

# Social Media and Your Community

## Moderator/Speaker:

Rosalynn Bliss, Mayor, Grand Rapids

## Speaker:

Matt Bach, Director of  
Communications  
Michigan Municipal League



LANSING, MI

MARCH 19-20

 michigan municipal league

2019

# A Little About My Background:

25+ years media experience:

- 18 years as a journalist at newspapers Greenville, Howell and Flint
- Nearly 9 years in public relations/media relations/communications – Flint CVB, MML
- Comms/Media Relations Director at the League for 9 years



# Social Media

## Thanks to Facebook, Flint Journal's Matt Bach leaving for new job with Flint Area Conventions and Visitors Bureau



By Matt Bach | Flint Journal

[Follow on Twitter](#)

on February 02, 2009 at 2:30 AM, updated February 02, 2009 at 2:33 AM

[Print](#)  
[Email](#)



[Matt Bach](#),  
Flint Journal  
columnist  
• [Read more by him](#)

The post was short and sweet: "Matt is looking for a job, will work for money."

It was supposed to be another funny post on Facebook (an online social network), but at the same time I was looking for something new professionally.

Much to my surprise, I had a job offer -- within 48 hours.

Hard to believe, but it's true.



READY TO  
CHECK OUT?  
WE PROMISE  
LOW PRICES

### MOST READ



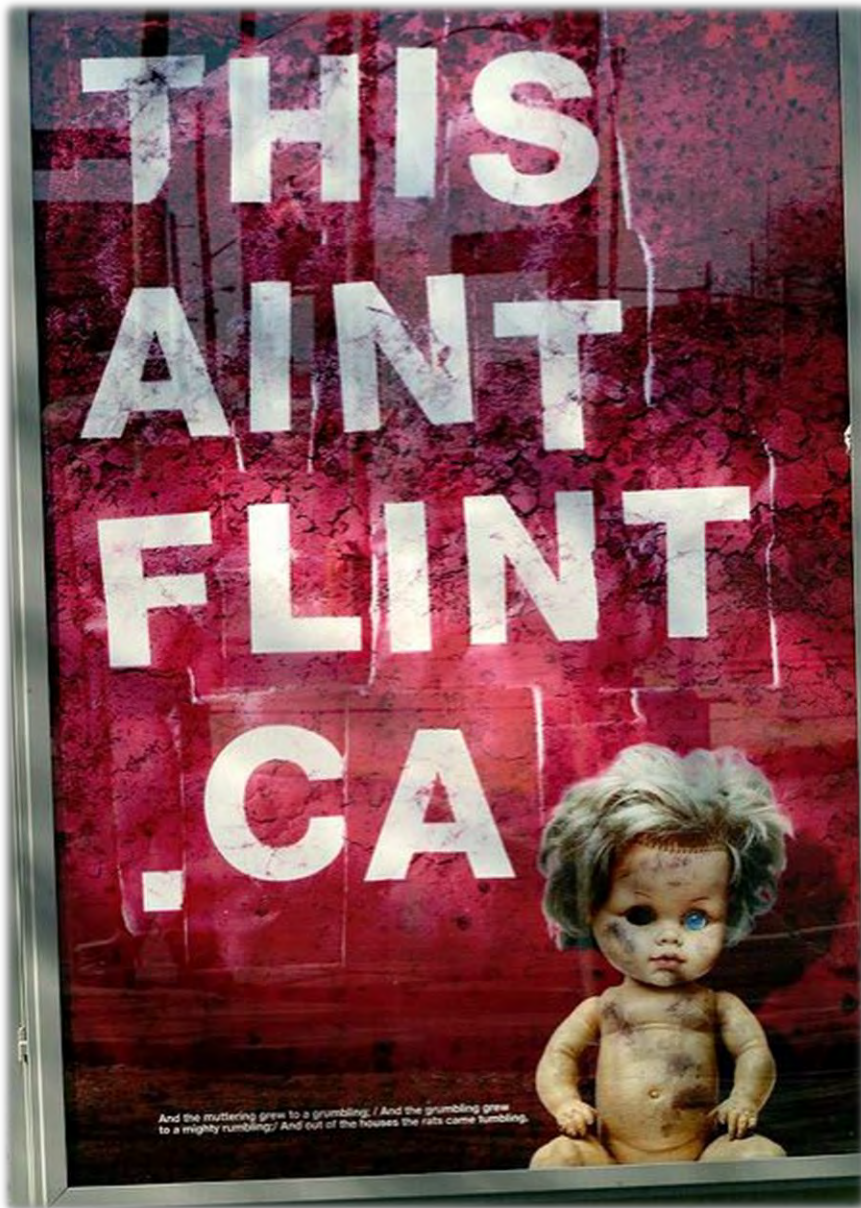
This Detroit home up for auction looks like a great fixer-upper, but there's one problem



More than a cool name, WR Eddie McDoom ready to bring speed and precision to Michigan



Lions DE Ezekiel Ansah getting love from J.J.



## Social media maven jump-starting PR in hard-times Flint

By Lindsey Miller | Posted: January 25, 2011

Print
 E-mail
 Like
 Tweet
 Share
 G+
 Pin it

*Keying on Facebook, he takes on all comers in burnishing image of GM's birthplace*

The new PR manager and social media guru for the Flint Area Convention and Visitors Bureau has a tough job.

Already facing the mounting problems with the auto industry, Matt Bach recently fired back at an Ontario radio station that had launched a "This Ain't Flint" advertising campaign. The video focused on Flint's problems — in 1989! — in order to highlight the relative success of greater Ottawa today.

The Flint public relations effort has been an uphill climb, Bach says, ever since Michael Moore released the 1989 documentary *Roger & Me* about General Motors' Flint-area plant closings in the mid-1980s, which put tens of thousands out of work.

"Part of my job is to shape public perception," Bach says. "If you tell anyone you're from Flint they say, "Oh, *Roger & Me*, Michael Moore, skinning rabbits." A portion of the film features a Flint resident who ekes out a living selling rabbits — as pets or as cheap food.

"Unfortunately that's what we're known for," Bach says. "and it's a 20-year-old movie, but that's the stigma that's attached to us. So, my job is to change perceptions one blog, one Web site, one Internet comment at a time."

Most of us don't have to combat perceptions that are decades deep, but Bach's initial efforts in social media, from blogger interaction to Facebook to Twitter, teach some lessons in transparency that can apply to anyone with a brand to maintain.

DETROIT INSTITUTE OF ARTS & LET'S SAVE MICHIGAN

# POSTER CONTEST



## About the Poster Contest

### What is the poster contest about?

On December 15th, the Detroit Institute of Arts (DIA) and Let's Save Michigan issued an open call to artists, illustrators, and graphic designers for original posters to inspire Michiganders to revive their state. The goal was to create new posters that call Michiganders to action, and rally citizens to do the hard work that's necessary to position Michigan for the future.

### What are the requirements?

The requirements were simple: The posters should aim to be forward-looking, inspirational, and must include the phrase "Let's Save Michigan" in the design.

Ideally, the new posters will be in the fashion of Works Progress Administration artwork of the 1930s, which is the subject of a DIA exhibition, and depict regional, recognizable subjects—ranging from portraits to cityscapes and images of city life that remind the public of quintessential American values such as hard work, community and optimism.



## Online Voting has ended, and the results are in!

Thank you to everyone who participated!

The four finalists shown below will now go on to compete at Convention in Holland, Sept. 13-15. The entire Convention delegation will have the opportunity to vote for the winner in the Race for the Cup. The winner will be announced during the final General Session on Sept. 15.

Share this page with your colleagues and friends!



