

Raising Your Mayor's Social Media Profile

How to use social media for personal branding and better community engagement

Tuesday, 4th March 2014

National Association of Civic Officers



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Today, we'll cover:

- Why your Mayor needs **social media**
- How to activate your Mayor's **social network**
- How to use **Facebook & Twitter** effectively
- **Social media tips for your Mayor**
- How to build your Mayor's '**Dot Com**'
- How your Mayor can **engage an audience**



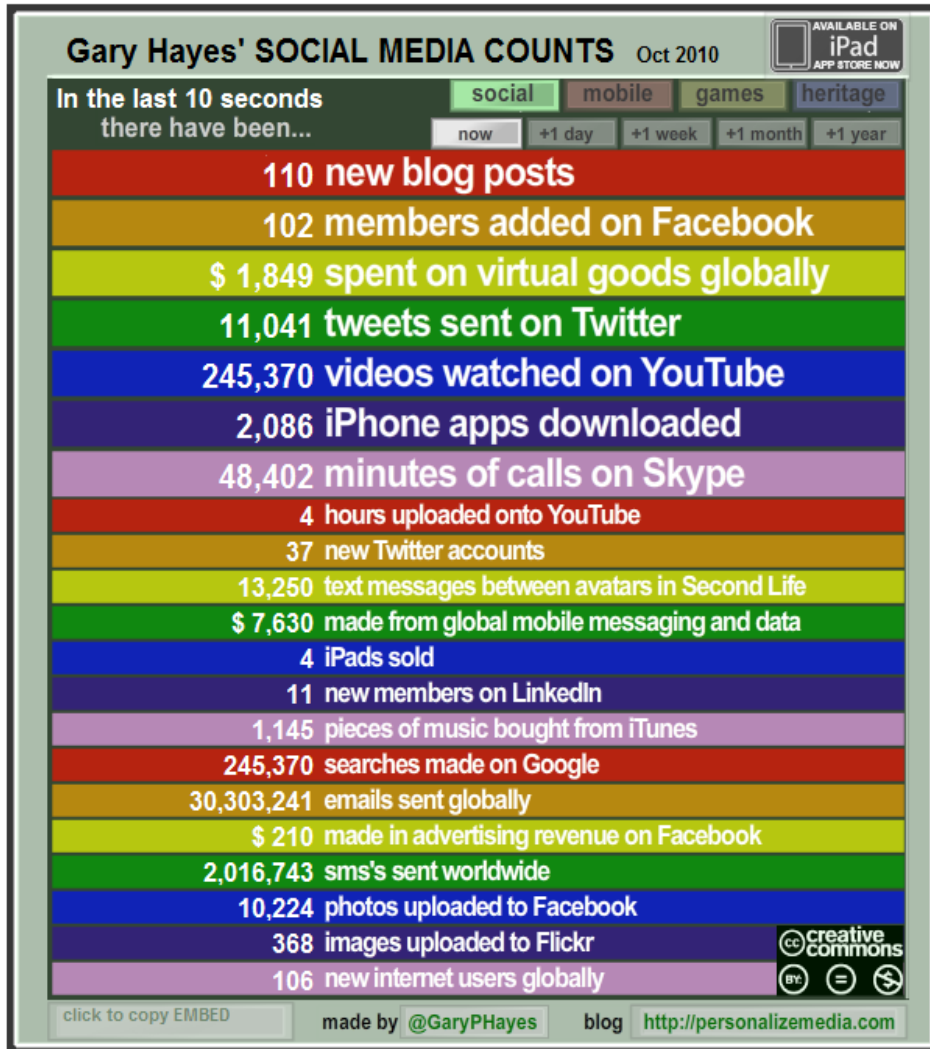
Social media concerns

- It's **'too complicated'**
- It can attract **unwanted attention**
- It's a **huge responsibility**
- It's mainly for **young** (or geeky) people
- You need to attract **loads of followers**
- **Constituents** aren't sufficiently engaged



Social Media in action

Where's your Mayor on the web?



Why use social media?

- Personal **branding**
- Building a **reputation**
- **Differentiation**
- Building **networks**
- Shifting **perceptions**
- Community **engagement**



Your Mayor's 'Social SWOT'

- Is your Mayor currently online?
- What are his/her **STRENGTHS**?
- What **WEAKNESSES** need to be addressed?
- Are there identifiable **OPPORTUNITIES**?
- What **THREATS** need to be handled?

