



OAKLAND COUNTY SOCIAL MEDIA TRAINING

3/30/2017

Board of Commissioners

Oakland County Social Media Training

Kaitlin Keeler, Digital Editorial Manager
Kristen Mahoney, Social Media Specialist



Agenda

- Oakland County Strategy, Policy and Official County Channels
 - BOC Case Studies: Lock IT Up Oakland & Human Trafficking Event
- Social Media 101 – Facebook, Twitter, LinkedIn, Instagram, etc.
 - Compare/Contrast Platforms: What it is, Who is on it, How it works
 - Social Media Tips
- Q&A and Next Steps
 - Questionnaire & Official BOC Accounts - TBD
 - How to leverage current channels and request social media promotion now
 - Campaigns
 - Send Press Releases and photos to us to post on county accounts
 - Invite us to cover events – Youth In Government Day
 - Advanced Social Media Training
 - For Official BOC Accounts
 - Platform Specific Support

Social Media in a Nutshell Donut

| | | |
|---|------------|--|
|  | TWITTER | I AM EATING A #DONUT |
|  | FACEBOOK | I LIKE DONUTS |
|  | FOURSQUARE | THIS IS WHERE I EAT DONUTS |
|  | INSTAGRAM | HERE'S A VINTAGE PHOTO OF MY DONUT |
|  | YOUTUBE | WATCH ME EATING A DONUT |
|  | LINKEDIN | MY SKILLS INCLUDE DONUT EATING |
|  | PINTEREST | HERE'S A DONUT RECIPE |
|  | LAST.FM | NOW LISTENING TO "DONUTS" |
|  | GOOGLE+ | I AM A GOOGLE EMPLOYEE WHO EATS DONUTS |



PLEASE RESHARE! JEFFHESTER.NET



Oakland County

Social Media Policy & Strategy

Oakland County Social Media



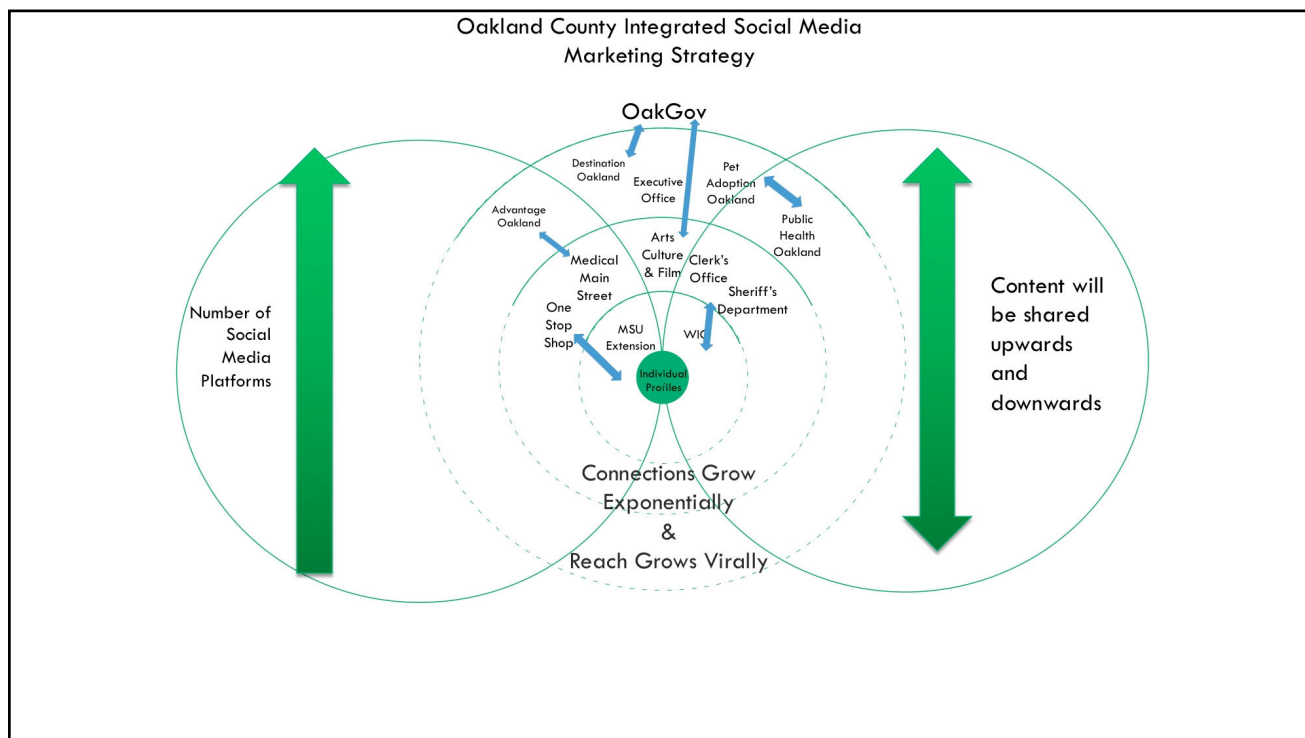
- Oakland County's official Social Media Policy was approved through the Board of Commissioners in November 2013
- You must have approval from your Department Head or his/her designee to use social media on behalf of the County. Once your Department Head or his/her designee has approved, you must contact the County's Information Technology Department to establish a social media account through the I.T. Service Center. I.T. must approve the social media site. Only social media sites approved by I.T. may be used on behalf of the County. The I.T. Department will retain password and log-in information for all County-sponsored social media. You must follow the I.T. standards for managing County-sponsored social media sites. To ensure the County has a consistent image on its social media sites, refer to I.T. standards for the look and feel of County-sponsored social media sites.

Oakland County Social Media

- Strategy was created by Information Technology in April 2013
- Oakland County has an Integrated Social Media Marketing Strategy that is driven by OakGov (maintained by IT) and integrates all the departments & divisions social media efforts

Integrated Social Media Marketing

- Integrated social media strategy is comprised of:
 - Platform Strategy
 - Content strategy
 - Engagement strategy
 - Connection strategy
- It is driven by one strategy for a parent brand and integrates the strategies of underlying brands to make each strategy stronger.

