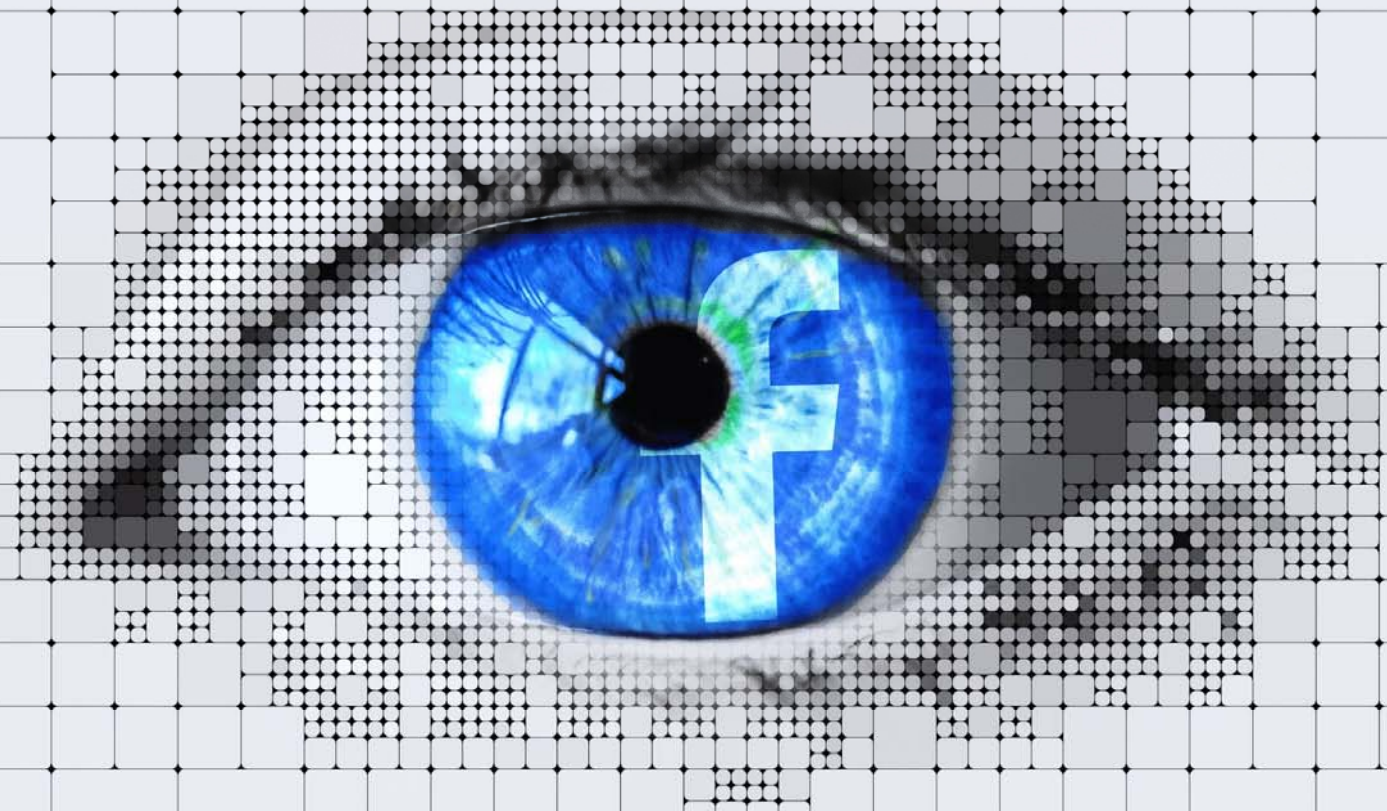
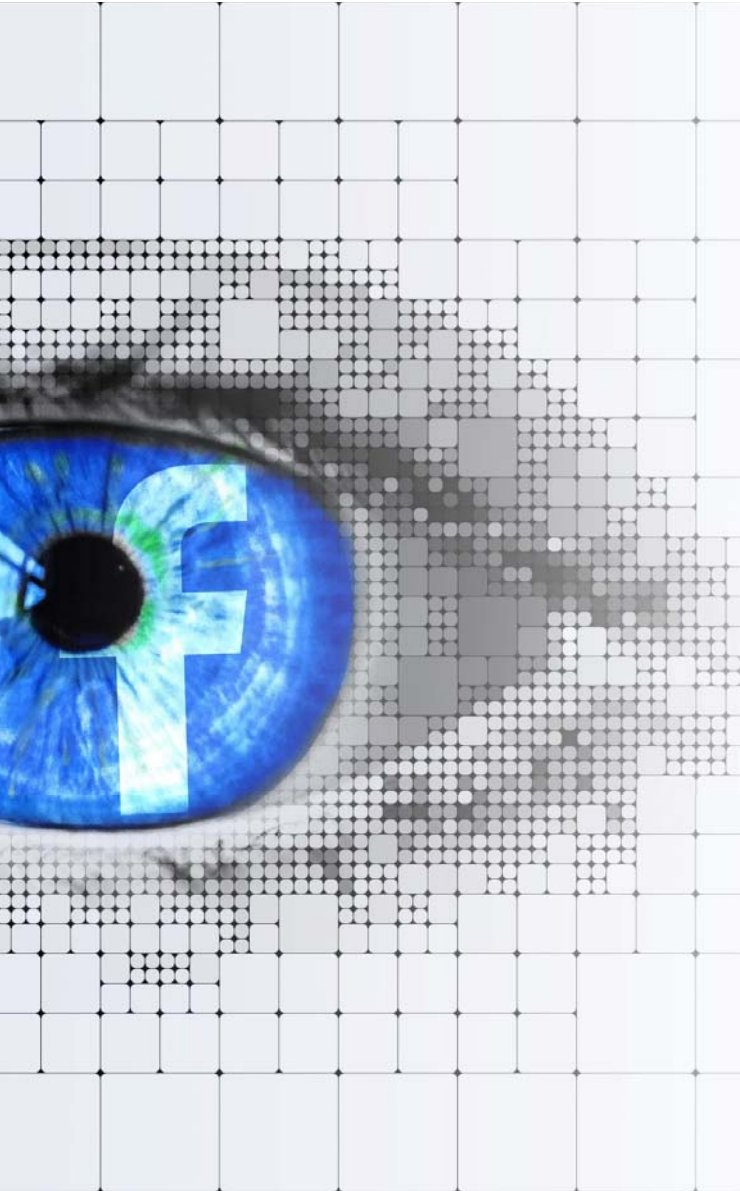


