Social Media Outreach

chris.cloyd@mdc.mo.gov
MDC’s Social Outlets

- Facebook (focus of this presentation)
- Twitter
- Flickr
- YouTube

None of us were experts starting out, but there was personal interest in all the above.
What to do first?

Listen before you leap. Answer the following:

• Where are your constituents online?
• What are your constituents’ social behaviors?
• What social information or people do they rely on?
• How do your constituents’ use social media to learn, make decisions and support us?
HURDLE 1 - Getting past Websense

By default the sites like Facebook, Twitter and Flickr are blocked

Setup a “Social Media” group

• Have access to all social network sites
• Must be on sites for MDC purposes
HURDLE 2 – Quality Control

All social networks are moderated by a “Control Center”

Team of
• Web editors
• News staff
• Web developers
• Broadcast producers

I draft guidelines and best practices based on team suggestions
Social Media Requirements

- Determine if our users are on the social network
- Any social networking effort must fall under at least 1 focus area.
- Any social networking effort should have simple guidelines in place for employees to follow.
- Avoid BRAND FRAGMENTING.
  - The Department needs one voice/presence per network
But my office needs its own presence!

- Do you have the necessary resources to follow established guidelines?
- Do you have a unique message?
- Will the request cause confusion for the public?
- Will the request cause confusion for staff?
FACEBOOK Guidelines
(http://www.facebook.com/MDCOnline)

Total of 9 Guidelines

• We maintain a single Department page.
• During business hours acknowledge a question within 60 minutes of it being posted.
• Each Facebook monitor has their own personality.
• Say who you are. Sign all posts with “name”@mdc.
FACEBOOK Guidelines
(http://www.facebook.com/MDCOnline)

• Stay on record.
• Know your facts.
• Respond to ideas not to people.
• Be upfront about our commenting policy.
• We do not delete complaints or negative comments if they follow the rules.
FACEBOOK Setup
(http://www.facebook.com/MDCOnline)

• 5 staff, each monitoring it one day of the week.
• News coordinator oversees posting MDC content.
• Regional staff can send requests to coordinator to post events and items.
• Public can provide feedback on our information through comments.
• Public can post questions, complaints, compliments, experiences and concerns.
What we know from Facebook

• The public doesn’t care if regional posts are from outside their area.
• We can identify active supporters.
• Even better, we can identify opposing viewpoints.
• We can identify hot topics our online community is interested in.
• It’s a good way to promote our content.
• It’s a great customer relation tool.
What we’re doing now

The team is always looking for ways to improve

• Part-time help dedicated to Facebook
• Measured Voice
  – Piloting software to allow regional staff to create posts (news coordinator to moderate)
• Provide MDC staff the ability to be official representatives on other Facebook pages
Final Thoughts

• Know your audience
• Your social strategy should strengthen public service
• Available staff and resources should be considered when creating guidelines
• Guidelines can have future impact to staff and resources
• Hard to consolidate your brand once it’s splintered