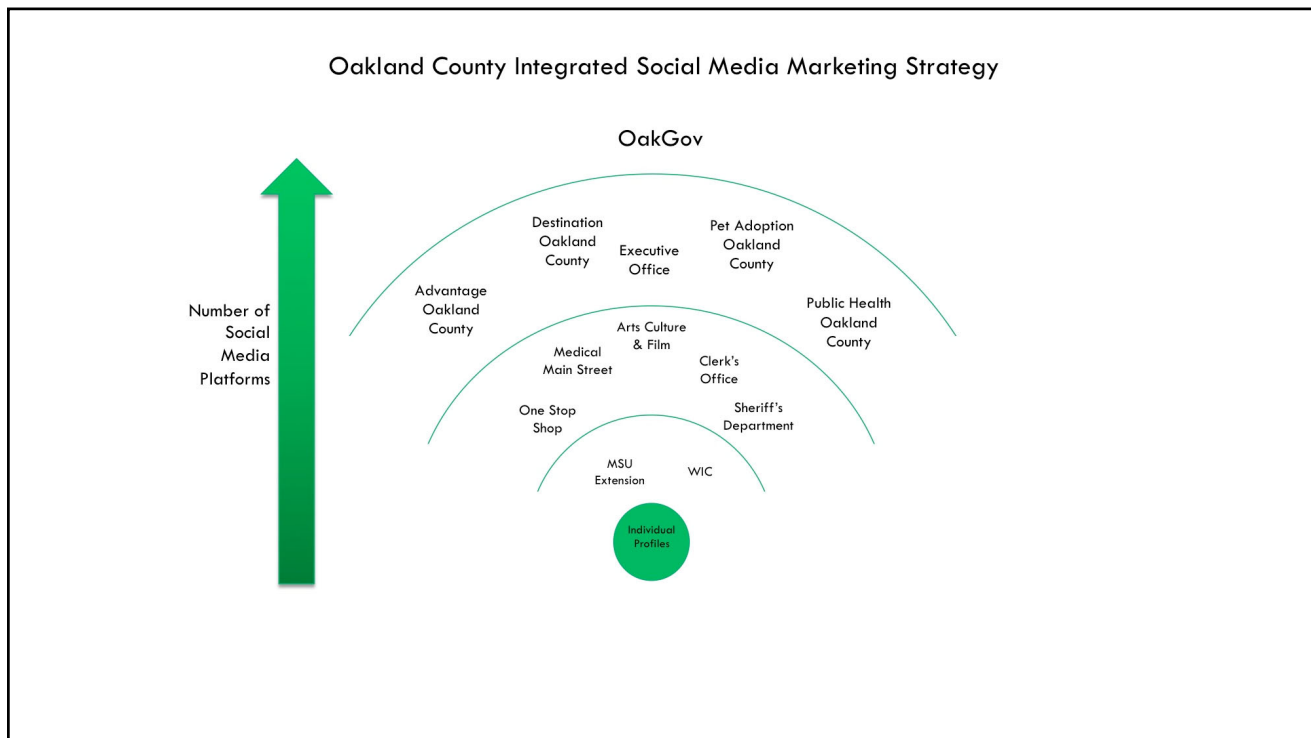


Platform Strategy

The number of platforms each Department or Division will be on will increase with the higher tiers.

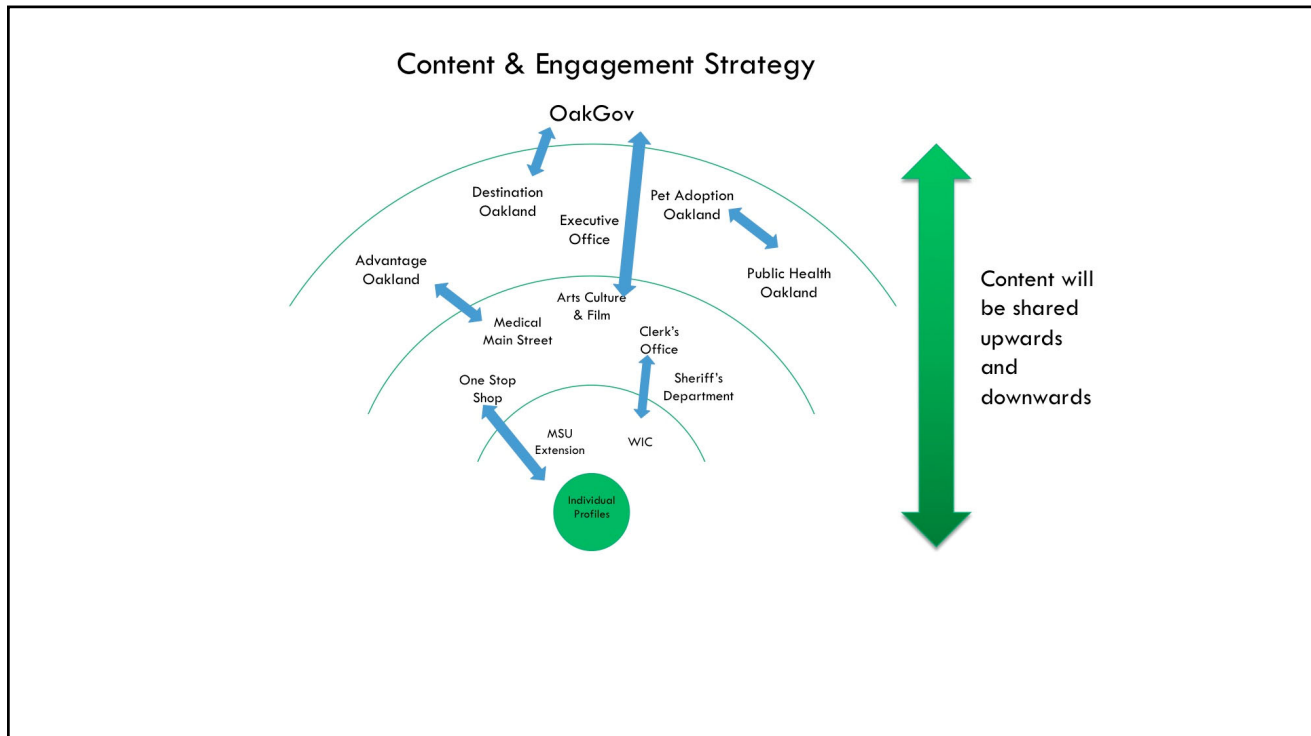
□ For example:

- OakGov (parent brand) is present on 7 social media platforms: Facebook, Twitter, LinkedIn, YouTube, Blogs, Pinterest, and Instagram
- Advantage Oakland (EDCA) has 4 platforms: Facebook, Twitter, LinkedIn and YouTube
- Medical Main Street only has 2 platforms: LinkedIn and Twitter, but they use their approved individual accounts heavily (after training)