Navigating the Social Media Waters



@TRMGFOA

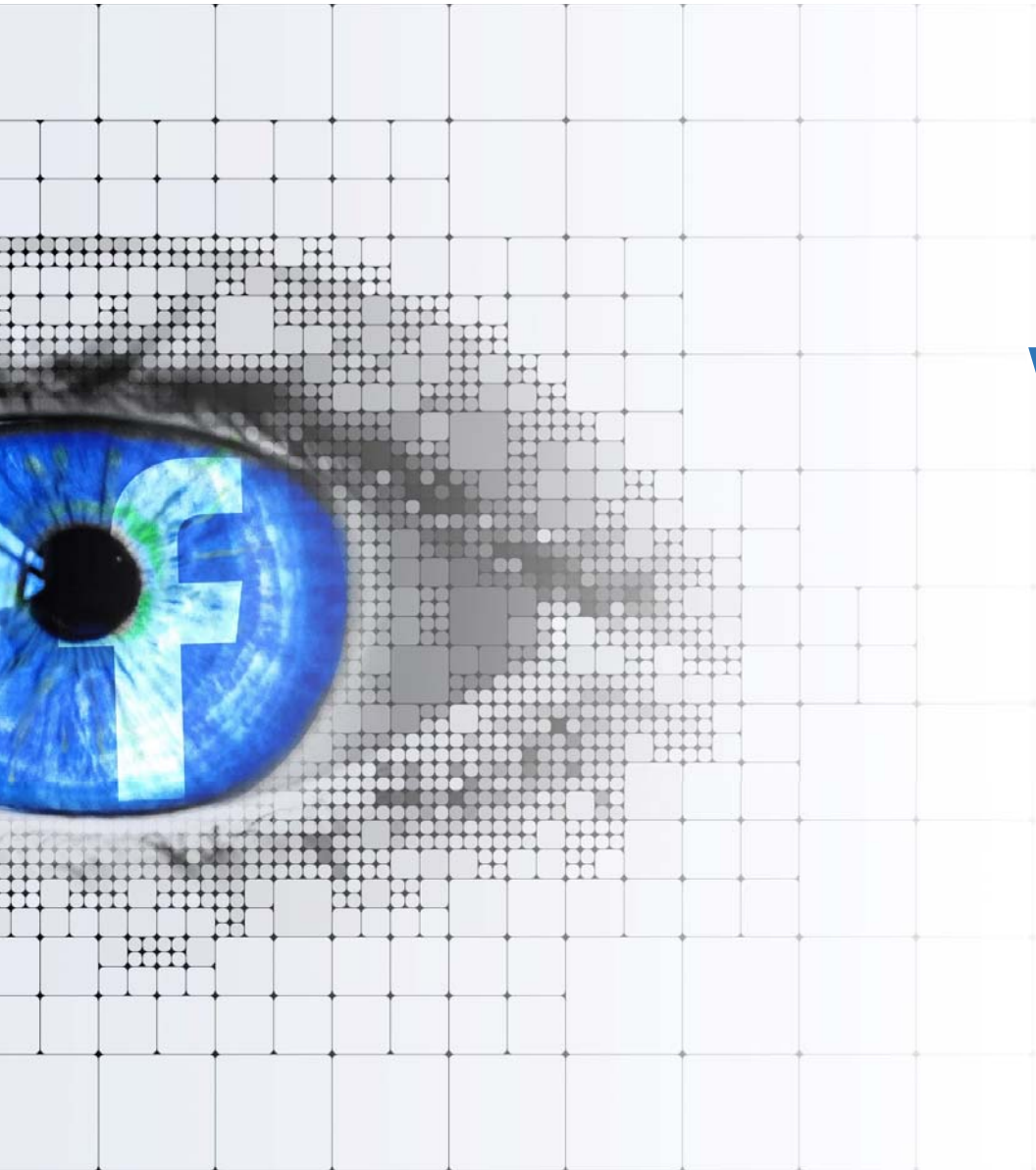


Agenda

- Why Social Media?
- Benefits
- Which Platform Makes Sense?
- Platform Tools Available
- Examples
- Advertising
- Commenting Policy
- Archiving
- Overall Guidelines
- Questions



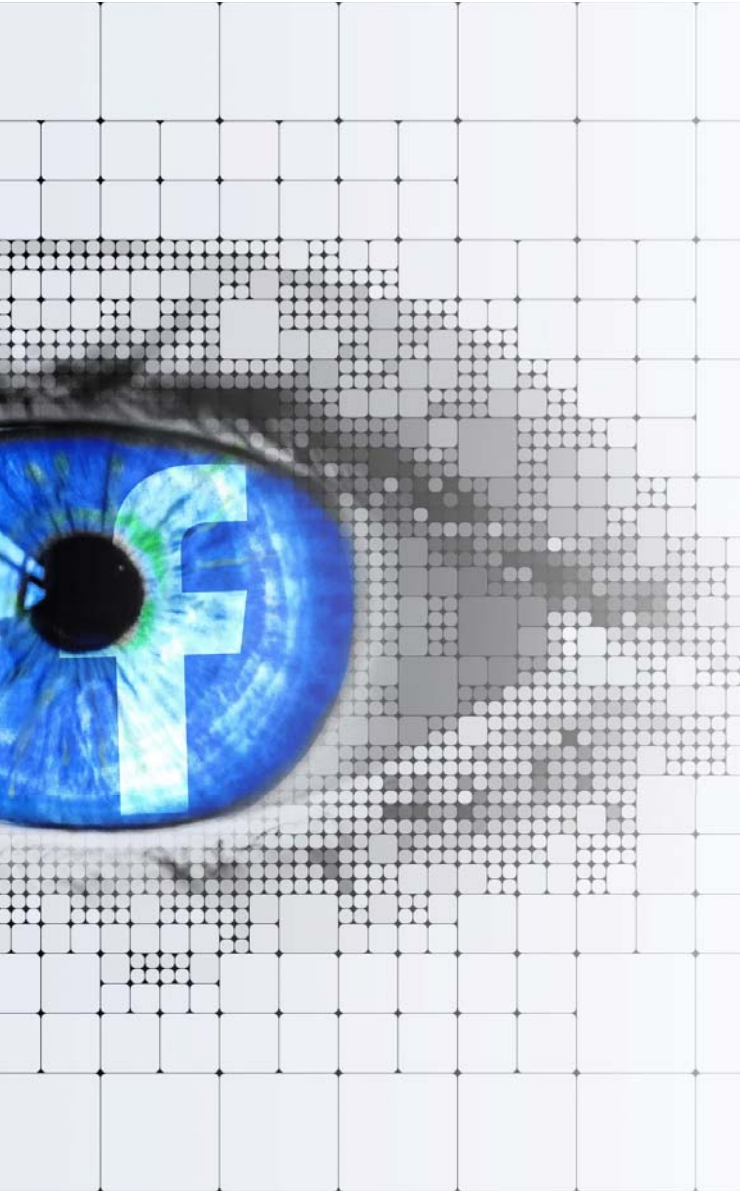
Why Social Media?