Excellence Awards

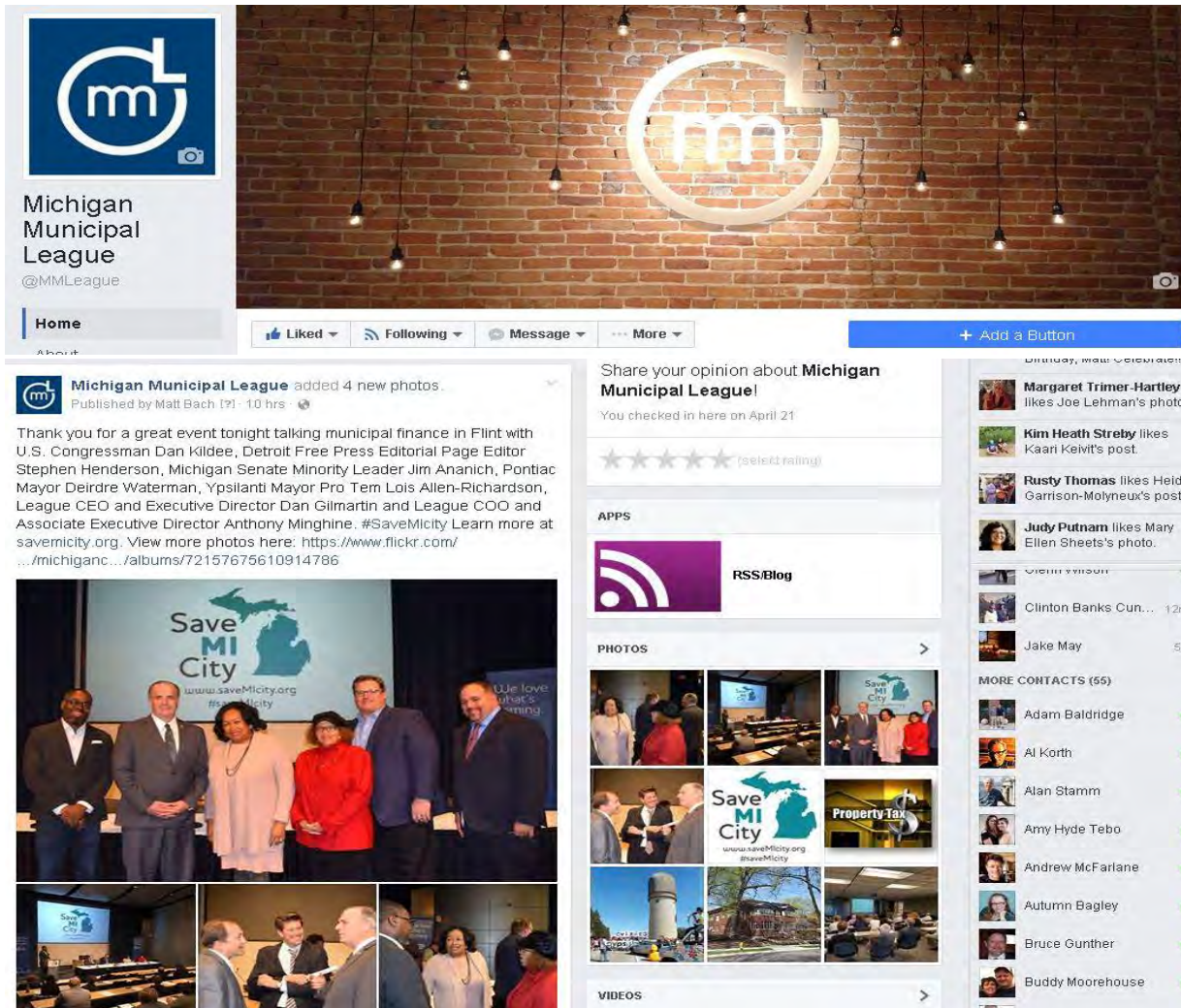


*And the 2017 Community Excellence Awards winner is ... Hudsonville's Terra Square!*

The Community Excellence Award is the League's most prestigious community award.

We love where you live! Every day, we see the amazing creativity of our members as you search for new and better ways to make vibrant communities for your residents. From small villages to big cities, you have exhibited great resourcefulness in many arenas. Vacant buildings have sprung to life with imaginative new uses. Waterfront and water treatment challenges have been met with inventive solutions. And residents' social and cultural needs have received an artistic touch.

That's why we developed the Community Excellence Awards (CEA) in 2007 – so we could honor and celebrate the innovative placemaking programs and projects in communities all across the state. We want everyone to know about the wonderful work going on in Michigan cities and towns and feel inspired to do great things in their own places.



Facebook.com/MMLLeague





# Questions for You:

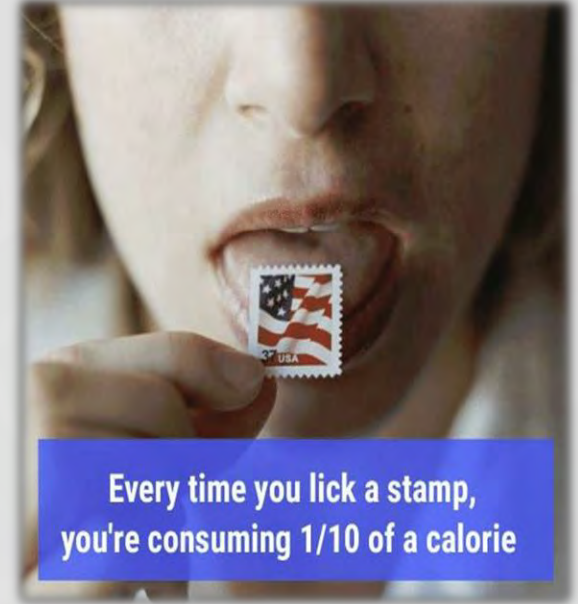
- Who here is on Facebook?
- Is your community on Facebook?
- What about Twitter?
- LinkedIn? SnapChat? Pinterest?  
Instagram? Flickr?
- Other?

# Video: Social Media Revolution



# Social Media Fun Facts: Part 1

- Facebook adds 500,00 new users EVERY DAY!
- 50% of world population is under age 30
- Today's college students have never licked a stamp
- 53% of millennials would rather lose their sense of smell than their technology
- 93% of all buying decisions are influenced by social media



# Social Media Fun Facts: Part 2

- By population, Facebook would be the largest country in the world
- What is the name of Twitter's bird logo?
- More people own a mobile phone
  - than a tooth brush
- 1 in 3 marriages start online
- What food is posted the most on
  - Instagram?



# Yum!!



# Social Media: Why Do It?

- Cheap/Free
- Easy to use
- Offers Two-Way Communication, give and take (good and bad)
- Effective at spreading news to larger more diverse audience
- Fill the gap created in decline of local, traditional news media
- Can use it to create and lead the news

# Social Media: Steps to Success

## Step 1: Decide what you want to accomplish?

At the League our goal is to advance the message that placemaking is an economic driver and that our method of funding municipalities is broken.



## Step 2: Pick your platforms

Most impactful ones are currently Facebook and Twitter. The League also uses flickr, YouTube and we're enhancing our presence on Instagram and LinkedIn

# Social Media: Steps to Success

**Step 3:** Establish policies and expectations

**Step 4:** Be consistent/stay relevant:

- Post photos and graphics!
- Tweet at least once a day
- Post on Facebook daily



# Where Do you Get Your News?

## About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

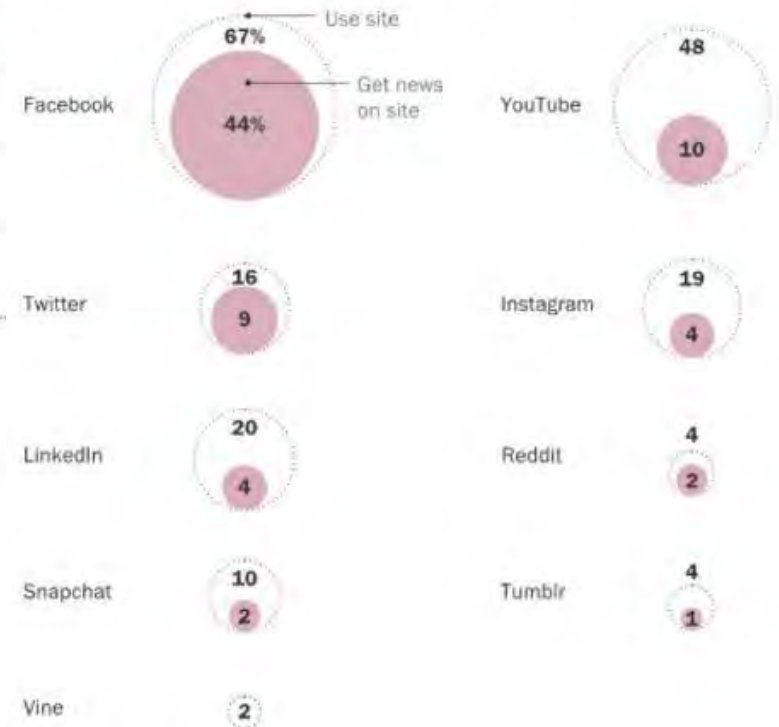
	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).  
 Source: Survey conducted Jan. 12-Feb. 8, 2016.  
 "The Modern News Consumer"

PEW RESEARCH CENTER

## Social media news use: Facebook leads the pack

% of U.S. adults who ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.  
 "News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

# Question:

Do you want to be the one providing the information to your residents and community or do you want someone else doing it for you, from their own perspective?