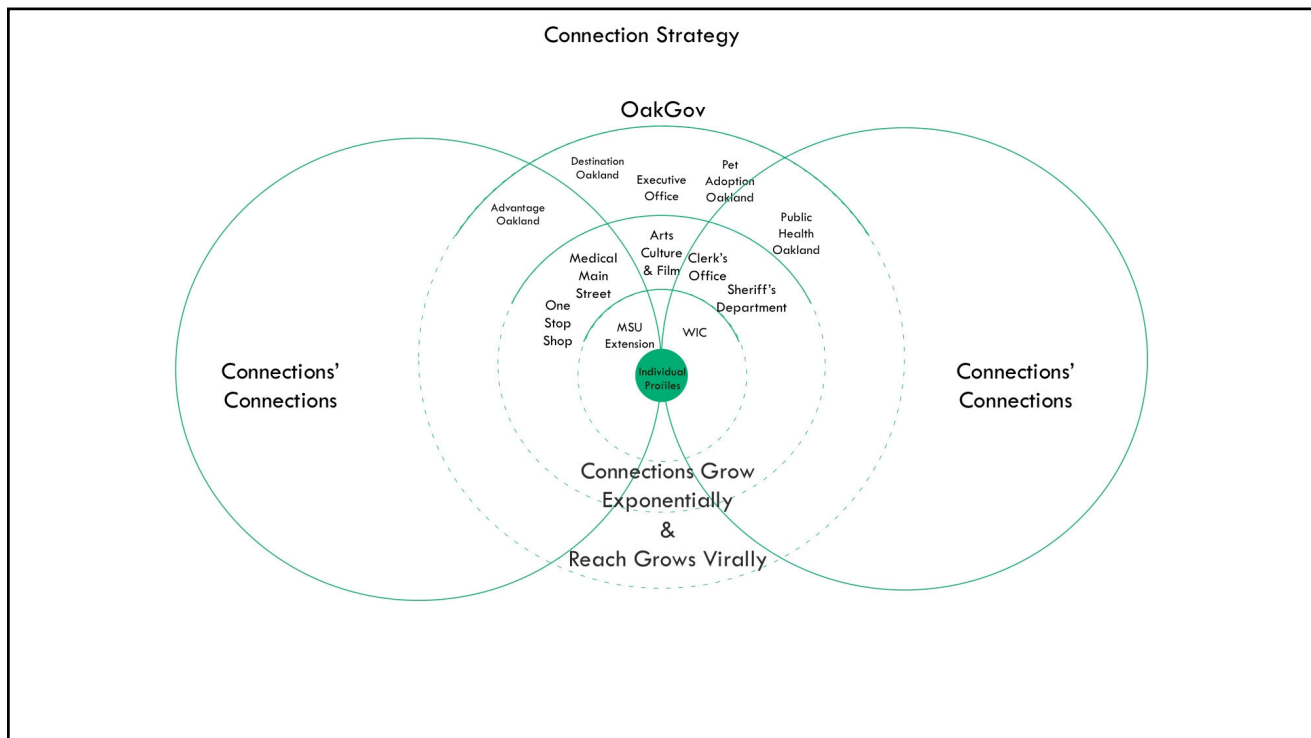
Content & Engagement Strategy

- Content must be relevant, consistent, branded, utilize social media best practices and correct grammar
- Content can be pushed and pulled between all tiers
- OakGov content can be **hyper-syndicated** to any profile or platform for any Department or Division
- The Departments and Divisions can share content and engage with each other at any level, so long as the content is relevant and strategic



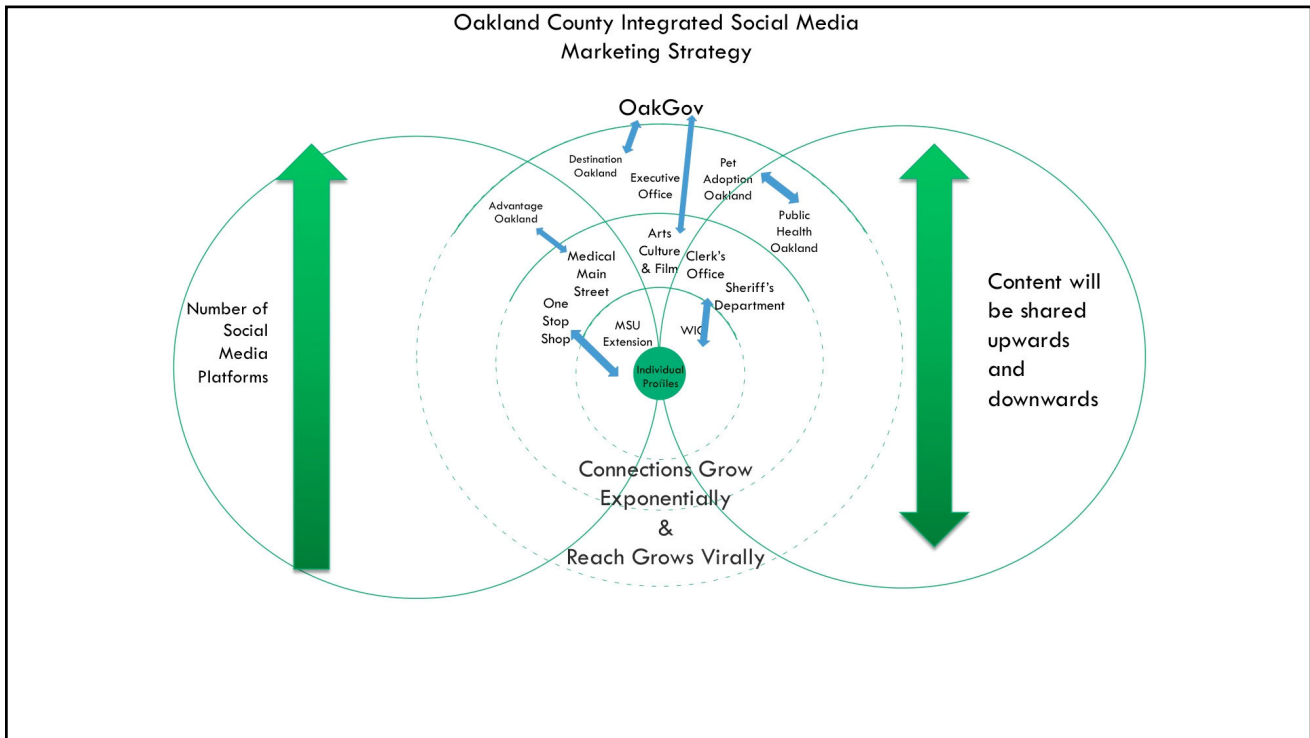
Connection Strategy


- The Connection Strategy will be driven by the strategies' goals and target market
- With an integrated approach:
 - Connections grow exponentially because the number of connections of each brand can be utilized
 - Reach grows virally when your connections spread your brand to their connections



Integrated Social Media Strategy

- An integrated social media strategy leverages the power of social media of an entire organization, making each tier's strategy stronger
- An integrated social media approach will ensure consistent branding, strategic content, and increased connections
- With proper implementation, this approach will allow Oakland County Offices, Departments, and Divisions to reach their social media goals.





Oakland County

Official County Social Media Channels

Oakland County Digital Footprint

There are 47 official Oakland County accounts with more than 132,000 connections, a 595% increase since 2013 (23 accounts with varying levels of activity and 19,000 connections)

- OakGov (Parent Brand)
 - Facebook, Twitter, LinkedIn Company, Instagram, Pinterest, YouTube, Blog
- OakGov.com/Social

The screenshot shows the 'Connect with Oakland County' page on the Oakland County website. The page features a navigation bar at the top with links to 'Oakland County, MI', 'Info A-to-Z', 'Careers', 'Departments', 'Services', 'News & Media', and a search icon. Below the navigation bar is a large banner image showing a hand pointing at a smartphone. The main content area is divided into two columns. The left column, titled 'Connect With', lists various Oakland County departments and their social media links. The right column, titled 'What's Happening In #OaklandCounty', features a 'powered by TINT' logo and a social media feed. The feed includes a post from @AdvantageOak about philanthropic programs in Oakland County, with a link to a tweet and a photo of the Board of Directors.

| Connect With | Networks |
|--|------------|
| Oakland County Government | f t in p y |
| Adams-Pratt Oakland County Law Library | f in |
| Airports | f |
| Animal Shelter and Pet Adoption Center | f t |
| Arts, Culture & Film | f |
| Board of Commissioners | |
| The Brookside Way | f t p y |
| CLEMIS | |
| Clerk/Register of Deeds | |
| Community & Home Improvement Division | |
| Economic Development and Community Affairs | f t p y |
| Executive Office | f |