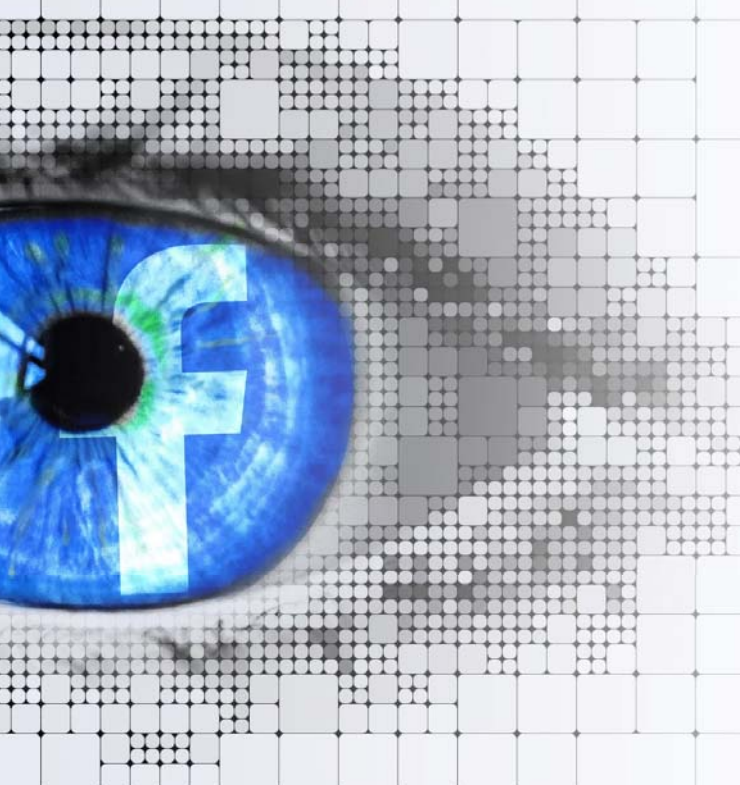
Why
Not?

Benefits

- Reduce Calls and Office Visits
- Build Relationships with Customers
- Potentially Reach More People
- Showcase Your Office and Staff



Which Platform is best?



Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

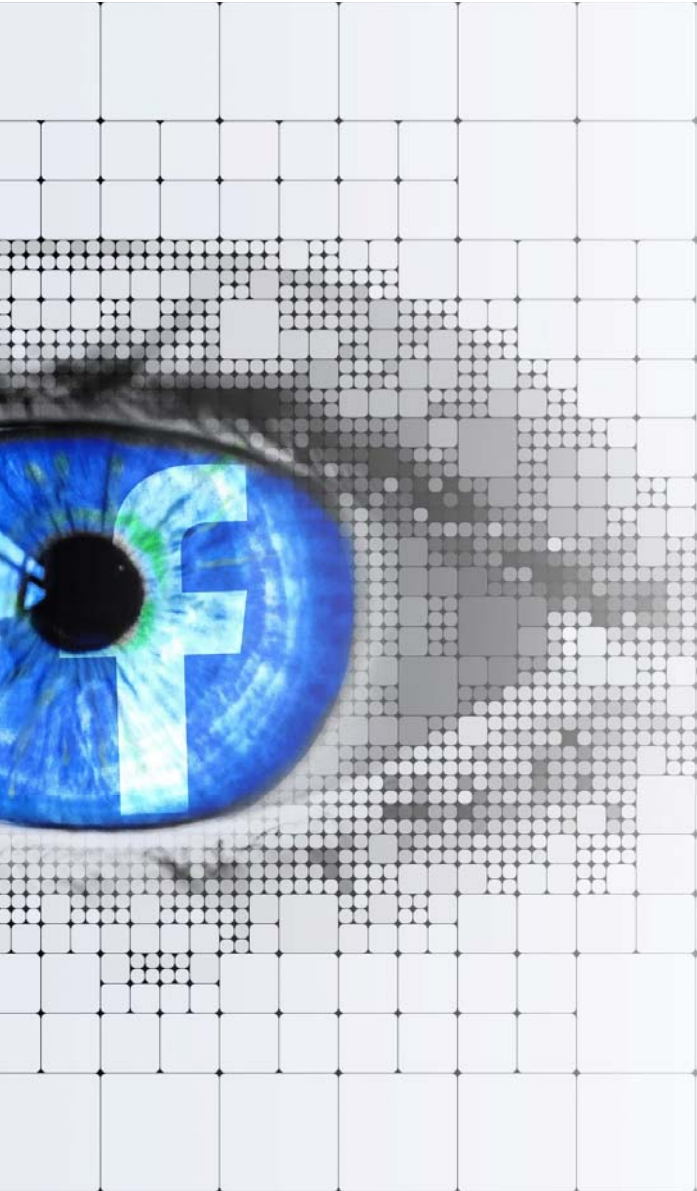
	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

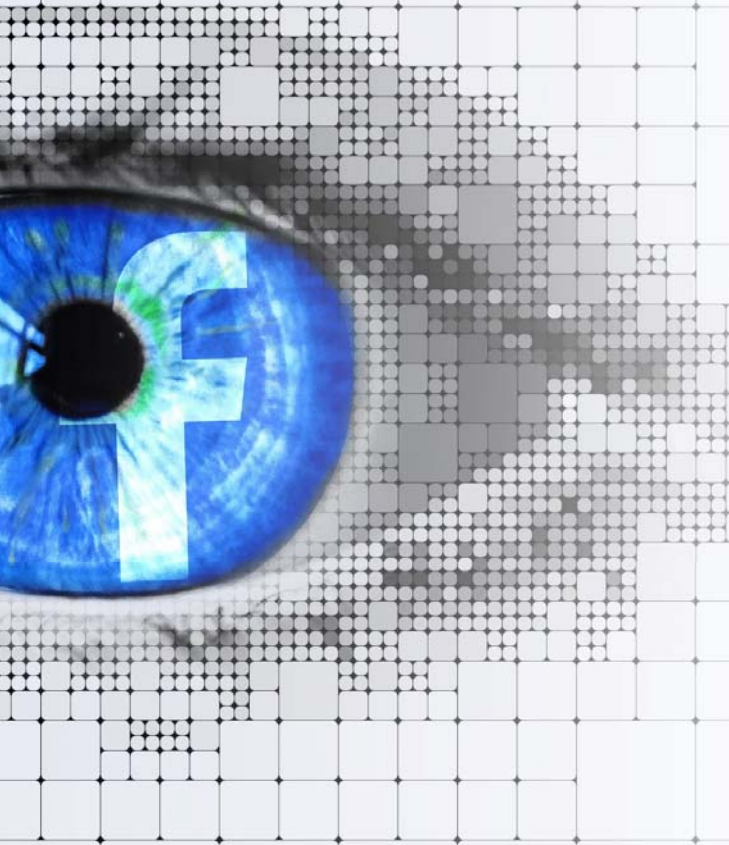
PEW RESEARCH CENTER



Platform Tools Available on Facebook

- Live Videos
- Photos
- Event Creation
- Immediate Engagement
- Private Messaging
- Insight
- Advertising
- Ease of Use
- And more...