**YOU** need to be the information leader!!

# 24 of the 25 largest newspapers are experiencing record declines in circulation!



*As we know, newspapers are in a dire state. Has that affected your reporting on this (Flint water crisis)?*

This is my 20th year. I tell people that when I first came to work at *The Flint Journal*, we had **five people working full-time in our library and now we have about that many trying to cover the news.** But I think we're able to do a good job with it. These types of stories don't look like much when they begin but as the screw turns a little bit each day, we just have to keep paying attention. Almost everyone on staff has been working on almost nothing but water.

- Ron Fonger, [mlive.com/Flint](http://mlive.com/Flint) Journal reporter

# It's All About the Clicks

JACKSON  CITIZEN PATRIOT THE FLINT JOURNAL  
DETROIT THE ANN ARBOR NEWS  
THE BAY CITY TIMES The Saginaw News  
THE GRAND RAPIDS PRESS LANSING  
KALAMAZOO GAZETTE Muskegon Chronicle



By the numbers:

- 700,000 hits per month
- 3.4 avg comments
- 11,000 video views

# Create Your Own News

SaveMI City The Issue Research Resources Blog Media Press Kit Q

## Congressman Dan Kildee, League Host Informative Session on Municipal Finance

October 26, 2016 Matt Bach Uncategorized 0 Comments



(View more photos here)

We had a great event Tuesday evening talking in Flint about the state's broken system over the way it funds and supports Michigan's communities.

About 70 community leaders, business officials and residents attended the Save Michigan Cities event that was organized by the Michigan Municipal League. Event participants were U.S. Congressman Dan Kildee, Detroit Free Press Editorial Page Editor Stephen Henderson, Michigan Senate Minority Leader Jim Ananich, Pontiac Mayor Deirdre Waterman, Ypsilanti Mayor Pro Tem Lois Allen-Richardson, the League's Dan Gilmartin and Michigan Senate Minority Leader Jim Ananich.

Tem Lois Allen-Richardson, League CEO and Executive Director Dan Gilmartin and League COO and Associate Executive Director Anthony Minghine.

Minghine kicked off the event with a discussion about the broken system and ways to fix it. He explained and how the state has diverted more than \$7.5 billion in revenue sharing dollars from Michigan communities since 2002. Minghine showed data illustrating that Michigan is the only state in the nation to invest less in its communities between 2002 and 2012. (View the chart here: <http://www.savemicity.org/wp-content/uploads/2016/03/census.pdf>)

#saveMIcity on TWITTER

@jmananich @SHendersonFreeP #mleg

The League Retweeted

Matt Bach @mattbach

Blog: @RepDanKildee @MMLLeague host #savemicity event in #Flint @DPGilmartin savemicity.org/congressman-da... @jmananich @SHendersonFreeP



**Mlive/Flint Journal did not cover our Flint event. Yet 4 TV stations did!**

# Getting started

- What are your goals?
- Who is your audience?
- Who is going to manage your page(s)?
- Set up house rules/page info
- Provide useful information
- Do you need more than one page?

# Examples – Lansing’s multiple pages



**Lansing Parks and Recreation**  
 December 5, 2017

The latest edition of Metro Lansing Living, a City publication combining the @LansingParksRec Activities Guide, the CART Greensheet, and other important info & event details, is available now! Check it out: <http://lansingmi.gov/1630/Metro-Lansing-Living>



**Metro Lansing Living** Winter/Spring 2018  
 NEW City of Lansing publication featuring:

- Parks & R
- Capital Ar
- Lansing f

Andy Schor, Mayor



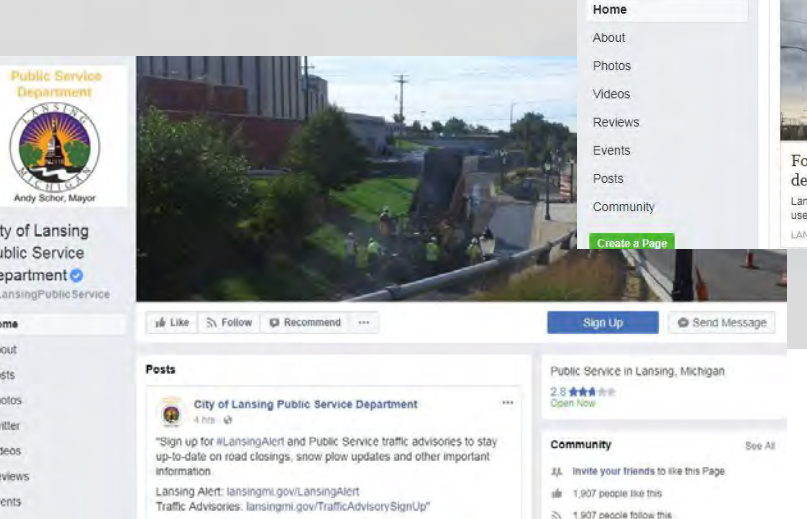
**Lansing Police Department**  
 @lansingpolicedepartment

Lansing Police Department



**Lansing Police Department** added 5 new photos — with Robert Merritt  
 February 3 at 4:15pm

2018 Women's Expo!  
 Lansing Center (Lansing, MI)  
 Recruiting the next generation of female Police Officers!

**Public Service Department**  
 Andy Schor, Mayor

**City of Lansing Public Service Department**  
 @LansingPublicService

Sign up for #LansingAlert and Public Service traffic advisories to stay up-to-date on road closings, snow plow updates and other important information.  
 Lansing Alert: [lansingmi.gov/LansingAlert](http://lansingmi.gov/LansingAlert)  
 Traffic Advisories: [lansingmi.gov/TrafficAdvisorySignUp](http://lansingmi.gov/TrafficAdvisorySignUp)



**City of Lansing, Michigan - Government**  
 @CityofLansingMI

It's true that Lansing's time is now! The former Lake Trust Credit Union HQ in downtown Lansing has been sold to a local development group. The proposed development includes housing, retail & office space. #LansingTimesNow




**Lansing Board of Water & Light**  
 @LansingBWL

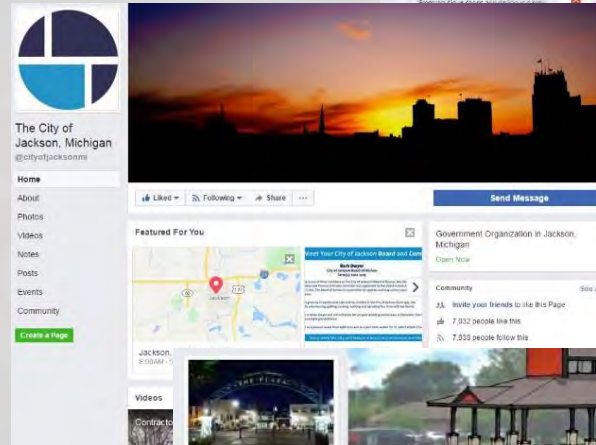
Report Outages:  
 Power, Downed Line or Streetlight  
 877-709-5009  
 Outage Center  
[bwl.com/outagecenter](http://bwl.com/outagecenter)  
 BWL Mobile App  
[bwl.com/app](http://bwl.com/app)  
 Outage Training  
 800-295-1610/1  
 Water Main Break  
 517-702-4499  
 Customer Service  
 517-702-4004

Did you buy a new, Energy Star TV to watch the big game yesterday? You may qualify for a rebate!  
 LEARN MORE: <http://www.bwl.com/energysavers.aspx>



# Where Should You Be?

- Start small – Limit yourself to two or three platforms.
- Research others – tons of great examples.