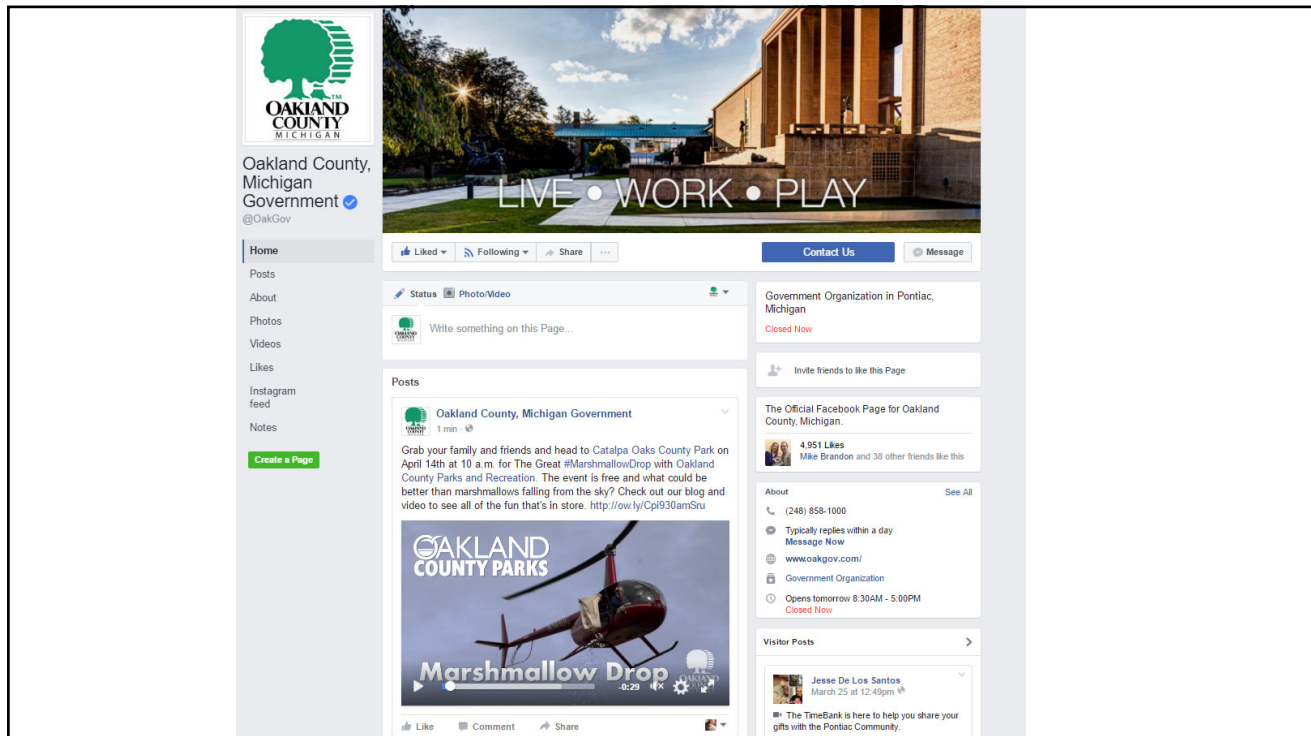
What's Happening In #OaklandCounty

powered by TINT

RT @AdvantageOak: @Impact100_MI_OC makes a major impact to philanthropic programs in #OaklandCounty [ow.ly/Qwq430ahFv...](https://t.co/Nw...)

Oakland County
about 7 hours ago


Advantage Oakland
@AdvantageOak



LinkedIn Sign in Join now

Oakland County, Michigan Government
Government Administration
1001-5000 employees
4,925 followers Follow See jobs

Home



live work play
OAKGOV.COM

Oakland County, Michigan is synonymous with excellence. We are the premier county to live, work, play, and raise a family.

Our residents enjoy distinct neighborhoods— rural communities, walkable downtowns, and thriving cities are just a few of the choices. Business leaders - from small startups, mid-size companies, and major corporations in diverse industries - depend on Oakland County's world class resources, thriving business climate, and proven infrastructure.

When you visit Oakland County, you'll quickly understand why it consistently ranks among the top counties in the United States for quality of life, business success, and educational advancement.

Website
<http://www.oakgov.com>

Industry
Government Administration

Type
Government Agency

Headquarters
1200 N. Telegraph Road Pontiac, Michigan 48341 United States

Company Size
1001-5000 employees

Recent Updates

Oakland County, Michigan Government #Developers, #Entrepreneurs, and #Businesses are investing in #Pontiac to revitalize the city. Flagstar Bank has already invested over \$10M and the Pontiac Downtown Business Association reports that 60 buildings and parking lots have been sold downtown over the last 5 years. Take a look at Metromode's first piece in their On The Ground Pontiac series to learn more and follow along for additional pieces using #OTGPontiac. We know we're excited to hear more about Pontiac's comeback #OaklandCounty.

With development on the rise, Pontiac reaches a tipping point
secondwavermedia.com · This is the first piece in Metromode's 3-month On The Ground Pontiac series. To follow the series, subscribe to Metromode and follow the hashtag #OTGPontiac on Instagram, Facebook, and Twitter. You can view all of the stories here. After nearly seven...

Like (10) · Comment (1) · Share · 6 hours ago

Katharine Pacynski, Daniel Alekynas +8

Oakland County, Michigan Government employees

Irene Sparios
Director of Economic Development & Commu...

See how you're connected

Oakland County, Michigan Government Showcase Pages

Oakland County...
Government...
1001-5000 employees

Human Resources, Oakland County
101 followers
Follow

Purchasing, Oakland County
80 followers
Follow

Adams-Pratt Oakland County Law Library
39 followers
Follow

Ads You May Be Interested In

AU's Online MBA - No GMAT
Accelerate your career in 15 months with an online MBA. No GMAT required.


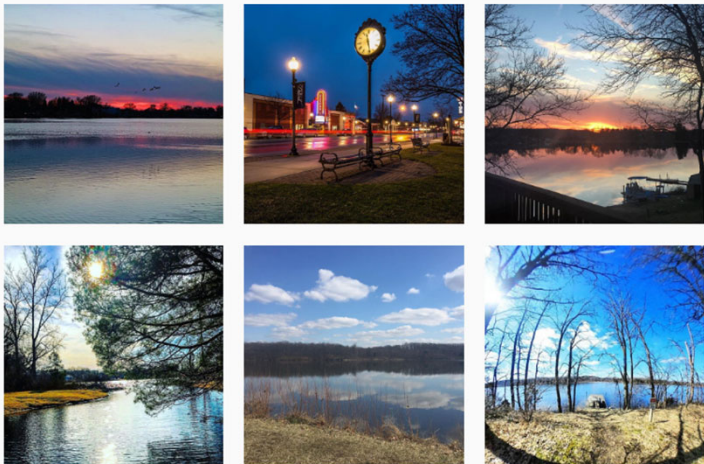
Full Service Dev Agency
Need a full-service design & dev team to support your marketing efforts?

