The tragic story of a hiker's death in Olympic National Park following an unusual attack by an aggressive mountain goat serves as a reminder to every outdoor adventurer that, no matter what human perceptions might be, wildlife is unpredictable, says a park official. Barb Maynes, spokeswoman for ...

Continue reading [Goat Encounters: Tips for Interaction](#) >

Posted by [T.D. Wood](#) on October 20, 2010 at 07:44 AM & Tagged [hiking](#), [mountain goats](#), [NOLS](#), [Olympic National Park](#)  
[permalink](#) | 5 Comments



GIZMODO BESTMODO JAWCROW iO9 login Search

Sony Kills The Cassette Walkman On The iPod's Birthday\* #walkman #ipod

This Week's Top Web Comedy Video: Imaginary Friend Fabio #humor #comedyvideos

This Week's Best Apps #apps #iphonesapps

Big Brother Apple and the Death of the Program #macappstore #apple

All The Cool New Stuff From Apple #apple #backtothetmac

Technology moves fast especially now.

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FAQ. Include # before tag: #tips, #whitenoise, #broken, #lifechanger

01:20 PM 3,394 28 By Brian Barrett

Like 106K

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ANDROID APPS DIRECTORY

New York 1:44 PM Mon Oct 25 38 posts in the last 24 hours

FRIT | DE | SP | JP | AU | BR | PL

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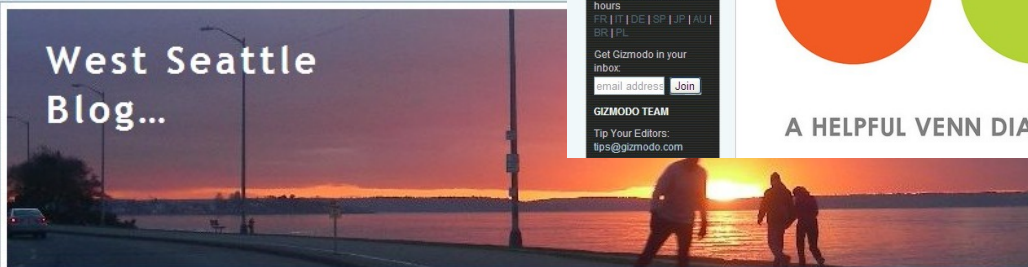
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THE INTERNET PRIVACY

A HELPFUL VENN DIAGRAM

## West Seattle Blog...



- Home
- About
- Advertise
- Blogs
- Contact
- Coupons
- Crime Watch
- Events
- Halloween
- More News
- Pets
- Traffic
- White Center
- Forums

### West Seattle power outage

October 25, 2010 at 10:46 am | In West Seattle news | 1 Comment

Ours just went out. Checking on the extent.

 Search  only WSB

BRIDGE CAM:



## Twitter Basics

- Social media platform that communicates using short (140 characters or less) text updates
- Twitter incorporates many other things such as links to video, audio and photos
- Right now, Twitter is the most trendy/popular social media site to publish real-time information





twitter

Have an account? [Sign in](#)

### Get short, timely messages from Seattle Police Dept..

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@SeattlePD**.

[Sign Up >](#)

Get updates via SMS by texting follow **SeattlePD** to 40404 in the United States  
Codes for other countries



## SeattlePD

UPDATE-Oct 23rd shooting near and Jackson; Victim later died. Details at <http://spdblitter.seattle>

about 1 hour ago via web

twitter

Have an account? [Sign in](#)

### Get short, timely messages from KING 5 News .

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@KING5Seattle**.

[Sign Up >](#)

Get updates via SMS by texting follow **KING5Seattle** to 40404 in the United States  
Codes for other countries



## KING5Seattle

Tweet O' The Day RT [@Seattle\\_JC](#) I love Seattle and would not want to live anywhere else.

about 1 hour ago via web

Name KING 5 News  
Location Seattle, Washington, USA  
Web <http://www.king5.com>  
Bio News, weather, traffic and more for Seattle / Western Washington. NBC affiliate on TV. More King5 tweeters here: <http://www.king5.com/content-toolbar/twitter>

5,191 following 15,339 followers 1,456 listed

Tweets 19,565  
Favorites

twitter

### Get short, timely

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics.