# Example of 'the best' – Roanoke, Va.

## Social Media in Roanoke



City of Roanoke  
Police  
Fire-EMS  
Neighborhoods  
Clean and Green



City of Roanoke  
City Manager  
Emergency Management  
Solid Waste  
Stormwater



@city\_of\_roanoke  
@rpdasafecity  
@artinroanoke  
@playroanoke  
@roanokepubliclibraries



about 2 hours ago

Lead Safe Roan...

Christmas lights may contain lead. Here are a few tips to keep your family safe this holiday.

[View Post](#)



about 17 hours ago

PLAY Roanoke

Stuff their stockings with a Parks & Rec trucker hat! Available for purchase at our office.

[View Post](#)



about 18 hours ago

City of Roanoke ...

[View Post](#)



about 18 hours ago

PLAY Roanoke

The Low Profile Dock at Carvins Cove Natural Reserve is here! This dock is great for...

[View Post](#)

[View All](#)

# Example of 'the best' – Roanoke, Va.

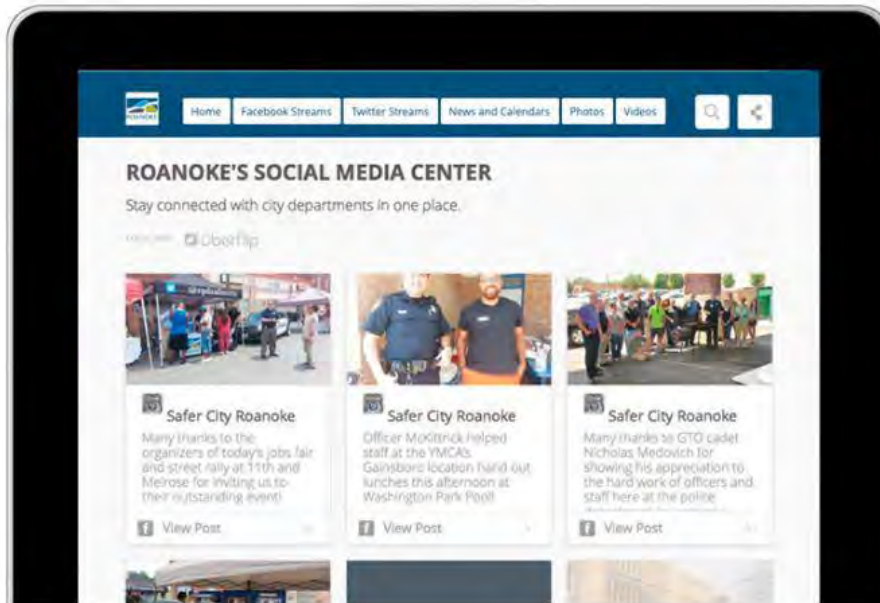
TECH TALK

By **Governing.com**

## The City That Incorporated Social Media Into Everything

In Roanoke, Va., Facebook, Twitter and all their social-network cousins have a home in every government agency.

SEPTEMBER 2015



(Roanoke.Uberflip.com)

## ROANOKE'S SOCIAL MEDIA CENTER

Stay connected with city departments in one place.



**PLAY Roanoke**  
Stuff their stockings with a Parks & Rec trucker hat! Available for purchase at our office 215 Church Ave. Rm 303. \$20

[View Post](#)



**Lead Safe Roanoke**

Christmas lights may contain lead. Here are a few tips to keep your family safe this holiday season. • Wear gloves, and only let adults handle. • Keep all lights at a high enough level that curious t



**City of Roanoke Pur...**  
RFP#19-05-03 ON-CALL ARCHITECTURE, ENGINEERING, AND CONSTRUCTION SUPPORT SERVICES

<https://example.com/rfp19-05-03>

# Social Media Uses for Communities

- **Building your Brand**
- **Public Service Announcements**
- **Crime prevention and police assistance**
- **Activities and events promotion**
- **Emergency alerts, severe weather updates**
- **In a Crisis**

# More Uses and What to share?

- **We're Human Too!**
- **Allen Park examples**
- **Draw People to Your Websites**
- **Construction Updates**
- **Content other sites, i.e. MML**
- **Multimedia – links, photos, videos**

# City Examples – Building your brand



**City of Troy Government**  
@TroyMI

Home

About  
Photos  
Reviews  
Videos  
Events  
Posts  
Community

Create a Page

Like Follow Recommend ... Send Message

Status Photo/Video

Write something on this Page...

Photos

5.8 out of 10.0 - Based on the opinion of 73 people

Community See All

- Invite your friends to like this Page
- 4,763 people like this
- 4,855 people follow this
- Cam Bigfella Rowe and 2 other friends like this or have checked in



**SALINE**  
BE. HERE.

**City of Saline Government**  
City Hall · Government Organization

Contact Us Like Message ...

Timeline About Photos Reviews More

2,486 people like this  
Rob Ferrari and 11 other friends

282 people have been here  
Terri Hetzel Murphy

**City of Saline Government**  
January 29 at 7:00pm

Michigan's deadline to register to vote for the primaries is February 8th! Register to vote today!! Please visit <http://www.Michigan.gov/vote> There you will find information about registering to vote, polling place locations, state and local ballots, the candidates and more. We can help with questions about your voter registration, polling place location and working at the polls. #SalineMI

Michigan.gov SOS Vote EDIT MANUALLY 1 Redirect

The Official State of Michigan Website MICHIGAN.GOV



**Charter Township of Comstock**  
@comstocktwp

Home

Posts  
Reviews  
Photos  
About  
Community

Create a Page

Like Follow Share ... Send Message

Status Photo/Video

Write something on this Page...

No Score Yet

Posts

Charter Township of Comstock  
2 hrs ·

Chickens in Residential Areas  
Comstock Township now allows the keeping of chickens as an

ABOUT CHARTER TOWNSHIP OF COMSTOCK

# City Examples – Building your brand

The image shows a screenshot of the City of Roanoke's Facebook page. On the left is a navigation menu with options: Home, About, Posts, Videos, Photos, Notes, Events, Reviews, @City\_of\_Roanoke, @City\_of\_Roanoke, Groups, Community, Info and Ads, and a green 'Create a Page' button. The main content area features a large profile picture of a mountain landscape with a building. Below it are 'Like', 'Follow', 'Share', and 'Sign Up' buttons. A 'Create Post' section is visible with a 'Write a post...' text box and 'Tag Friends' and 'Check in' options. A post from 'City of Roanoke, Virginia - Government' is shown, dated '21 hrs' ago, with the text 'What do you think makes a website great? We want to hear your ideas' and a photo of a smiling man. To the right of the post is a rating of '4.2 out of 5' based on 535 reviews. Below the post is a 'What's New' section with a thumbnail image of a city at night and the text 'ABOUT CITY OF ROANOKE, VIRGINIA - GOVERNMENT' and 'Our Story'. The 'Our Story' text reads: 'Roanoke is a mountain city and hub for innovation offering miles of trails, parks within walking dis...' and a 'See More' link.

# For Communities: Examples - PSAs



The City Of Ann Arbor - Government

February 1 at 3:00pm · 🌐

City of Ann Arbor culling operations have been completed. All designated parks and nature areas are reopened. <http://ow.ly/o5w330i8zet>



## 2018 Program

2018 Program Home » Departments » Community Services » 2018 Program Page  
ContentImplementation Plan Measures of Success Planning DocumentsQuick Links2018 Deer Management Closure Map (PDF)Answers to frequently



City Government of DeWitt, Michigan

20 hrs · 🌐

Clinton County Department of Waste Management is sponsoring a medication collection event this Saturday, February 10th at the Community Center of the St. Jude Catholic Parish (801 N. Bridge St. in DeWitt) from 10 AM -2 PM.

These events accept ALL pills, tablets, and liquids...FREE OF CHARGE!!

Items NOT accepted at this event include thermometers, inhalers, Epi pens, aerosols, patches, and used needles. These items can only be handled at the annual Clean Community Event.

If you have any questions, please contact the Department of Waste Management by emailing [recycle@clinton-county.org](mailto:recycle@clinton-county.org) or calling (989) 224-5186.