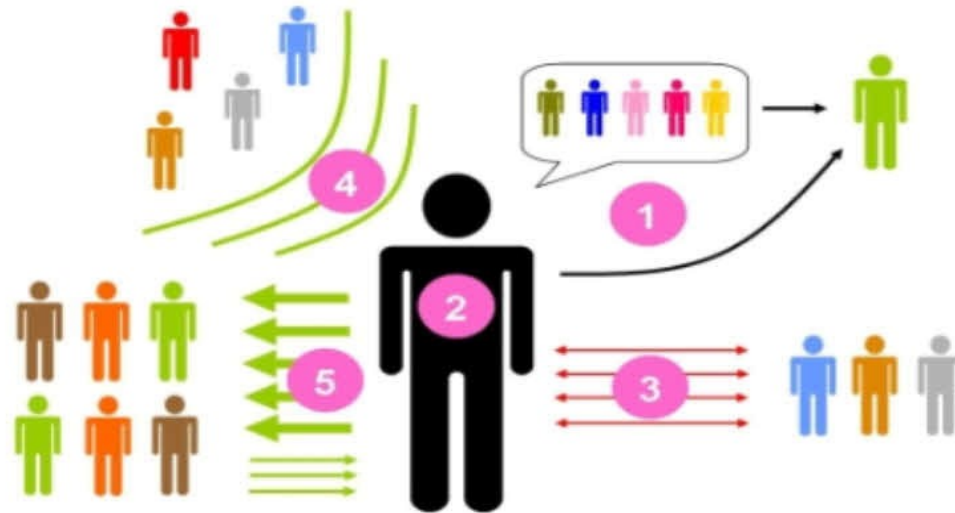


'Broadcasting' with social media

- Communicating news and **announcements**
- Publicizing community engagement initiatives
- Advertising public **meetings & events**
- Encouraging **feedback & public comments**
- **Showcasing photos & video** of launches



5 ways to build an audience



Source: Cultivate an Active Network (Chris Brogan)

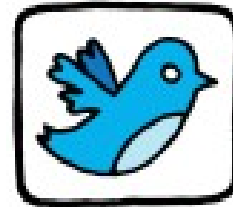
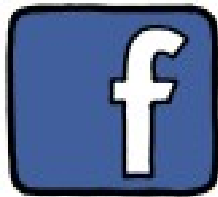
- 1 BE HELPFUL** - offer your network advice or suggest people that can help
- 2 BE PRESENT** - participate and contribute
- 3 BE SOCIAL** - engage with as many people as possible...not to be confused with just pushing out messages to a list.
- 4 SHARE THE LOVE** - make it about them...talk about your network
- 5 PAY IT FORWARD** - build equity by contributing to your network before asking for anything in return...and never take out more than you put in.

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Facebook vs Twitter

- 'More social' (family, friends, contacts)
- Ongoing social relationship builder
- Interactions can last for days
- Content is timeless
- Relatively weak on news stories
- Great for campaigns/causes
- 'Less social: topics, issues, conversations
- 'Casual', self-interested relationships
- Interactions have a short shelf life
- Content constantly changes
- Excellent for 'rolling news'
- Great for campaign updates



Social Media Activity Tips

- Mayor should use **their own name**
- **Separate the personal** from the 'official'
- **Be selective** in responding to comments
- Mix posts/tweets with images & videos
- Connect with **the 'right' people**
- Be honest, but **observe the law**
- Mayor should '**control**' their media



“YourMayorOnline.com”

weebly

Other Versions: Designer Platform Education

English

Log In

The easiest way to create a website

Free. Powerful. Professional.