Example: Event Creation



Roanoke City Treasurer ✓
@roanokecitytreasurer

Home
About
Photos
Events
Reviews
Videos
Posts
Community

Liked Following Share ... Sign Up Send Message

Upcoming Events Share Events



JUN 8	DMV Connect - Roanoke Municipal Building Fri 10 AM	Roanoke City Treasurer Roanoke	Interested
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Past Events

FEB 15	Solid Waste Fee Deadline Thu 8 AM	Roanoke City Treasurer Roanoke	
DEC 14	Investiture Ceremony - Roanoke City Treasu... Thu 11:30 AM - by Roanoke City Treasurer	Roanoke City Courthouse Roanoke	
SEP 22	Real Estate Taxes Due - October 5, 2017 Sep 22, 2017 - Oct 5, 2017	Roanoke City Treasurer Roanoke	
SEP 22	Real Estate Taxes Due Oct. 5 Sep 22, 2016 - Oct 5, 2016	Roanoke City Treasurer Roanoke	

Example: Video




 **Roanoke City Treasurer**
May 10 at 11:23am · 

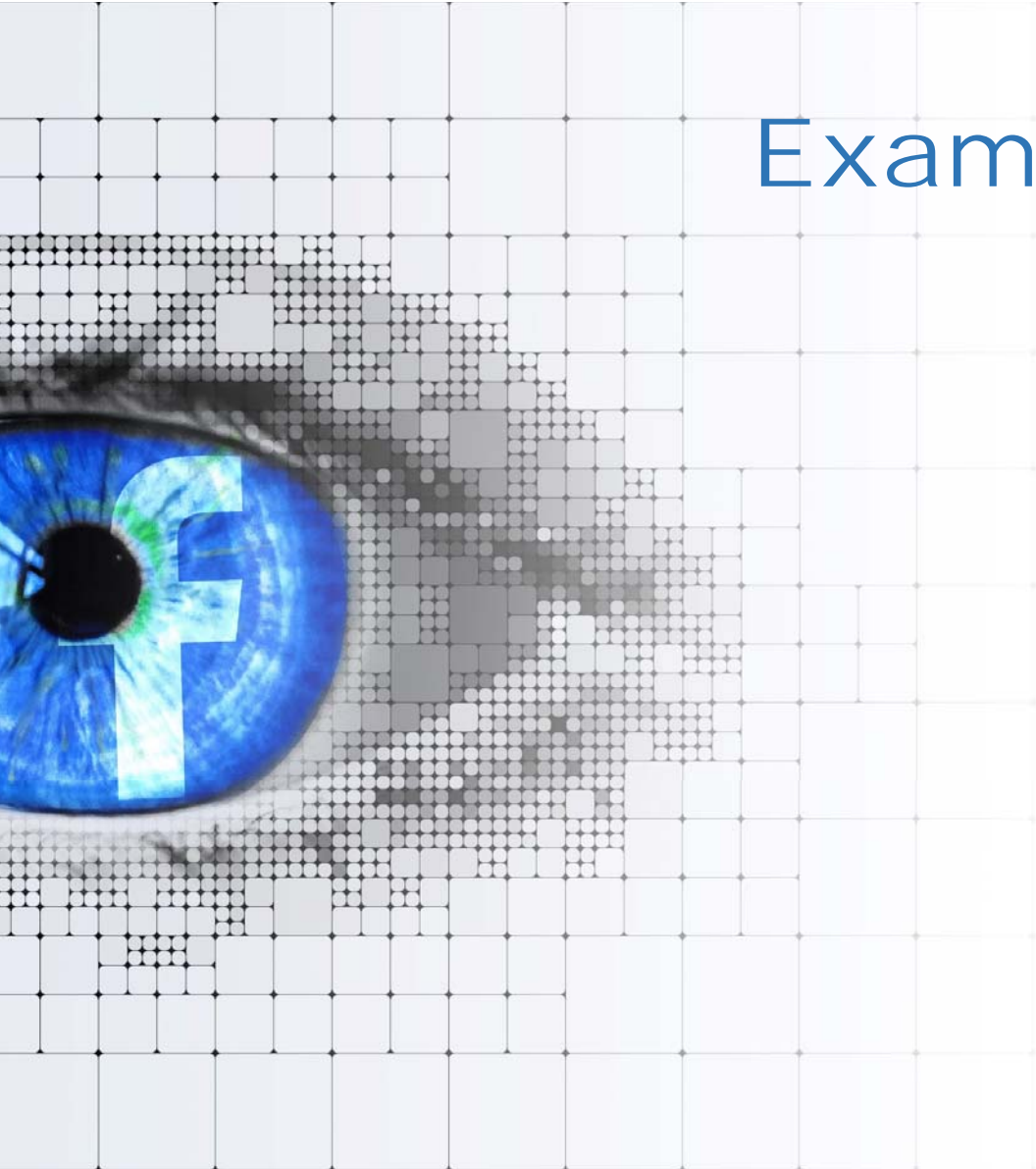
Pay Early!


We anticipate Long Lines and
above average Wait Times!