\*\*\*\*Make sure you black out personal information on the medication, but leave the drug name visible\*\*\*\*



City of Wayne-Administration

February 1 at 7:44pm · 🌐

Upcoming Meetings:

Tuesday, February 6th: Wayne City Council meeting at 8:00 p.m. at City Hall

Wednesday, February 14th: Wayne Library Board Meeting at 4:15 p.m. at the Wayne Library

Thursday, February 15th: Downtown Development Authority meeting at 6:00 p.m. at City Hall (normally takes place on Wednesday's)

Tuesday, February 20th : Wayne City Council meeting at 8:00 p.m. at City Hall

If you have a meeting or event you would like posted on the City's facebook page, please email the City Manager at [Inocerini@cityofwayne.com](mailto:Inocerini@cityofwayne.com) with details.



St. Joseph Township Police Department shared an event. ...

April 26 at 9:58am · 🌐

April 26, 2018

PRESS RELEASE

On May 2, 2018 St Joseph Township Police Department and Neighborhood Watch Program is hosting an Opioid Epidemic Presentation to discuss how opioids are affecting our community.

Guest speakers are Amy Jonatzke from Families Against Narcotics and Berrien County Chief Medical Examiner Dr. Rick Johansen. A question and answer session will follow the presentation.

The forum will be held on Wednesday, May 2, 2018 at 6:30 p.m. at the St. Joseph Charter Township Hall located at 3000 Washington Ave., St. Joseph MI 49085.

Contact: Officer Rick Knapp at the St Joseph Township Police Department (269)429-6890, ext. 2710



# For Communities: Examples -

**Allen Park Police Department**  
February 4 at 9:07am · 🌐

We received this video yesterday.  
Its apparently making its way across FB.  
Do not open, Do not share it!! To share it could lead to a felony for you. To share it, you are victimizing this child again.  
It's our understanding that the parties in the video have been identified and the child is safe .

<https://m.facebook.com/story.php...>



**Police: Don't share disturbing video of apparent child porn, even if seeking justice**  
People are sharing a disturbing video of apparent child pornography on Facebook, saying they want the perpetrator to be found. Police say that's exactly the wrong...  
WXYZ.COM

**Berrien County Sheriff's Department**  
May 5 at 7:52am · 🌐

👉 What a great day for a parade - Blossomtime Parade starts at 1pm - We can't wait!!!! 🍷



👍 Like    💬 Comment    ➦ Share

**Allen Park Police Department** shared Allen Park Public Schools's post.  
Yesterday at 5:52am · 🌐

<https://m.facebook.com/story.php...>



**SNOW DAY**

**Allen Park Public Schools**  
February 4 at 11:22pm · 🌐

👍 Like Page

Allen Park Public Schools will be closed tomorrow (Monday, February 5, 2018), due to extreme weather conditions. All planned activities after school / evening will also be canceled. Please share this information with friends and family.



# For Communities: Crime Prevention



**Allen Park Police Department**

Page Liked · April 13 · 🌐

Looking to identify and have a sit down with person.  
She entered an AP business on @ 7:30 pm failed to pay for numerous items she took. Anyone that can help us, help her. Please let us know.

Love this line!



**Cassandra Sartor** Allen Park Police Department get that woman she works at Meijer deli taylor . just ask for Tracey P. take her back to the AP were she stole and have someone there identify her. So you can get her.

Like · Reply · 3w



1



Write a reply...



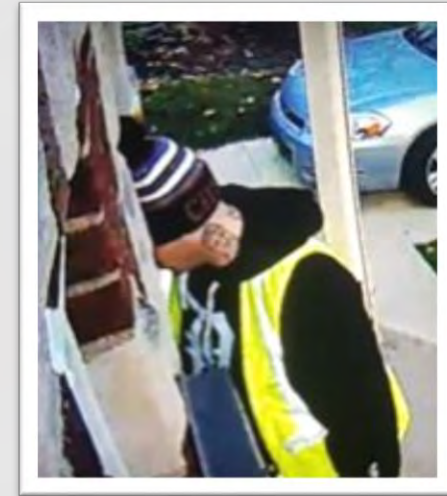
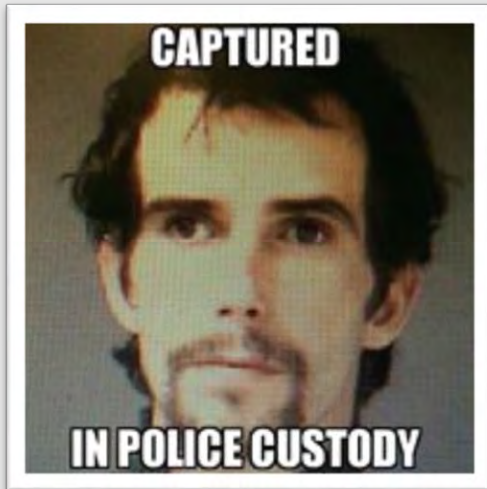
**Jennifer Jones** I hope she didn't pay for those pants, either. YIKES. lol

Like · Reply · 4w



18

# Crime Prevention – Allen Park Tips



Use the public as your  
extra **EYES** and **EARS**  
to help solve crime

# For Communities: Examples - Events


 **City of Norton Shores**  
November 8 at 4:09 PM · 🌐

The Planning Commission agenda packet, including the Bicycle and Pedestrian Plan Update recommendations, can be found on our website.


 **City of Westland - Administration**  
20 hrs · 🌐



109 Views

 **City Government of Ferndale, Michigan** added 4 new photos — at 📍 The Rust Belt Market.  
February 10 at 1:52pm · Ferndale · 🌐

Thank you to those who were able to attend the Master Land Use Plan Open House! We received a ton of great feedback that will be incorporated in the plan. Review the presentation at #FerndaleExchange and look for a highlight video soon! <http://www.ferndale-exchange.org/>



 **NORTONSHORES.ORG**  
**Meeting Packets - Norton Shores Michigan**  
Description

1 Comment

👍 Like    💬 Comment    ➦ Share

**Brody McClellan** I'm liking the added transparency! Good work! That being said, I see there are a litany of plans listed but no real explanation of priority of build or how that list was created. Why? Also, why did the city again not consult with residents who reached out in the past trying to form a citizen planning committee around this exact issue?

Like · Reply · 2w · Edited

# For Communities: Examples - Events



**City of Norton Shores**

November 3 at 11:56 AM · 🌐

Busy at City Hall today! Three of our voting booths are being used at the moment.

We're here until 2 pm if you need an absentee ballot.



**Roger Morgenstern** don't forget to vote, either absentee or in person on Tuesday!

Like · Reply · 3w



**Ian McElfish** What's up with the change in the precinct 3 location within two weeks before elections?

Like · Reply · 3w



**City of Norton Shores** The location of Precincts 3 & 7 changed in August 2017. The signs in front of the elementary schools are meant as a reminder.

Like · Reply · 3w



**Ian McElfish** City of Norton Shores cool, thanks for the clarification. It didn't affect me directly, clearly.

Like · Reply · 3w

# For Communities: Examples - Events

**City Of Holland, Michigan - City Hall**  
 February 1 at 11:28am · 🌐

Do you know what's happening this month in Holland? Our digital newsletter will keep you informed. Check it out here:  
<https://goo.gl/taEMrK>



**City Of Holland, Michigan - City Hall**  
 Government Organization

[Sign Up](#)

**City Government of Birmingham, MI**  
 February 1 at 3:26pm · 🌐

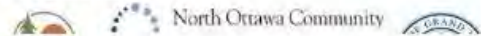
The February edition of Inside City Hall with City Manager Joe Valentine is now available. In this month's video, you'll meet the dedicated men and women who lead the operations of the city's various departments as well as get to know them beyond their job titles.  
<https://youtu.be/HF70Mdhb2oc>

Like Comment Share

## Upcoming Events



Dr. Gary Cool, Acupuncturist, Homeopath, Herbalist  
 Dr. Michael Weiss, Chiropractor  
 Rebecca Neil, Holistic Medicine/Massage Therapist  
 Sandy Parker, On the Path Yoga  
 Monica Verplank, North Ottawa Wellness Foundation  
 Co-Sponsors:



**Location:**  
**Grand Haven  
 Community Center**

---

**Alternative Options  
 Integrated Care  
 Providers,  
 Practitioners and  
 Resources  
 Small and Large  
 Group Discussion**

**Jun 25** **Town Hall on Mental Illness: Alternative Treat...**  
 Mon 6:30 PM · Grand Haven Community Center · Grand ...