Watch how to create a free website

Full Name

Email

Password

Sign Up

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

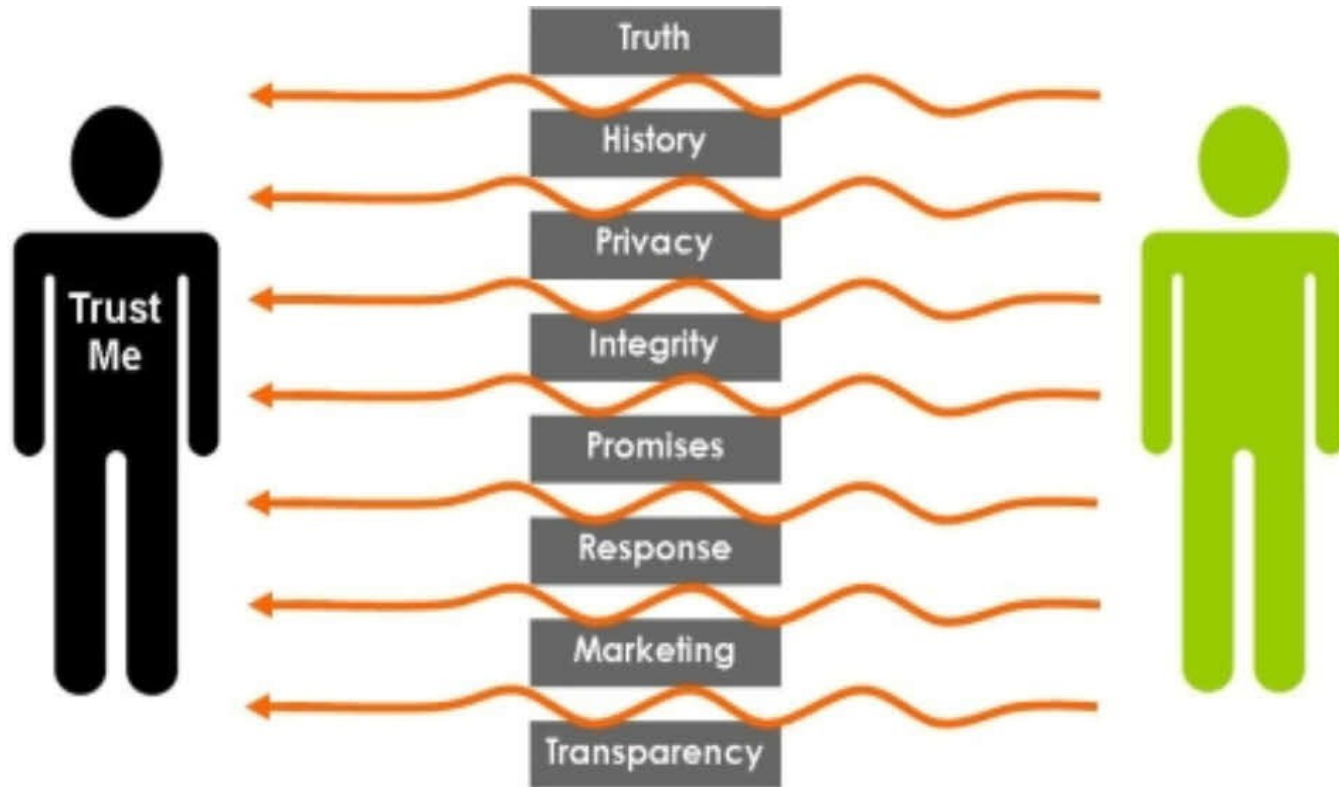


How to build your Mayor's audience

- **Prepare:** Mayor's profile, story, messages
- **Post:** Regular, relevant Mayoral updates
- **Promote:** Mayor's causes, vision, values
- **Protect:** Mayor's name, identity & 'brand'
- **Provide:** A voice to others
- **Praise:** Community, partners (& 'foes')



Social Media 'Trust factors'



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What's been happening online?



RESOURCES

<http://www.digitalengagement.info/>

<http://tweetyhall.co.uk/>

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

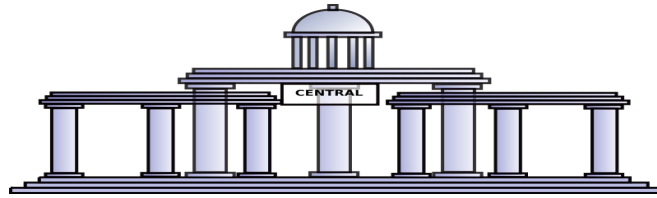
<http://www.comms2point0.co.uk/download-some-good>

<http://www.electionista.com>

<http://socialmedia.21st.cc/>

<http://www.idea.gov.uk/idk/aio/28632240Connectedcou>





Q & A