Roanoke City Personal Property Taxes - Due May 31, 2018

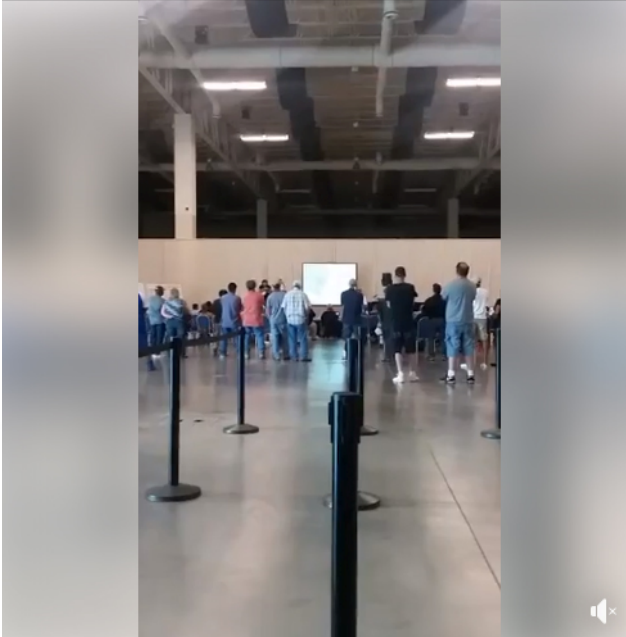


Example: Live Video



 **Roanoke City Treasurer** was live.
May 22 at 12:30pm · 🌐

Judicial Tax Sale



A live video feed showing a large indoor space, likely a warehouse or exhibition hall. The room has a high ceiling with exposed pipes and lights. In the foreground, there are several black stanchions connected by a dark rope, forming a queue line. A group of people is standing in the background, some looking towards a screen or display. The video is framed by a grey border, and a small speaker icon is visible in the bottom right corner.

Example: Customer Service



Tazewell County Virginia Treasurer's Office January 30 · 🌐

Second notices for the 2017 Real Estate and Personal Property Tax Tickets were mailed out Wednesday, January 24th. If you have not yet paid your 2017 real estate or personal property taxes and did not receive a second notice tax ticket, please call the Treasurer's Office at (276) 385-1300. Tazewell County taxes can be paid by mail, in-person, online at www.tazewellcountyva.org, or by phone by calling (276) 385-1300 or 1-866-288-9030.

👍 Like 💬 Comment ➦ Share 🍪

👍❤️ 25 Most Relevant ▾

6 Shares

Write a comment...

Betty Horne Can you still make payment arrangements? If you have the monthly plan, will you still be blocked from receiving your tags and titles if not paid in full?

Like · Reply · 17w

David T. Larimer Ms. Horne: Yes, you can still make payment arrangements whether you are caught up on your taxes and pre-paying on the 2018 taxes or if you are delinquent and paying on the back years. All you need to do to set up the payment arrangement is to call my o... See More

Like · Reply · 17w

Betty Horne David T. Larimer thank you not behind just owe the latest that were billed.

Like · Reply · 16w

David T. Larimer Okay, thank you Betty Horne. Please contact me if you need any further information.

Like · Reply · 16w 🗨️ 1

Example: Engagement/Reach



Tazewell County Virginia Treasurer's Office

November 27, 2017 · 🌐



Don't like paying your county taxes in December?

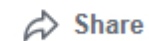
Call our office at 385-1300 and sign-up to pay your county taxes monthly next year, so you will not have the worry and stress of paying taxes in December. We realize that December is a difficult month for everyone with Christmas and other end of the year expenses and that is why we offer monthly payment plans for all county taxes. I strongly encourage everyone to consider paying your county taxes monthly and not have the worry in December. You can do this for vehicles, land, homes, etc. Please call our office at 385-1300 to sign-up for a monthly payment plan or if you have any questions about county taxes.