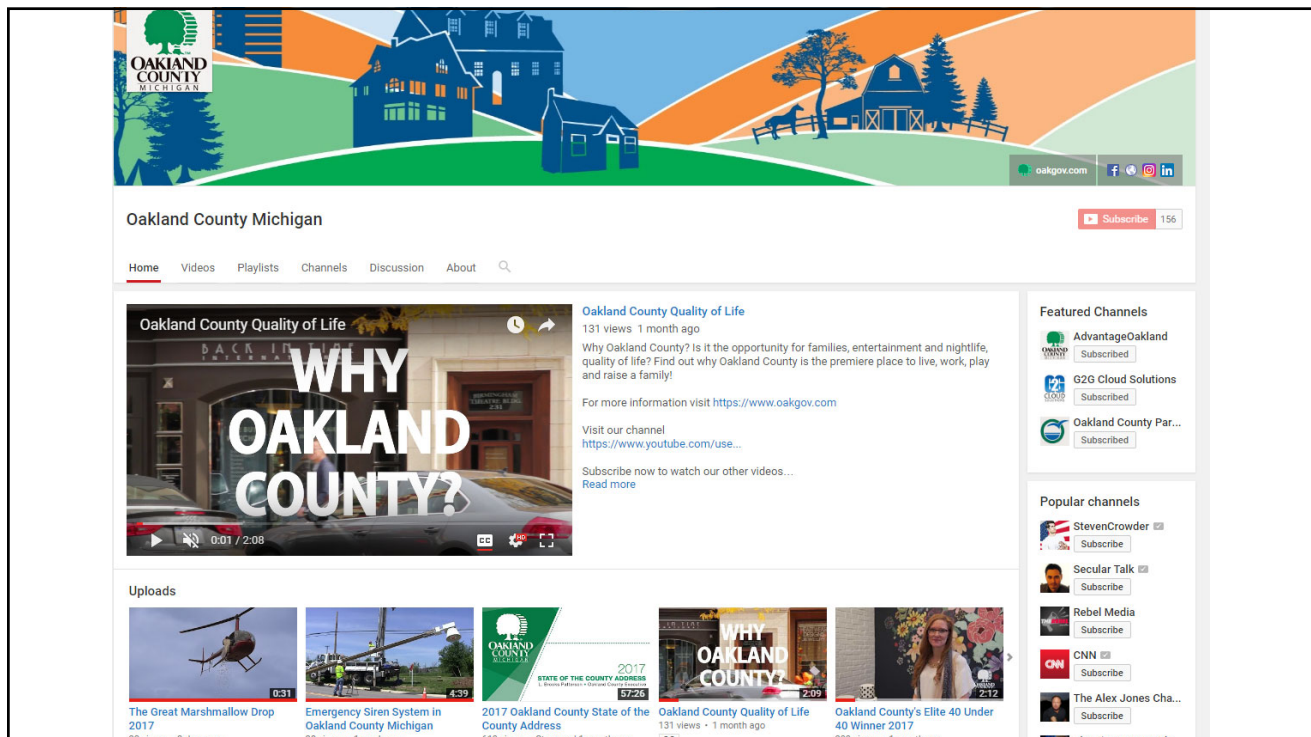
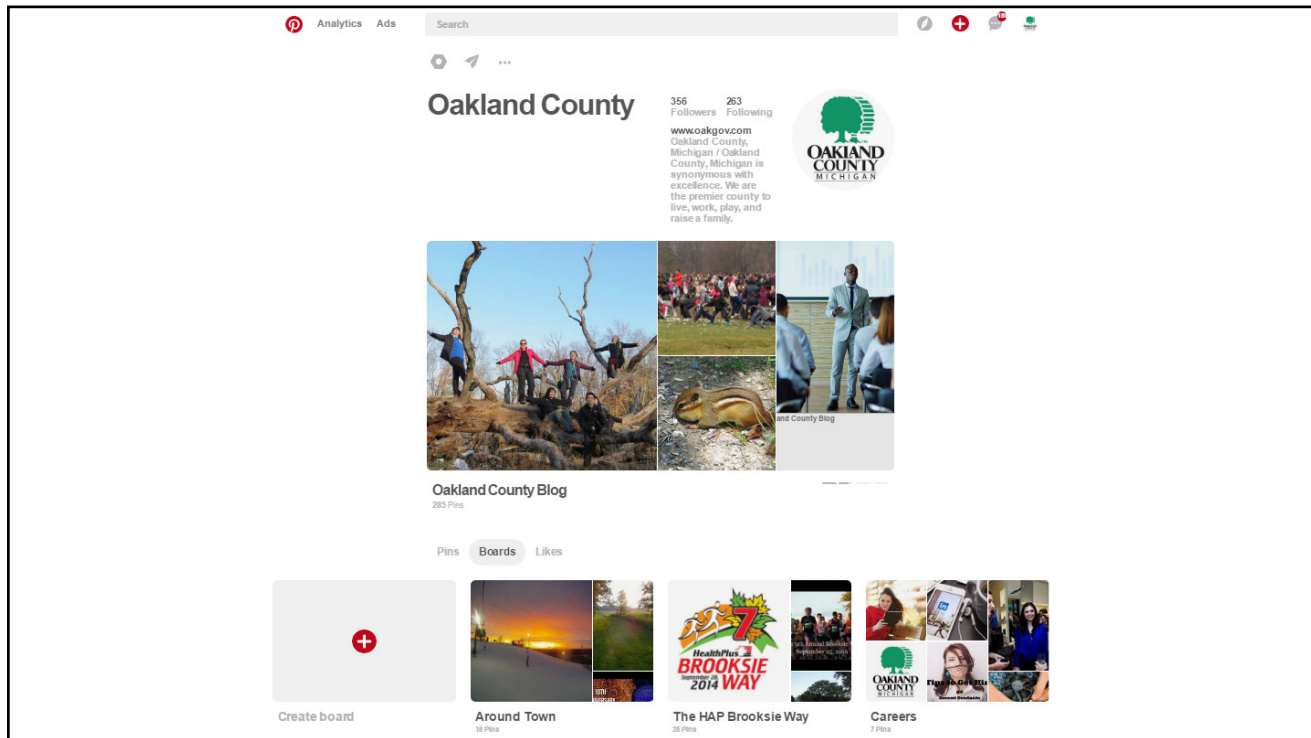
Instagram Search Post Heart Profile

oaklandcounty Edit Profile ...

980 posts 4,096 followers 1,672 following

Oakland County, Michigan Official account for Oakland County, MI. Featuring beautiful follower photos from around our county. Use #OaklandCounty to be considered. www.facebook.com/OakGov



BOC Case Studies

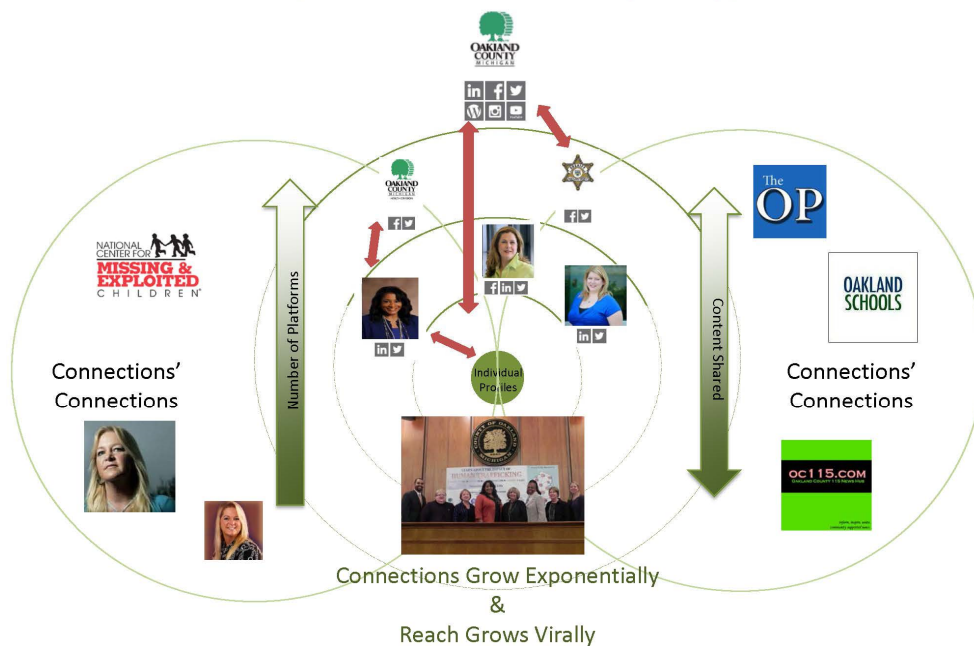
Human Trafficking Awareness Event
Lock It Up Oakland