[Sign Up >](#)

Get updates via SMS by texting follow **AlaskaAir** to 40404 in the United States  
Codes for other countries

#### Need some extra help?

RESERVATIONS:  
1-800-252-7522  
Daily: 5:00 a.m. - Midnight

CUSTOMER CARE:  
1-800-654-5669  
Mon-Fri: 8:00 a.m. - 5:45 p.m.



## AlaskaAir

We've been working to cover even more [@AlaskaAir](#) routes: today, flts between ANC/FAI; soon SE Alaska! <http://ow.ly/2XR1g> /via [@Gogolnflight](#)

10:27 AM Oct 22nd via CoTweet

Name Alaska Airlines  
Location Seattle, WA  
Web <http://bit.ly/alQULt>  
Bio Tweets powered by the genuine & caring service of [@AlaskaAir](#) & its employees. Our official channel for customer concerns: [alaskaair.com/contactus](http://alaskaair.com/contactus)

7,102 following 36,836 followers 1,409 listed

Tweets 1,765  
Favorites

FRAUSE™

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

**facebook®**

## **Get Engaged with “Friends!”**

- **Facebook is an interactive social networking website**
- **Keep in touch with people you know or people you want to know**
- **A way to connect with potential contacts in the virtual world of social networking**
- **A friendly way to share information and visuals that tell a story**





## The Interesting Facts

- More than 500 million active users (July 2010)
- Has one of the largest user-bases of the social Web
- Recently Facebook has received criticism for privacy concerns
- Advertising on Facebook can be a unique and cost effective way to deliver a very targeted message





## The Professional Uses

- Facebook can be used as a tool to connect and build online contacts
- A profile or fan page can be set up to promote your organization, events and/or partners
- A key component of public education campaigns



facebook

**washington**  
The State

**Washington State Tourism** Like

Wall Info Photos Discussions Reviews Links

 **Washington State Tourism** We're four days into Seattle Restaurant Week. What are some of your favorite participating restaurants so far? If you don't know about restaurant week, click below right now, you don't want to miss

 **Seattle Restaurant Week - 3 course dinners for \$25 at over 1**  
King C  
seattle  
Seattle  
for \$25  
www.t

October 21 at 12:52  
6 people like this.

 **Washington State**  
Seattle's Smith Tow

Add to My Page's Favorites  
Suggest to Friends

facebook

**KUOW**  
94.9  
kuow.org  
npr

**KUOW Public Radio** Like

Wall Info Photos Boxes

 **Alexandra Matthews Trousdel** Than housing counselor on your talk show yes also great for people needing real advice gave a client the best advice and saved 1 Friday at 3:26pm · Flag

 **Catherine Abegg** The highlight of my f

facebook

**WHOLE FOODS MARKET**

**Whol**  
Wall Info Video Photos RSS/blog Notes

Whole Foods Market + Others **Just Whole Foods Market** Just Others

 **Whole Foods Market** This summer, we sent 25 Team Members the company to Guatemala to learn about micro-credit, visit an All plantation on the side of a volcano and assist a rural community b stoves and teaching elementary school children. Check out some t stories here.

 **Whole Story » Blog Archive » Team Members Giv Guatemala**  
blog.wholefoodsmarket.com

Add to My Page's Favorites  
Suggest to Friends

## Time Requirements

- Dedicated time is required for success
- Expect to spend time each day to monitor, write new content and respond to other social media users



## Implementing a Program

- Strategy is still a priority
- Managing leadership politics
- Establishing policies
- Engaging with limited resources
- The good and bad of transparency
- Playing nicely with others



# Social Media Policies for Government

Here are a few examples of other government organizations that have created and published social media policies:

Federal Government -

[http://www.usa.gov/webcontent/technology/other\\_tech.shtml](http://www.usa.gov/webcontent/technology/other_tech.shtml)

U.S. Navy -

<http://www.doncio.navy.mil/PolicyView.aspx?ID=789>

Roanoke County (VA) -

<https://sites.google.com/site/munigov20/good-reading-and-resources/RoanokeCountySocialMediaPolicy-Final.pdf?attredirects=0>



# The Pitfalls of Social Media

Social media is not a golden ticket

- The [FedEx](#) debacle



**keyinfluencer** True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!"  
*about 19 hours ago from twirl*



**Thank you!**

**Matt Smedley**

**[msmedley@frause.com](mailto:msmedley@frause.com)**

**503-467-4686**



**FRAUSE™**