Like



Comment



Share

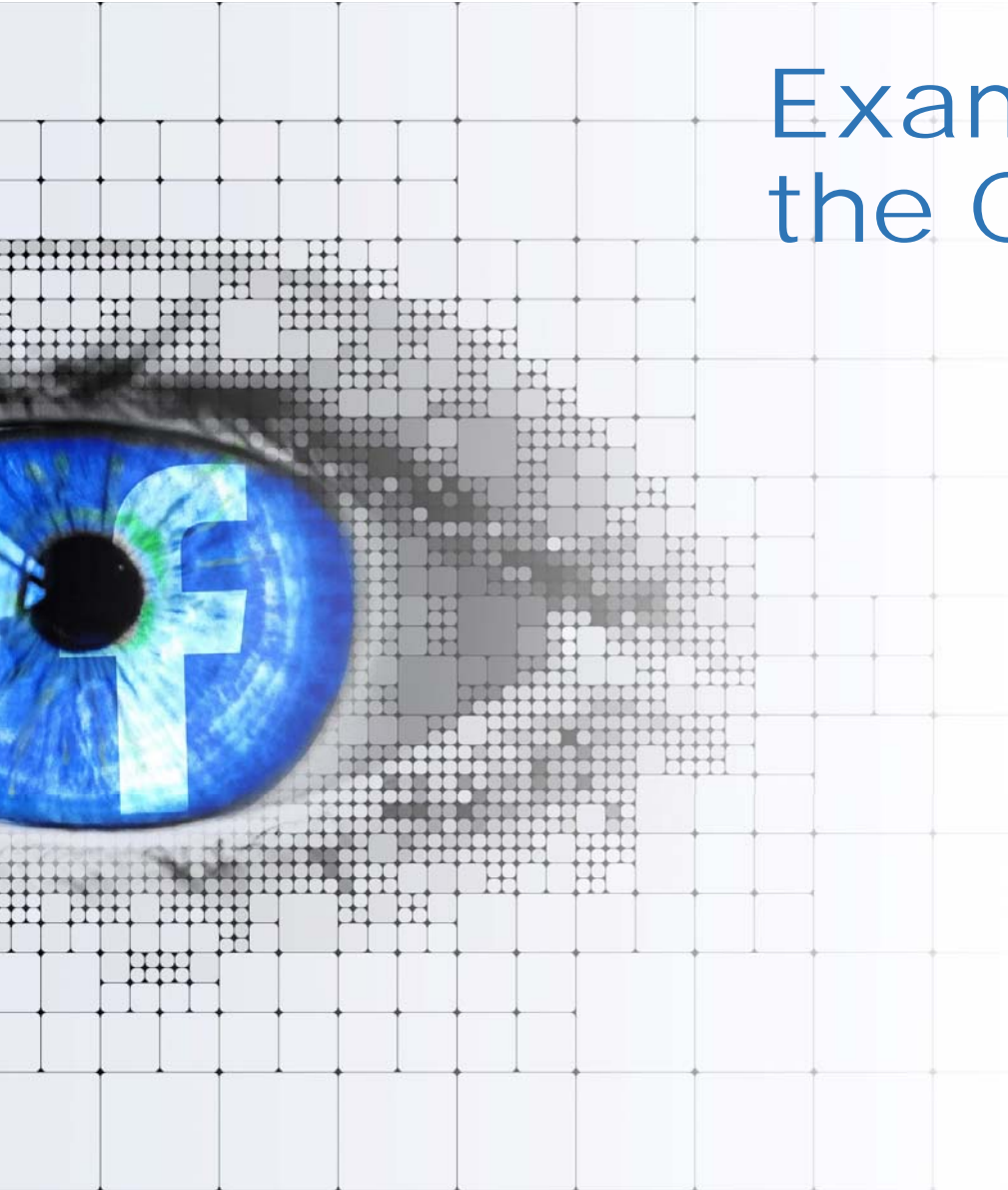


  129

Most Relevant ▾

161 Shares

Example: People Behind the Counter



Tazewell County Virginia Treasurer's Office

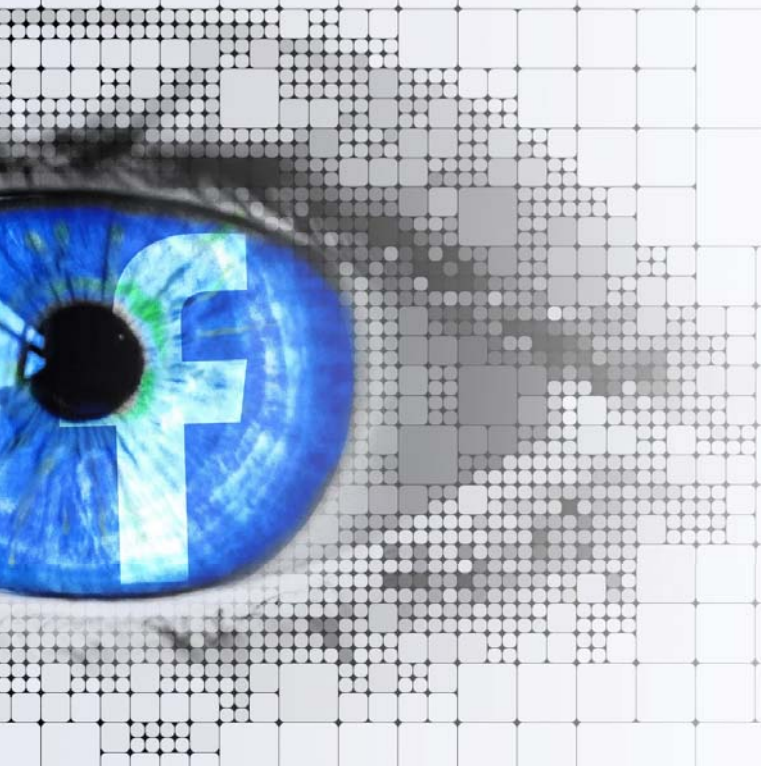


September 14, 2017 · Tazewell · 🌐

Tazewell County Treasurer's Office, raising awareness for Childhood Cancer.
#gogold #fightlikeakid

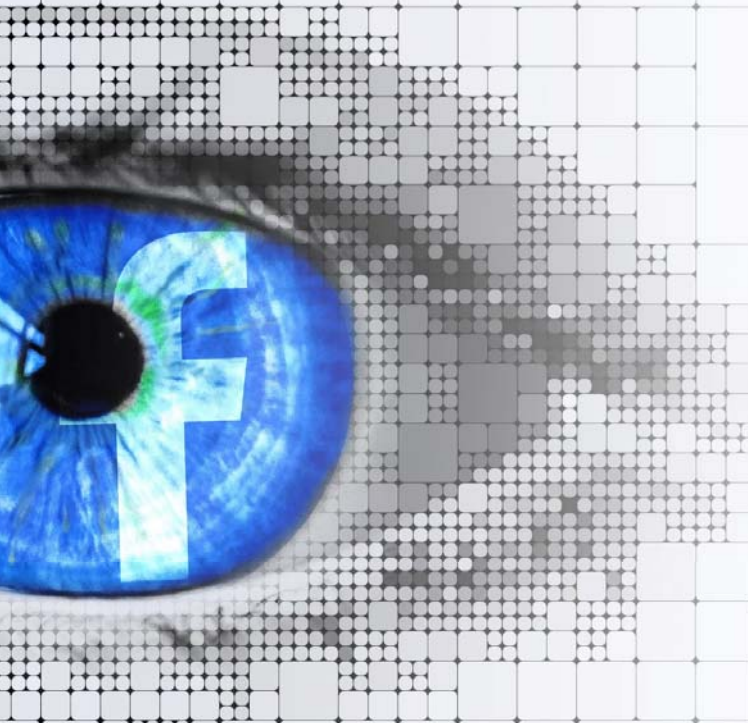


Example: Private Messaging



Typically replies within an hour
Send Message

Advertising



What's your marketing objective? [Help: Choosing an Objective](#)

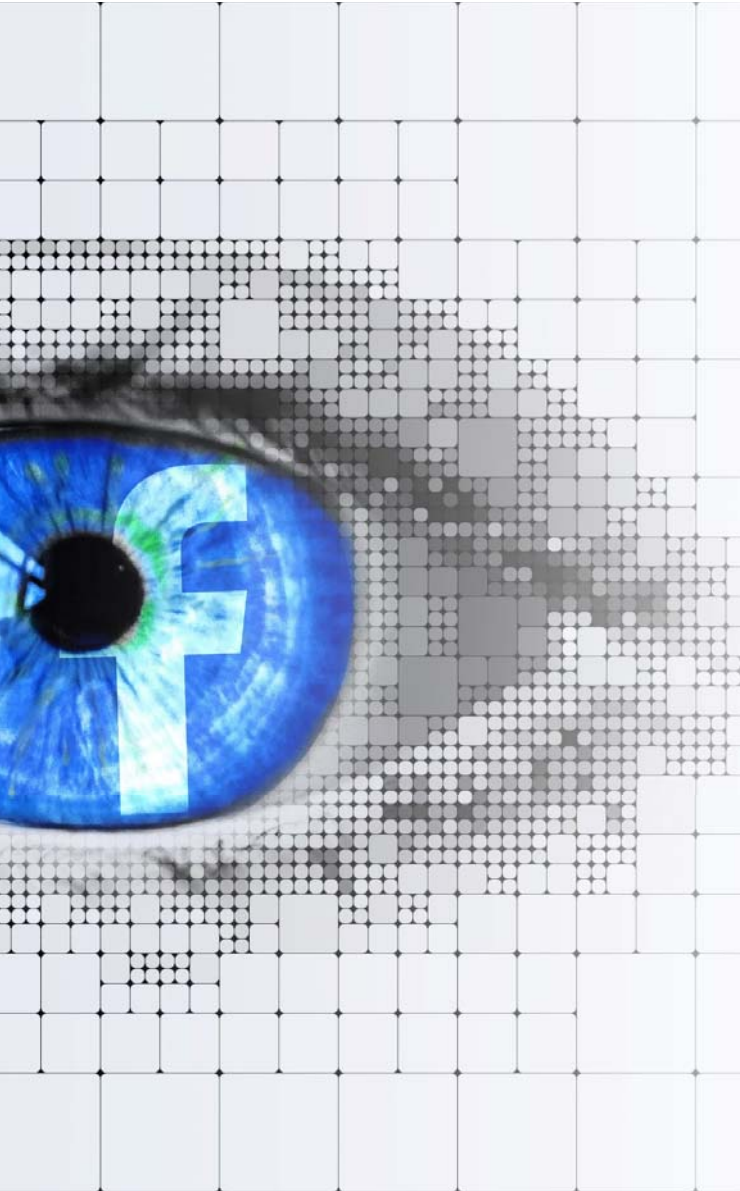
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