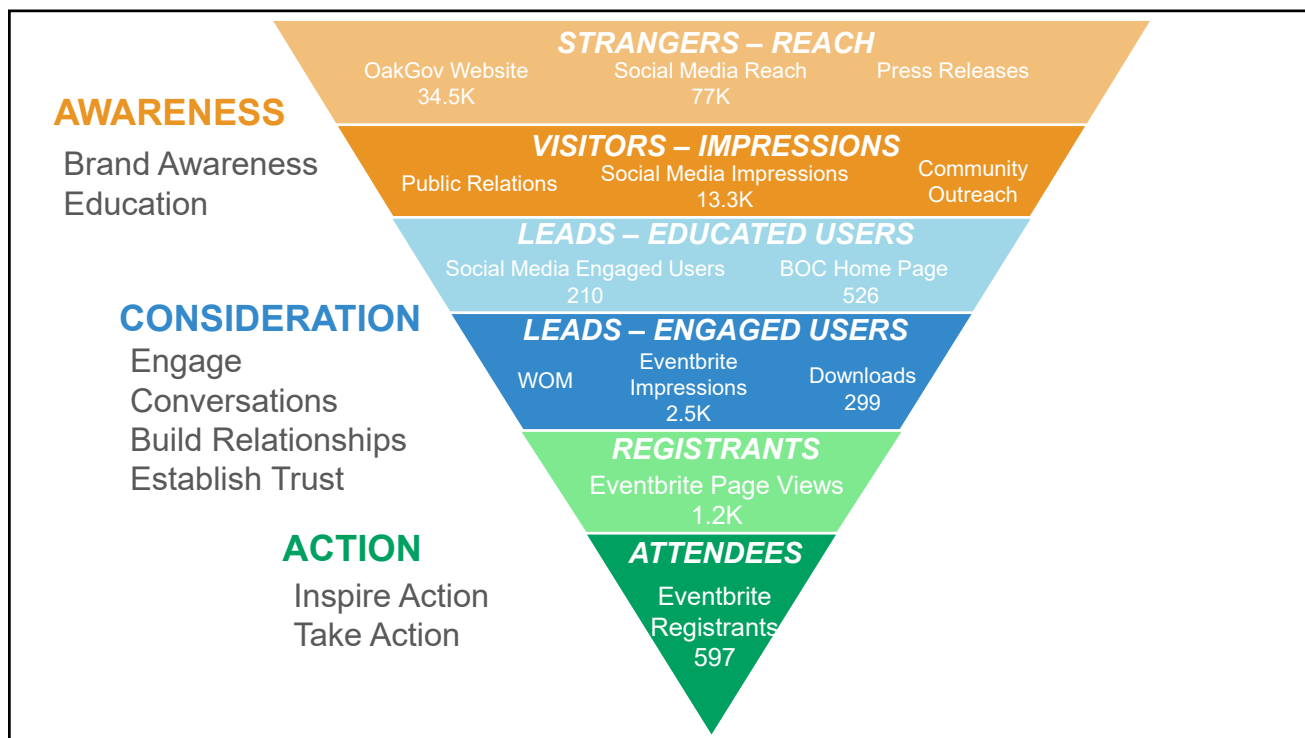
Initial Request for Digital Promotion

- Oakland County Board of Commissioners sent in request to Digital Editorial Team: “Help to promote Human Trafficking Awareness Event”
- Questionnaire Results
 - Goal- 600 Event Attendees
 - Target Audience, Assets Available, Timeline
- Strategy Creation
 - How does it fit in the overall Oakland County Social Media strategy?
 - Platform, Connection, Content & Engagement Strategies

BOC Human Trafficking Event Integrated Social Media Marketing Strategy



| Social Media Platform | Followers | Number of Posts | Impressions | Engagement | Link Clicks |
|-------------------------------|---------------|-----------------|---------------|------------|-------------|
| Oakland County Facebook Page | 1,540 | 3 | 2,003 | 90 | 15 |
| Posts on Other Facebook Pages | 51,983 | 12 | n/a | n/a | n/a |
| Twitter | 6,392 | 19 | 7,225 | 76 | 20 |
| ReTweets from Other Accounts | 13,239 | 7 | n/a | n/a | n/a |
| LinkedIn | 3,138 | 3 | 4,056 | 33 | 7 |
| Instagram | 686 | 1 | n/a | 11 | n/a |
| Pinterest | 167 | 2 | n/a | 0 | n/a |
| TOTALS | 77,145 | 47 | 13,284 | 210 | 42 |



BOC Human Trafficking Campaign Results

- **Sold Out- 650 people attended!**
 - Goal was 600
- Continued conversation on social media year round
- BOC Human Trafficking Event committee expanded to become an official Task Force in 2017

Lock It Up Oakland

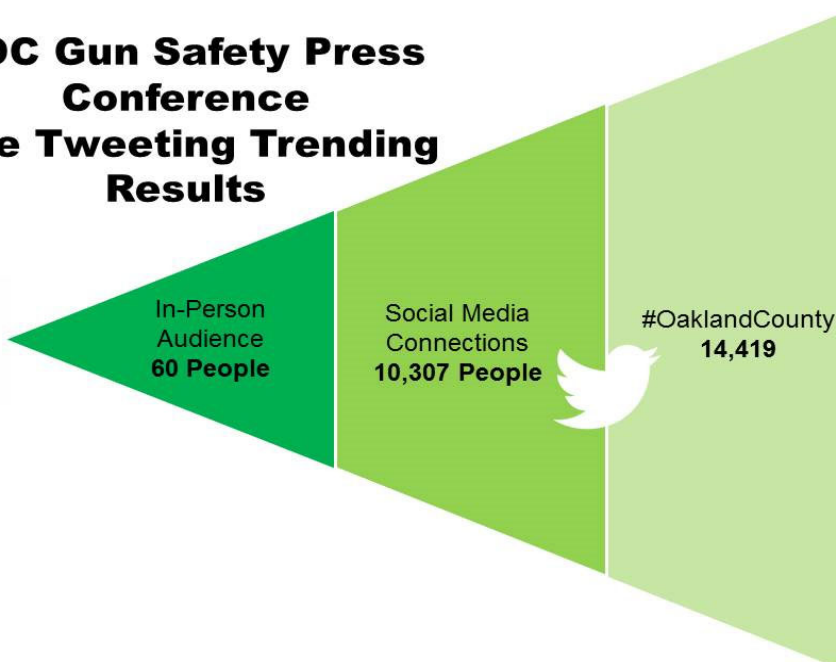
- **A cross-channel mix of social media** was implemented to build awareness for the Board of Commissioners Gun Safety Awareness events and the new website LockItUpOakland.com as well as to promote the Press Conference, Gun Lock Giveaway and Gun Safe Coupons.
- Over the entire campaign, a total of **85 posts** were created and published through Oakland County's social media channels along with partner channels that include: Facebook, Twitter, LinkedIn, Pinterest, YouTube and Blog.