[★ Interested](#)

# Social Media – Emergency Uses

**City Government of Ferndale, Michigan**  
February 4 at 8:12pm · 🌐

DPW is declaring a snow emergency effective 8AM MONDAY. With weekend parking + Super Bowl, we know the streets are packed; we're making it easier for everyone—residents, visitors, and DPW crews—by holding the emergency until the morning.



**City Government of Ferndale, Michigan**  
16 hrs · 🌐

The City's snow emergency has been LIFTED. Thanks to residents for your cooperation, and thanks to our DPW team for their hard work in safely clearing our roads and streets.

News: City Declares Snow Emergency

**City of Norton Shores**  
November 23 at 12:26 PM · 🌐

UPDATE - WATER IS NOW ON.

ADVISORY-A water main break is being repaired near Henry Street and Mt. Garfield Road and water service will be off to area homes.

👍 🙏 🙄 6

13 Shares

**City of Westland - Administration**  
May 10 at 10:30am · 🌐

Our hearts go out to those affected by the fire at Westwood Village Apartments last night. We are happy to hear that all tenants are accounted for and there were no injuries reported as a result of the fire, however, 24 units were destroyed. At this time it is difficult to know exactly what is needed, but if you are interested in donating to the families, please reach out to Westwood Village Apartments, located at 37830 Westwood Circle (734)961-4730

<https://www.detroitnews.com/.../crews-battle-large.../596817002/>



Crews battle large apartment fire in Westland



Crews battle large apartment fire in Westland

# Social Media – Emergency Uses



**Kurt Dykstra**  
BPW update (cont.) The BPW gets another third from two other partly-owned plants elsewhere in MI, and the final third either from buying off the "grid" (i.e., the market) or via natural gas & diesel "peaking" units at a couple of locations around town.  
Yesterday at 4:45pm · Like · Comment

**Steve Simon** We got our power back about 2 hours ago. Please thank the BPW crews for their good work!  
22 hours ago · Like

**Kurt Dykstra** Will do, Steve. Thx.  
18 hours ago · Like

Write a comment...

**Kurt Dykstra**  
BPW update (cont.) DeYoung Power Plant has sustained some minor damage to some outbuildings. Hopefully in a couple of days all the boilers will be back online. Until then, remember that only 1/3 of Holland's power comes from DeYoung. MORE  
Yesterday at 4:44pm · Like · Comment

**Kurt Dykstra**  
BPW update (cont.) Crews from Indiana will be arriving (or have already arrived) to replace the 138 line and poles along Pine Ave. and other places. The sheer size of the poles and lines are such that our crews don't do that work. Again, estimates are at least a couple of days worth of repairs -- and closed Pine Ave. MORE  
Yesterday at 4:41pm · Like · Comment

**Kurt Dykstra**  
BPW update. A more formal and complete update will be provided by the BPW, but here is some general information. The main circuits are repaired. Still some customers (in the hundreds probably) without power, but these are largely due to downed trees damaging lines that run into a neighborhood or smaller cluster of customers. MORE . . .  
Yesterday at 4:39pm · Like · Comment

RECENT ACTIVITY

Kurt and John Fallon are now friends. · Like · Comment · Add John as Friend



twitter Home Profile Messa

 **City of Holland**  
**@CityofHolland** Holland, Mich.  
*We are the All-American City with a Dutch accent, and located near the shores of Lake Michigan.*  
<http://www.cityofholland.com>

Following

Tweets Favorites Following Followers Lists

 **CityofHolland** City of Holland  
#HollandMI Wastewater Treatment Plant was w/out power this AM. However, no apparent spills into Lake Mac.  
22 hours ago

 **CityofHolland** City of Holland  
Mayor Dykstra has been in the emergency operations center all day. He's touring storm damage and posting pics on FB:  
<http://ow.ly/5BOZZ>  
11 Jul

 **CityofHolland** City of Holland  
Use US-31 instead of Pine or River. Also give yourself plenty of "space" to navigate the major east-west streets and roads.  
11 Jul

 **CityofHolland** City of Holland  
RT @mattswier: Power back on W. 19th street thanks  
@CityofHolland  
11 Jul

 **CityofHolland** City of Holland  
@wzzm13 Holland hit hard by storms <http://ow.ly/5BHlq>

# Social media – Emergency Uses

The image shows a screenshot of a Twitter profile for Holland BPW (@HBPWStorm). The profile header includes the account name, handle, location (Holland, MI), and a bio: "We are a public utility offering water, wastewater, electric and fiber services to the City of Holland and surrounding areas." The website link is http://www.hollandbpw.com. The account is followed by the user. The main content area displays four tweets from @HBPWStorm:

- Tweet 1: "Thank you also to Zeeland BPW for their assistance!" (3 hours ago)
- Tweet 2: "Around 500 scattered power outages remain through the BPW system. Estimated complete restoration for all customers is Wed. evening, 7/13." (7 hours ago)
- Tweet 3: "ELECTRIC CREWS are still working to restore power in Holland. Thank you again for your patience. Please rememb... (cont) http://deck.ly/~PBtAk" (9 hours ago)
- Tweet 4: "RED CROSS UPDATE ONLY FOR PERSON WITH MEDICAL NEEDS 616-396-6545" (20 hours ago)

The right sidebar shows account statistics: 153 Tweets, 17 Following, 63 Followers, and 2 Listed. It also features sections for "You and @HBPWStorm" (both follow), "Similar to @HBPWStorm" (listing accounts like oldpirate, CityFlatsHotel, and HollandHosp), and "Following" (listing various organizations like APWA, 3E, and others). The footer contains links for About, Help, Blog, Mobile, Status, Jobs, Terms, Privacy, Shortcuts, Advertisers, Businesses, Media, Developers, Resources, and a copyright notice for 2011 Twitter.



**Have Us Do an Expanded ‘Onsite’  
Social Media Presentation in Your  
Community Where We Dive  
Deeper into:**

**Using Social Media in a  
Crisis**

# Using Social Media in a Crisis

2015 study of 300 local government officials from throughout the U.S. found:

- 70% surveyed used social media in a crisis and 29% did not use it in a crisis
- Most popular – Facebook - 53%
- Twitter – 27%
- Blogs – 6%
- YouTube – 5%
- Google+ – 3%
- Other – 6%

## THE ROLE OF SOCIAL MEDIA IN LOCAL GOVERNMENT CRISIS COMMUNICATIONS

Posted on September 16, 2015

by Melissa W Graham, Elizabeth J. Avery and Sejin Park

# Conclusion of the study:

- The extent of social media use and the number of social media tools used by local governments were positively related to the extent of the impact of the officials' crisis management.
- In other words ... **IT WORKS!**

# For Communities: Examples – We're Human Too



**Vincent Lauricella**  
Firefighter

**New Buffalo City Police Department**  
Like This Page · October 2, 2017 · 🌐

Today we are saddened by the loss of a Hero. Vinny was an amazing fire fighter, and an even more amazing person. NBPD is sending our thoughts and prayers out to the Lauricella family, friends, And the New Buffalo City Fire Department. He leaves behind a legacy that will never be filled. Rest Easy Hero.

👍 Like    💬 Comment    ➦ Share    🗨️

👤👤👤 118    Oldest ▾

45 Shares    8 Comments

View 2 more comments

**Carolann Anderson** Cindy I just heard I'm deeply sorry for your loss!! 😭

Like · Reply · 33w

**Donna Mcvicker Messinger** So sorry, praying for this family, he was such a great guy.

Like · Reply · 33w

**Ann Creedon** So sad

Like · Reply · 33w

**Susanna Jones** I am so sorry Cindy. You all are in my thoughts and prayers.

Like · Reply · 33w

**Debra Oles Soss** Praying for comfort for Vinny's family and friends. So sorry for your loss!

Like · Reply · 33w

**Jim Mc Cay**

Write a comment... 🗨️ 🗨️

**City Government of DeWitt, Michigan**  
February 2 at 2:43pm · 🌐

**FOUND DOG:** This dog was found downtown this afternoon. It looks like he/she has an injured eye. The dog has been transported to Clinton County Animal Control (989-224-5116).