Commenting Policy

User-generated posts or comments could be rejected, removed, or hidden by city staff when the content includes, and is not limited to, the following:

- contains nudity, obscenity, or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive language that targets or discriminates on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or intellectual disability or sexual orientation or such other protected classes
- is threatening, harassing, or is a personal attack
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- promotes or endorses political campaigns or candidates
- contains false information
- infringes on copyrights or trademarks



Social Media Archiving

Open records laws maintain that you need to be able to produce social media records—both from our own content, and from content our constituents create—in response to records requests.

A stylized eye with a blue iris and a white 'f' logo, set against a grid background. The eye is composed of a grid of small squares, with the 'f' logo in the center. The background is a light blue grid.

Social Media Archiving

Virginia Public Records Act

“Public record” or “record” means recorded information that documents a transaction or activity by or with any public officer, agency or employee of an agency. Regardless of physical form or characteristic, the recorded information is a public record if it is produced, collected, received or retained in pursuance of law or in connection with the transaction of public business.

A stylized eye with a blue iris and a white 'f' logo, set against a grid background. The eye is looking towards the right, and the 'f' logo is positioned in the center of the iris. The background is a light blue grid with a darker blue grid pattern on the left side.

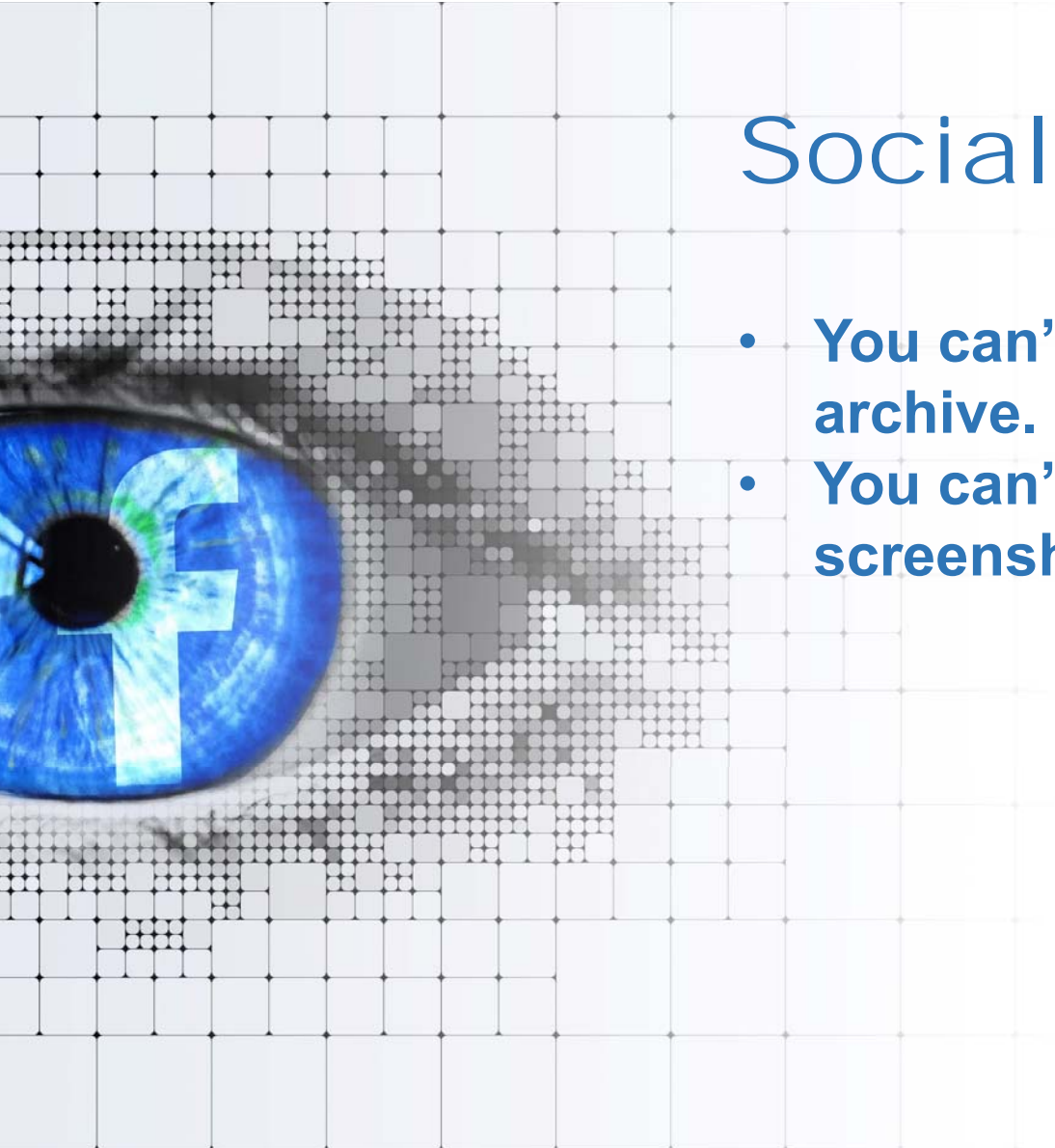
Social Media Archiving

Guidance from the Library of Virginia

If posts are made or received in connection with the transaction of the agency's public business (such as providing advice on or receiving comments about the agency, its programs, core business, etc.), then they are public records and need to be retained for their full retention period.