Social Media Results

| Platform | Posts | Reach | Impressions | Engagement | Clicks |
|----------------------|-----------|----------------|---------------|-------------|------------|
| Facebook | 6 | 6797 | 10848 | 47 | 41 |
| Twitter | 40 | 10,307 | 26922 | 291 | 50 |
| LinkedIn | 3 | 4,433 | 6,989 | 37 | 45 |
| Pinterest | 4 | 293 | 889 | 0 | 3 |
| YouTube-Created | 4 | 149 | N/A | 13 | N/A |
| YouTube-PSAs | 5 | 111 | N/A | 28 | N/A |
| Blog | 1 | 60 | N/A | 57 | N/A |
| Other Facebook Posts | 22 | 880,164 | N/A | 2158 | N/A |
| TOTALS | 85 | 902,314 | 45,648 | 2631 | 139 |

BOC Gun Safety Press Conference Live Tweeting Trending Results



Lock It Up Oakland

- Over **10,000 free gun locks** to the participants since 2014
- **Webpages** received 782,001 page views with 612,701 unique views
- 85 **social media** posts reached 902,314 people, made 45,648 impressions, garnered 2,631 engagements and 139 clicks
- Live social media conducted at the Gun Safety press conference **trended on Twitter**:
 - 25 tweets were sent, reaching 24,419 people making 14,419 impressions and gained 246 engagements and 37 clicks

Oakland County

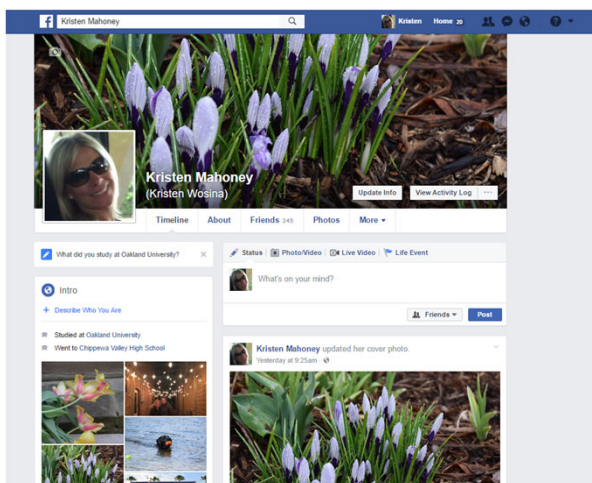
Social Media 101

Social Media Statistics

- According to Pew Research Center:
 - A majority to Americans now get their news via social media.
 - 79% of online adults (68% of all Americans) use Facebook.
 - 32% of internet users (28% of all U.S. adults) use Instagram
 - 24% of internet users (21% of all U.S. adults) use Twitter
 - 29% of internet users (25% of all U.S. adults) use LinkedIn

Facebook: Friends, Family, Business

- Create profiles
- Send messages
- Share photos & videos
- Interact with citizens
- Post things you are doing, like, working on, or just want to share on your wall
- Browse the profiles of others



Facebook: 1.86B Monthly Active Users & 1.15B Daily Mobile Users

Twitter: News & Live Events

- Create profiles
- Send short tweets (140 character messages)
- Share photos & videos
- Interact with citizens
- Tweet things you are doing, like, working on, share events and join ongoing conversations
- Follow others for news
- Fast Paced, Hashtags

Twitter: 317M Monthly Active Users

Irene Spanos
@IreneSpa
FOLLOWS YOU
Director of Economic Development & Community Affairs (@AdvantageOak) for #OaklandCounty, Michigan | @MedicalMainSt Leader
Oakland County
advantageoakland.com
Joined March 2011

TWEETS 9,887 FOLLOWING 637 FOLLOWERS 1,469 LIKES 4,507 LISTS 4

Tweets Tweets & replies Media

Irene Spanos Retweeted
Heather Coleman Voss @HeatherEColeman · Mar 29
The latest The Innovative Leadership Daily! paper.li/HeatherEColeman... Thanks to @IreneSpa #marketing

Musik for alla.
www.spotify.com Can you help build the future of the music industry? Want to get your hands on Spotify and make it even better? Fancy making the deals that get...
paper.li

Irene Spanos @IreneSpa · 2h
Need help finding talent? If you are an #OaklandCounty business we can help! Contact us today oakgov.com/business

314 Followers you know

567 Photos and videos

LinkedIn: Business & Networking

- Create profiles
- Connect with other business and professionals
- Interact with citizens
- Share updates
- Thought Leader
- Powerful search engine to search for services
- Find employees or employers

LinkedIn: 467M Registered Members

Irene Spanos
500+ connections
Director Level Executive with Experience in Automotive, Defense, Medical, IT / Tech, Industrial Manufacturing Industries
Greater Detroit Area | Government Administration

Current
Oakland County, Michigan Government, U.S. Department of Commerce, Economic Development Administration, Global Ties Detroit

Previous
Oakland Community College's Mechatronics Certificate Program, Oakland County Michigan - Government, Society of Manufacturing Engineers (SME)

Education
Wayne State University

Recommendations
5 people have recommended Irene

Websites
Advantage Oakland
Oakland County Prosper
Oakland County

Irene's Articles & Activity
9,033 followers

Companies from 15 Countries Expanded in Oakla...
Irene Spanos on LinkedIn
February 6, 2017

See 7 more articles

See all activity

Need help finding talent? If you are an #OaklandCounty business we can help! Contact us today...
Irene shared

#OaklandCounty businesses need help with worker training! We can help! Contact us today...
Irene shared

Seeing a #movie this weekend at @mjrtheatres in @CityTroyMI Look out for our commercial...
Irene shared

Summary

As Director of Economic Development and Community Affairs I manage a budget of over \$6 million dollars, 6 divisions that report directly to me, and over 100 full time and part-time employees. I oversee Strategic Planning & Implementation of Talent/ Workforce Development, Finance, Marketing & Communications, Community Planning, Business Development, Medical Main Street, Tech248, One Stop Shop Small Business Center and Community Affairs. All working together toward a common goal and with the support of the County Executive and the Elected Governing Body (the Board of Commissioners).

Global strategic planning and astute, integrated implementation processes have allowed us to surpass our goals year after year.

Experience

Director of Economic Development & Community Affairs

Oakland County, Michigan Government
November 2011 – Present (5 years 5 months) | Greater Detroit Area

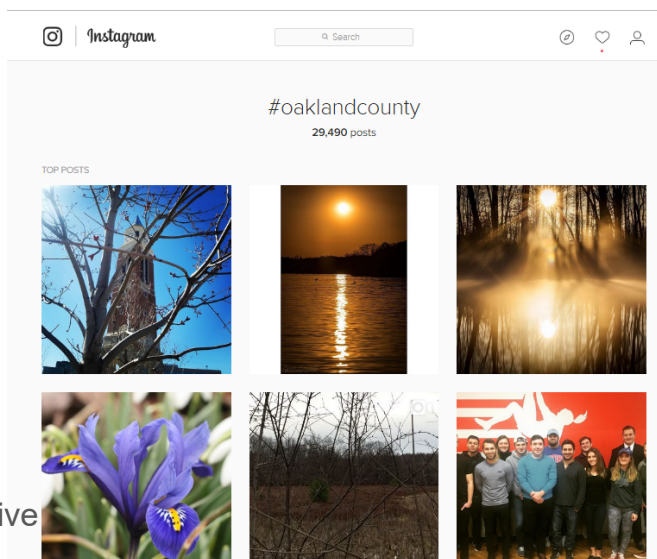
As Director of Economic Development & Community Affairs, I'm responsible for a \$6 million dollar budget, 6 divisions that report directly to me and over 100 full and part-time employees. I oversee all Economic Development strategies for Oakland County, Michigan. In this executive leadership role, I am also responsible for Corporate Strategic Planning and Implementation of:
Talent / Workforce Development,
Financial Services,
Marketing & Communications,
Community Planning and Downtown Revitalization,
Global Business Development,
Medical Main Street,
Tech248,
Small Business Center /Entrepreneurial Environment and
Community & Home Improvement.

Collaborative Leadership, Department Integration and the Implementation of new efficient and effective operating procedures/policies have contributed to our continued success and our surpassing our goals year after year.