**City of Wayne-Administration**  
February 2 at 8:01am · 🌐

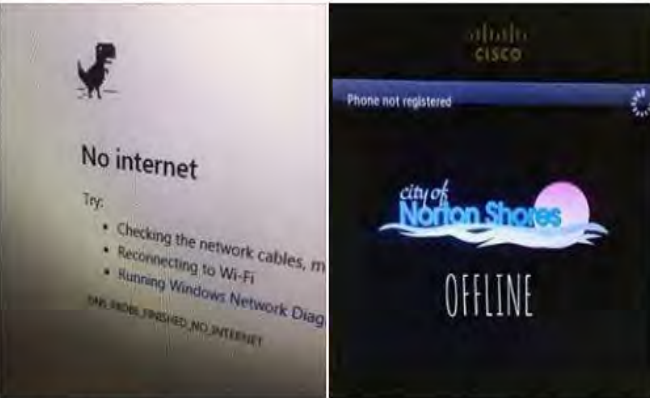
Phil says 6 more weeks of winter. BUT...Howell, Michigan's groundhog Woody is still on the fence. Happy Groundhogs Day!

**City of Southgate Police Department**  
January 16 at 3:17pm · 🌐

It is with heavy heart and deep regret that the Southgate Police Department announces that Sergeant Christopher Cassette, badge #099, who was a 22 year veteran of the department has passed away from a medical condition. Please keep his family and our officers in your thoughts and prayers.

# For Communities: Norton Shores examples

City of Norton Shores shared a post.  
November 12 at 12:13 PM · 🌐



Norton Shores Fire Department  
November 12 at 11:46 AM · 🌐

👍 Like Page

**\*\*UPDATE\*\*** Phone and Internet Service has restored. City of Norton Shores is online and able to respond to your your calls and emails.\*\*

**ALERT:** All City department phone and computer systems are currently down. This includes: City Hall, Police / Fire and DPW. If you have a need to contact City departments please do so in person. Phone and email is down.



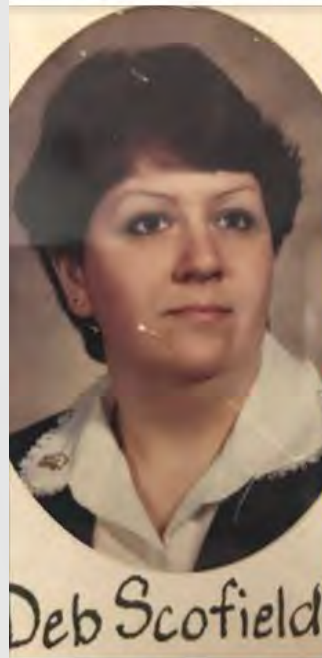
**Norton Shores Police Department**

Yesterday at 3:35 PM · 🌐

As we continue our City of Norton Shores 50th Anniversary celebration, let us give thanks to Deb Strandberg.

Deb began her career on August 24, 1978. She was scheduled to work for only 6 weeks, filling in for another clerk who was away on a leave of absence. Instead, nearly 40 years of good memories and achievements working full time at NSPD quickly passed.

While currently working reduced hours, her wealth of institutional knowledge is an invaluable asset after working for f... See More



- Melissa Kulikowski** Congratulations Deb! 🎉 📍

Like · Reply · 22h
- Pam Dennis** Congrats!! 🎉

Like · Reply · 21h
- Kate VanGelderren** Congratulations 🎉

Like · Reply · 21h
- Cathi Amato** Holt Well deserved recognition! Congratulations.

Like · Reply · 21h
- Laura Gereaux** Way to go Deb, high praise indeed! 🎉

Like · Reply · 21h
- Patti Darke** Congrats Deb 🎉

Like · Reply · 20h
- Jay Roma** Yay Aunt Deb! 🎉 📍

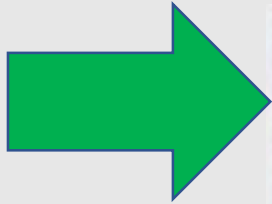
Like · Reply · 20h
- Deb Strandberg** Thank you everyone for the comments! I can honestly say I've been so blessed with this job for so many years. Have loved serving my "people" and loved my work family. As long as I can still contribute to the City, who has given me so much, I will keep going! ❤️

Like · Reply · 20h

↳ 2 Replies
- Shawn Grabinski** Congrats 🎉

Like · Reply · 19h
- Amy Fetters** Wow... what a great accomplishment! Congratulations!! 🎉

# For Communities: Norton Shores examples



Norton Shores Fire Department

@nortonshoresfd

*City of Norton Shores Celebrating 50 Years!*



**Norton Shores Fire Department**

November 21 at 4:51 PM · 🌐

**\*\*HELP NEEDED\*\*** Former department members, or families of former/retired department members:

We are in search of some old department patches, similar to ones that are pictured here.... Do you have any, or know where we may find any? If you know, or know who we may get in contact with, please comment below, or private message us! Also, we are looking for one of our original patches (not pictured) that is black and white, and just say "Norton Shores" on it. Any help would be greatly appreciated!



**David Purchase** I believe this is the original patch you are looking for. The red and yellow one with the two top banners only replaced it. Shores was added when we became a City and the rescue patch was created when we purchased the first Hurst Tool. It was given to those who went through training on it.



Like · Reply · 5d · Edited



**Marc Topping** Excellent info, Chief! Thanks for sharing. That is indeed the patch we're looking for.

Like · Reply · 5d

# For Communities: Examples – We're Human Too

**Detroit Police Department**  
9 mins · 🌐

DPD Officers riding in the 2018 Police Week Unity Tour.



**Barb Lowry** Probably was the guy who gave me a speeding ticket on St. Pat's Day. While I hated getting a ticket, when I calmed down I realized I was definitely speeding and not paying attention to my driving. It was an expensive lesson to learn but he was very nice about it and even apologized! Needless to say, I am the slowest driver in RP nowadays!

Like Reply · 1w

**Roosevelt Park Michigan** shared a post.  
May 6 at 8:37am · 🌐

Thanks to Amanda VanBogelen for sharing this nice story about the Roosevelt Park PD



**Amanda VanBogelen** is 😊 feeling excited with EJ Pieri and 2 others in 📍 Roosevelt Park, Michigan.  
May 5 at 5:06pm

So there was an incident at the park with a dude (37yrs old) screaming all kinds of profanity at his mother(65 years old) and son who is 10. We called the police they came and took care of the guy. The officer from the Roosevelt Park Police brought presents back and stickers. This officer was amazing. Thank you to the officer

My son who never forgets anything..... I was worried about him just remembering the scary guy at the park. But nope not anymore. All he remembers is the cool police man who gave him a bear and stickers. And he turned his lights and sirens on for the kids.

So thank you for making it a good memory for today

THANK YOU officer EJ Pieri

#rooseveltpark #policefriends #waytogo

**St. Joseph Department of Public Safety**  
May 8 at 10:40am · 🌐

Sergeant Yonker was at Lincoln Elementary School yesterday. He handed out over 150 stickers to the students. ( Many students asked that he autograph them) This is part of our non-traditional outreach strategy.



👍 Like    💬 Comment    ➦ Share    🌐

# Allen Park: Examples – We're Human Too



**Allen Park Police Department**

18 hrs · 🌐

Let's do this again this year.  
As we drive around, it's always awesome to see the pride and spirit of AP.  
We will post your holiday lights every few days. #onecommunity  
These pics are from the eye of Ofc Winger.



Chase Montgomery Edmunds Come look at ours

Like · Reply · 18h



Linda Lockwood Shovak WOW!!

Like · Reply · 17h



Mike Walters i cant do crap until Tittle finishes my darn porch  
😂 its an eye sore

Like · Reply · 17h



Lesley Bradford What street is it?

Like · Reply · 17h



Linda J Wells Love your post I lived on the corner of Regina st.  
and Park many years and attended Allen Park Presbyterian  
Church. Many many good memories.

Like · Reply · 17h



Patty Brandemihl Was hoping you would do this again this  
year. 🎄 🌲 🎁

Like · Reply · 16h



Ryan Osantowski Wait for the corner of Quandt and Meyer

Like · Reply · 16h



Elaine Pilon Roeseler Cicotte..Princeton Estates.

Like · Reply · 16h



Pamela Svendor Very pretty.

Like · Reply · 15h



Jeffrey Massella APPD should decorate a cruiser.

Like · Reply · 15h



Betty Trybuski Pretty

Like · Reply · 15h



Patricia Fraley This is so beautiful, thank you.