Social Media Archiving

- **You can't rely on social networks to archive.**
- **You can't rely on manual archiving or screenshots.**

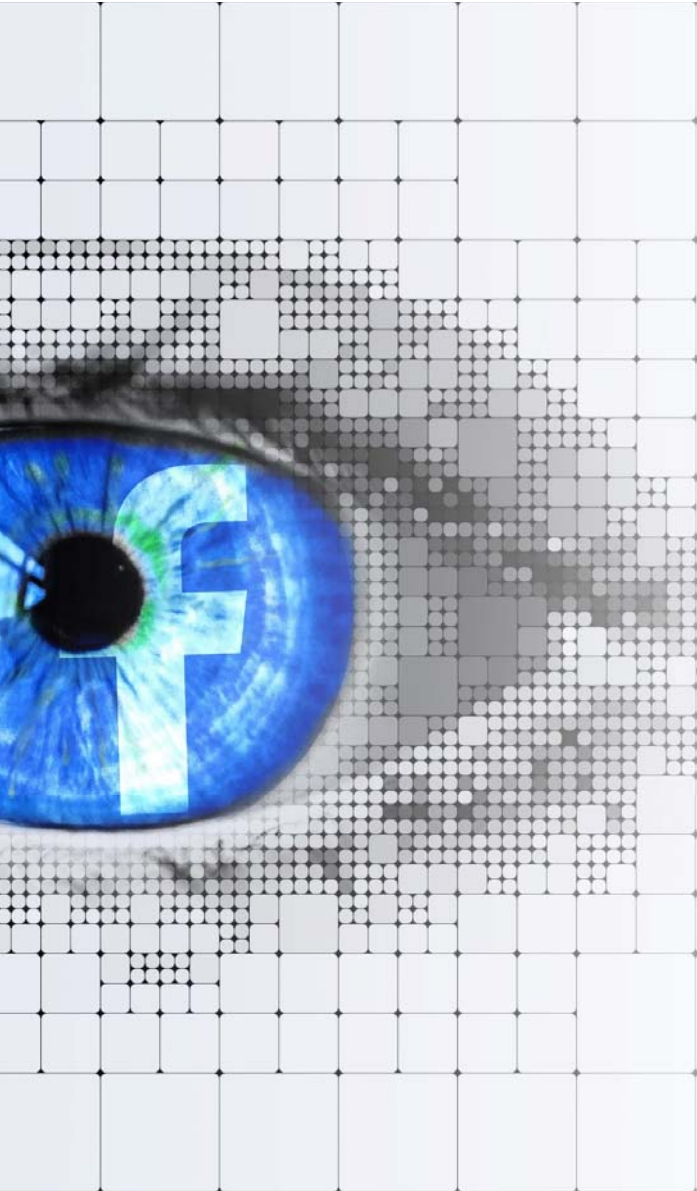




Social Media Archiving

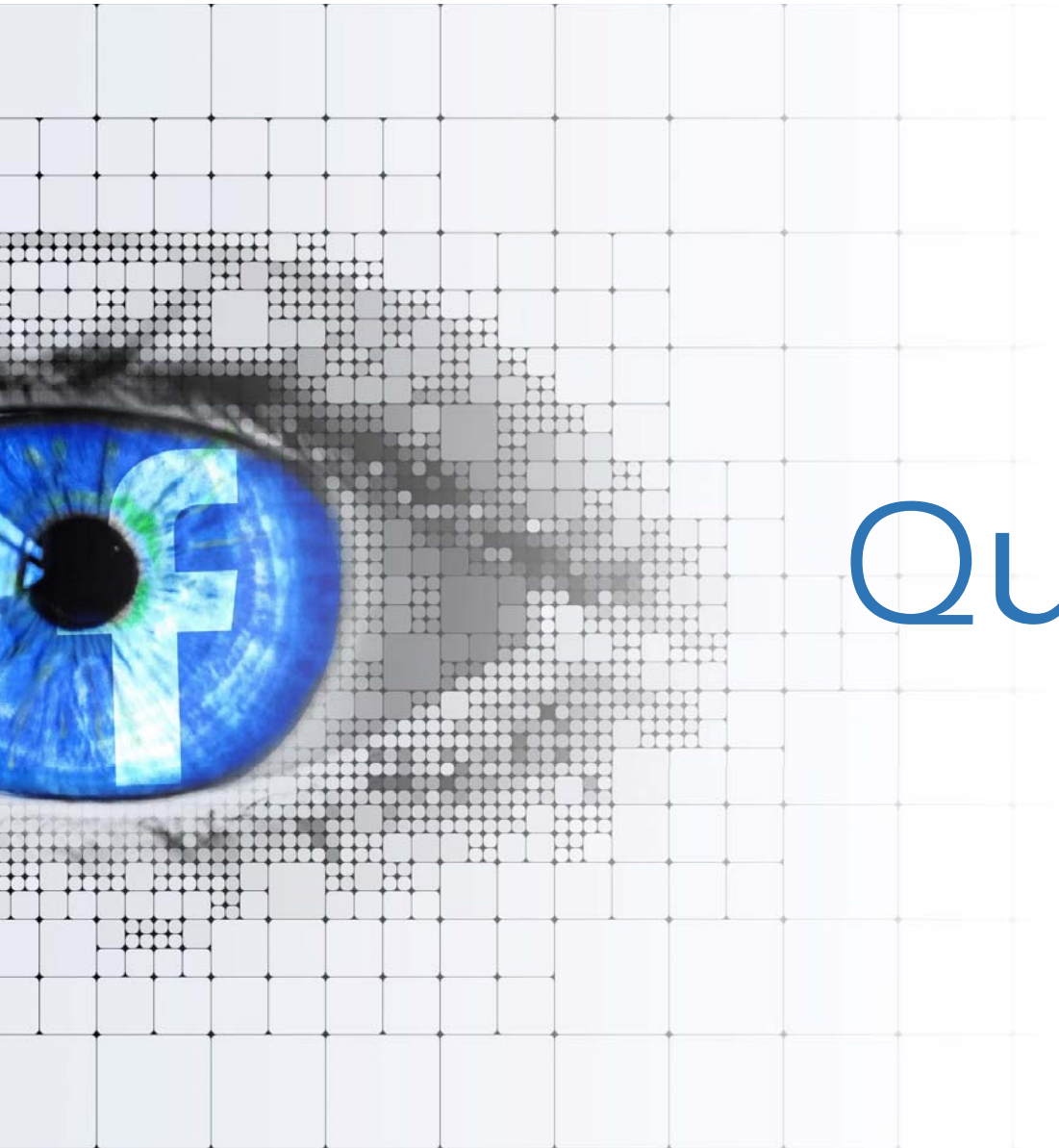
Companies that Archive

- **Archive Social**
- Smarsh
- Page Freezer



Overall Guidelines

- Administrators
- Branding
- Updating of Pages
- Customer Service
- Photography
- Live Video
- Security



Questions