Instagram: Photo Sharing Community

- Create profiles
- Share photos, infographics, and videos publicly and privately
- Like and comment on user photos
- Hashtag Search
- Find & Connect with Communities of similar interests

Instagram: 600M Monthly Active
300M Daily Users

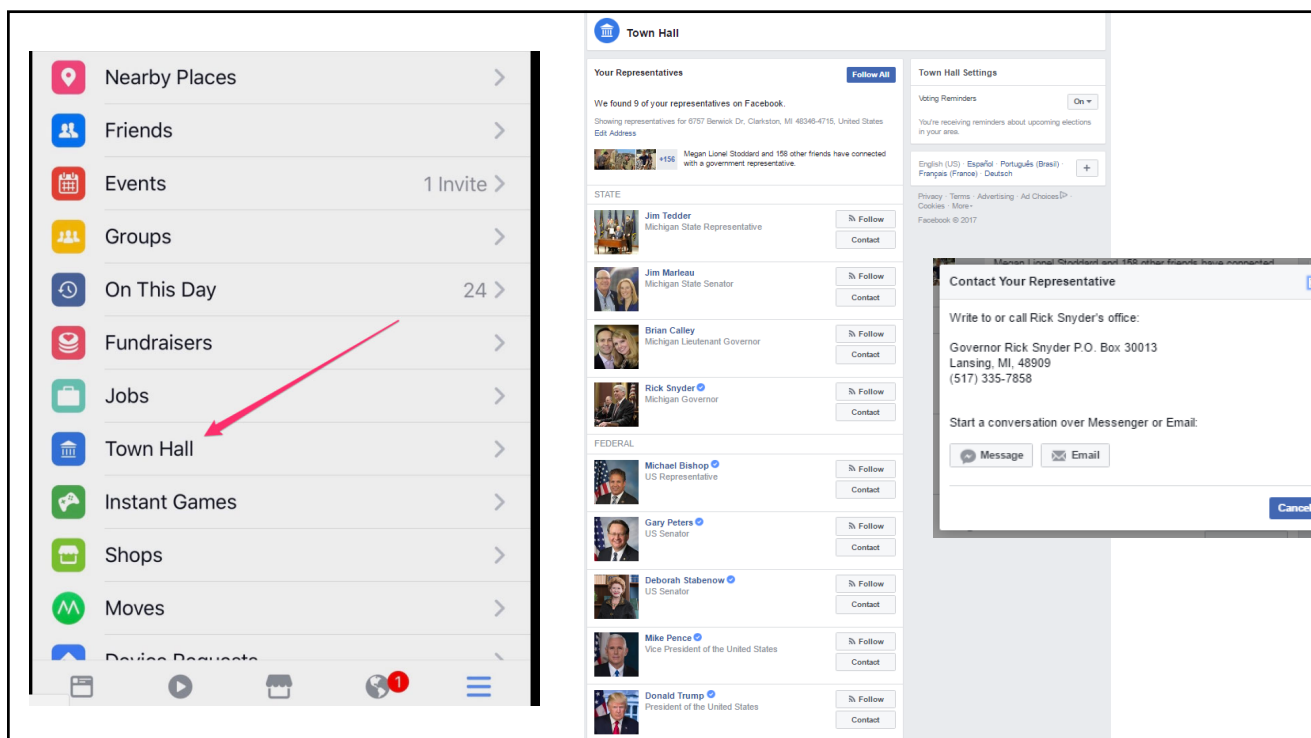


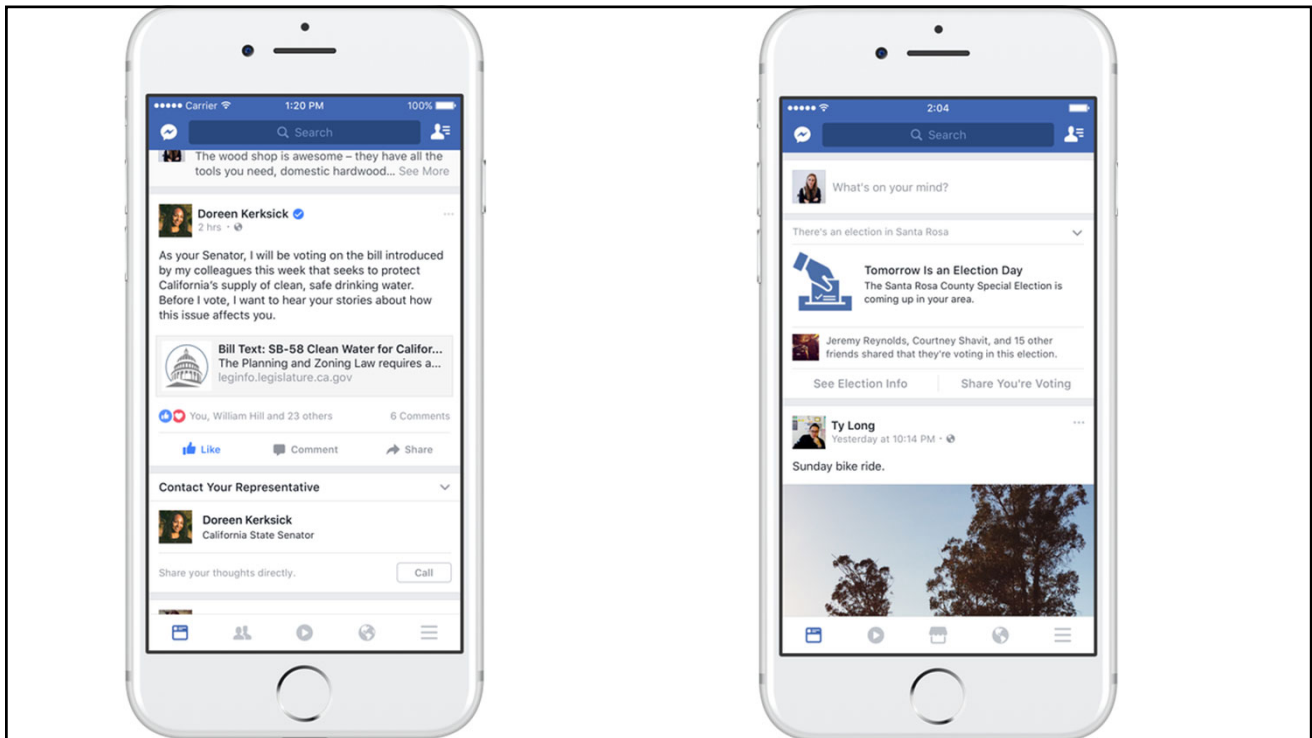
Social Media Tips

- Tell people you are on social media
- Separate Personal, Political, Elected Official
- Join the Conversation!
 - Sharing Consistently
 - Add Value
 - Respond to questions in a timely manner
 - Don't feed the Trolls
- Treat social media like a public record
 - Be mindful of Campaign Finance Law, Sunshine Law, FOIA, Records Retention, Etc.

Facebook Town Hall

- ❑ Rolled out to all users 3/27/17
- ❑ Connects users to: State & Federal Representatives
 - Direct Links to Call, Email, Direct Message, and visit Facebook Page
- ❑ Local Election Reminders
- ❑ Future roll outs to include Local & County Officials





Next Steps

Board of Commissioners

Next Steps

- Questionnaire & Official BOC Accounts - yet to be determined
- How to leverage current channels and request social media promotion now
 - Campaigns
 - Send Press Releases and photos to us to post on county accounts
 - Invite us to cover events – Youth in Government Day
- Advanced Social Media Training
 - For Official BOC Accounts
 - Platform Specific Support
 - Facebook Town Hall

Oakland County Social Media

Questions?



Oakland County Social Media Strategy

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Kristen Mahoney, Social Media Specialist

