



Board of Commissioners | Social Media Strategy

Date: 6/1/2018

- 1.) Name of Department
Oakland County Board of Commissioners (BOC)
- 2.) Number of resources (list names)
5: Kate Layton, Haley Dunning, Chris Ward, JoAnn Stringfellow, Angelina Torres
- 3.) Number of hours (per week) dedicated to social media
5 hours per week
- 4.) Timeline
 - a. Duration of strategy:
June 2018-December 2020
 - b. Kick Off Meeting- Department Brand Accounts will be handed over from IT to implement strategy:
June, 21, 2018
- 5.) Goals, Target Market and Metrics

| Goal | Target Market | Metrics |
|--|---|---|
| Brand Awareness for BOC Social Media | Oakland County Residents, Business Owners, and Visitors | Create Facebook Page and Gain Followers Reach and Impressions on page and Social Media Content |
| Educate and Engage about BOC Commissioners and Districts | | Engagement with Social Media Content Social Media Link Clicks through Content to Website Website and Rich Content Views |
| Promote District Newsletter | | Landing Page News Newsletter Subscriptions Email Open Rate |

6. Platform Strategy

Social media platforms that will be implemented & utilized:

- New accounts will be created on the following platforms: Oakland County Board of Commissioners Facebook Page:
<https://www.facebook.com/oakgov.boc/>
- BOC content may also be shared on the OakGov Parent Brand Platforms: Blog, YouTube, Pinterest, Facebook, Twitter, LinkedIn, and Instagram.

| 7. Connection Strategy | | | | | |
|---|--|--|---|---|--|
| Who to Connect With | Social Media Platforms | How to Connect With on Facebook | How to Connect With on Twitter | How to Connect With on LinkedIn | Other Recommendations |
| <ul style="list-style-type: none"> • Oakland County Residents, Business Owners, and Visitors • Oakland County Departments & Divisions • Cities, Townships, and Villages • Community groups & businesses • Schools & Universities • Non-profits & organizations • Local Media • State Government • National Resources | Facebook Twitter LinkedIn Profiles | Like their Business Pages Engage with their content Use Hashtags to join their conversations Tag them in your posts | Follow their Accounts Add them to Lists Engage with their content Use Hashtags to join their conversations | Follow Companies & engage with content Join Relevant Groups & engage with members Send personalized Connection requests | Add <u>BOC</u> Social Media information to print materials Verbally promote social media usage to target markets whenever possible Update Website with current Social Media Accounts |

| 8. Content & Engagement Strategy | | | | |
|----------------------------------|--|--|-------------------------------|---|
| Platform | Content Type | How to Share | Content Frequency | Engagement |
| Facebook | Types: <ul style="list-style-type: none"> • All <u>BOC</u> news and information, events, meetings, services • District Newsletters • Website Content • Press Releases and Media Advisories • Find Your Commissioner Map • District Specific Content related to Government Services • District Specific Content highlighting businesses, communities, and residents, etc. | Optimize original content for Facebook: <ul style="list-style-type: none"> • Page Tagging • Hashtag #OaklandCounty • Add Location • Include images and/or multimedia • Cross Post Videos • Shortened URLs when necessary • Facebook Scheduler • Video Publishing Tools | •1-3 times per week (minimum) | <ul style="list-style-type: none"> • Respond to all private messages • Like and/or respond to comments • Like, comment, and share other Page's content when relevant |
| Twitter | <ul style="list-style-type: none"> • Promotional Content for Campaigns and Events • TBT content for past and historical content | <ul style="list-style-type: none"> • Send Content to eGov to be optimized and Scheduled for Twitter • Include multimedia content whenever possible | •As Requested and Approved | •As Requested and Approved |
| LinkedIn Profiles & Company Page | <ul style="list-style-type: none"> • Live Social Media from Events • Relevant Oakland County Blog and Prosper articles • Relevant local, regional, state, and National business news, economics, trends, etc. Hashtags: <ul style="list-style-type: none"> • #OaklandCounty, #Oakland200 • Keywords & Campaigns | <ul style="list-style-type: none"> • LinkedIn Company Page: Send Content to eGov to be optimized and Scheduled for LinkedIn Company Page • Include multimedia content whenever possible • LinkedIn Profiles: Post status updates, tag each other and company page when possible | •As Requested and Approved | Share and engage with OakGov account, each other, and target audiences |

Content sources:

- Board of Commissioners Website <https://www.oakgov.com/boc>
- BOC Press Releases, Media Advisories, Events, News <https://www.oakgov.com/boc/News/Pages/default.aspx>
- Board of Commissioners Meeting and Event Videos <https://www.oakgov.com/boc/about/Pages/watch.aspx>
- Districts Newsletters
- Marketing materials (pamphlets, brochures, hand-outs, etc.)
- Oakland County Website www.OakGov.com
- Oakland County Blog <https://oaklandcountyblog.com/>
- Oakland County Prosper www.OaklandCountyProsper.com
- Videos <https://www.youtube.com/user/oakgov>

Responding to Inquiries (positive and negative):

- Within 24 hours respond publicly to post (example: as Page on Facebook).
- Try to solve the problem, by posting the solution, but if too complicated or volatile, ask to take it offline-Example: “Please private message the Page so I can get you contact info to help you further.”
- Once resolved post the success story as the last reply to comment “So glad we were able to help you today.”

Comment Moderation and Removal:

- Content, whether the County or Public create it, must not be deleted unless it violates the “Post Disclaimer and Removal” per the social media policy.
- If a post or comment is deemed to violate the policy, the BOC may hide or delete it. If deleted, a screen capture must be taken BEFORE the content is removed, the screen capture, reason for removal, date of removal, and any other relevant information must be sent to IT eGovernment to be retained.
 - Post Disclaimer and Removal:
“The County reserves the right to remove inappropriate comments including those that are discriminatory, obscene or sexual in nature, threaten or defame an individual or entity, support or oppose political candidates or proposals, violate the intellectual property rights of another party, promote illegal activity or commercial products or services or are not related to the topic in the original posting. Keep in mind that all of your posted comments are public records and subject to disclosure. Requests for public records may be submitted to corpcounsel@oakgov.com.”