Like · Reply · 14h



Tee Sirk Euclid and Southfield near the creek looks sweet to.  
You can see from the highway

Like · Reply · 14h



Oksana Fedoriv I like reflection on the hood. Nice!

Like · Reply · 12h



# Allen Park: Examples – We're Human Too

**Allen Park Police Department**  
February 4 at 1:33pm · 🌐

Superbowl 2018 snacks. 😊  
#donteattide. \*\*\* Eating Tide pods is a no/no..



Like Comment Share

403 Chronological

76 Shares

**Brandon Long** Wash down the pods with Clorox bleach. The after taste is simply amazing 😄😄😄  
Like · Reply · 1d

View 1 more reply

**Allen Park Police Department** Lol. Cleans the muscles. 😄😄😄  
Like · Reply · 1d

**Allen Park Police Department**  
11 hrs · 🌐

Well hello AP. I bet we do not need to say, lock up the vehicles and light up the porch etc. 😊  
Nice evening to enjoy your favorite beverage on the patio, porch etc.  
My first song will be.... Cinderella-Nobody's fool.  
Ready go AP



86 138 Comments 4 Shares

# Allen Park: Don't Post About Marijuana



# Allen Park: Examples – Weekly Crime Log with Personality

Happy Monday AP

Tales from the front row has arrived.

We have a seemingly simple traffic stop. However, No insurance, No license and more then one warrant for your arrest. All that stuff just changed whatever plans you had for the weekend.

We had 4 Traffic crashes with two being Hit and Runs.

Two females entered a store and were awesome enough to bring their own bags. They must have forget to bring a way to purchase the items they loaded into those bags, or to even stop at the register on the way out.

They were able to see our awesome B&B.

We had another fella run into a store , grab a ceiling fan. He then ran out and jumped into a waiting car. They both were able to spend some time in our B&B. This is not their first stay at a B&B. )

The folks that feel assaulting a former partner is ok.  
Its not, so do not do it. Keep your hands to yourself.

Officers observed a vehicle that was stopped on the roadway. Upon driving by, it was also noted the driver was not awake at the wheel! A key to a successful driving experience is being awake at the wheel at least. The officers noted the car running and in neutral. They were able to wake the driver after several attempts. The odor of intoxicants was very much present from this driver. The BAC was .16%. Guess where the driver stayed the night? #APPDB&B..

This was a sample of how we spent our time.  
Now lets get this week going AP  
giddy up

# Allen Park: Examples – Weekly Crime Log with Personality

Tales from front row is hot off the press.

Your friend takes you to go shopping. You arrive and find that their version of shopping is actually called retail fraud. You decline this "shopping" event. They then assault you...

MSP bomb squad was called out yesterday. They helped a homeowner rid his garage of a World War I MK41 bomb. The relic was non active. This item was gifted to MSP :)  
AP, always call us if you come across such items.

The 14000 block of Dasher a 2018 Ford Escape was taken.

You rent a car and drive this car from Florida to pick up a relative. You are stopped for speeding. The K9 insisted on a further search of the vehicle where an unloaded gun was found. You now have the chance to tell a MI Judge why you have an unregistered gun after a restful night in the B&B.

Moving is not fun. Its even less fun when you find some of your belongings missing from the "friends" that helped you move. [#NEEDNEWFRIENDS](#)

You stroll on into an electronics store. You grab a Macbook and an iPad. Then try to open a line of credit. You provide a different address then your ID shows. When asked to key in your social security number, you need a cheat sheet! Your failure to answer any of the ID questions correctly will prevent this transaction/FRAUD.

When an employee becomes very concerned about the surveillance system, this is a tad odd.  
You review video and find that you have been apparently paying this employee to steal your merchandise!!!  
SMH

[#DONTSTEAL](#)

# Allen Park: Examples – Humor



Using  
comedy to  
keep things  
light &  
make  
people  
laugh

# Allen Park Examples – Using Humor

Poking fun  
at yourself  
or your  
department  
shows  
you're not  
as stuck up  
as people  
think



# Allen Park Examples – Humor



# Allen Park Examples – Humor

## Pumpkin Spice Handcuffs



**445 likes**

**28 comments**

**49 shares**

**7,570 people reached**



# Can it Go Too Far with Humor?

**Roberto Acosta Journalist** shared a post.  
April 28 at 10:15am · 🌐

I'll admit it: I may have uttered the phrase "The popo are coming" once or twice in my younger days.



**Bath Township Police Department** ✓  
April 28 at 9:33am · 🌐

Like Page

So as some of you may have noticed, our page has been pretty helpful in connecting us with our community. We've found though, that we are still struggling to really reach the younger folk out there. So in an effort to bridge that gap, we've decided to update our patrol car graphics in an attempt to be more relatable to the local youths.

#HowDoYouDoFellowKids  
#HopingForAGoodTrialRun  
#HopingForMoreWavingWithAllFiveFingers  
#PopoWithPupo (thanks for this one follower 😊)

👍👎👤 Sherry Caraway and 15 others      2 Comments 7 Shares

👍 Like      💬 Comment      ➦ Share

**WSB-TV 2 ATLANTA**      f i t      Google Custom Search      SIGN IN REGISTER      iBTV LIVE      CLICK TO WATCH NEWS

WEATHER NEWS LIVE TRAFFIC VIDEO SPORTS TRENDING CONSUMER COMMUNITY MORE

**PLAY BALL WEEKEND**      KICK OFF YOUR SUMMER AT SUNTRUST PARK      EXPAND

JUNE 1-3      BRAVES.COM/PLAYBALL      Buy Tickets

**KICK OFF YOUR SUMMER AT SUNTRUST PARK**

EXCLUSIVE KIDS-ONLY EXPERIENCES

PLAY BALL JUNE 1-3

WEEKEND      Buy Tickets

BRAVES.COM/PLAYBALL

## Police department's 'popo' Facebook prank fools internet, sparks controversy

By: Michelle Ewing, Cox Media Group National Content Desk

Updated: May 8, 2018 - 5:16 AM



**Police department's 'popo' Facebook prank fools internet, sparks controversy**

WATCH: Adoptive mom's heartwarming video shows older boys including shy...

4-year-old mistakes gun for toy, shoots, kills little brother

4-year-old mistakes gun for toy, shoots, kills little brother

Sunken treasure worth \$17 billion on 300-year-old shipwreck discovered

Facebook: Bath Township Police Dep

AGENCY      STAY BACK

POPO

👍👎👤      f t

BATH TOWNSHIP, Mich. - A Michigan police department's viral Facebook prank featuring an altered photo c

# Allen Park: Examples – This is What You



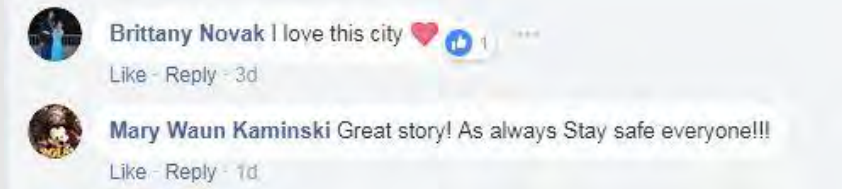
Here is a message we received from a Mom recently.

I just wanted to say a big THANK YOU FOR BEING AWESOME!!! One of your officers was driving past our house as we were coming in and when they saw my boys who are 5 and 10 waving at them like crazy, slowed down and hit the lights for them! They were ecstatic and have been talking about it non stop since! You guys are always wonderful and that small gesture filled my heart! Thank you so much!!

We loved the story and wanted to thank them and hopefully put bigger smiles on their faces. So we dropped off a couple bracelets and some sunglasses. It appears it worked 😊

Thanks Mom for sharing the pics with us.

#ONECOMMUNITY



# Allen Park: Excellent Resource


## About

[Suggest Edits](#)

### HOURS

 Always Open


### CONTACT INFO

 Call (313) 386-7800

 @AllenParkPoliceDepartment

[Send Message](#)

 [jthorburn@allenparkpolice.org](mailto:jthorburn@allenparkpolice.org)

 <http://cityofallenpark.org>

### MORE INFO

#### About

APPD is a staff of 40. With 6 officers assigned to the Detective bureau, 1 assigned to a task force and 1 working as the school resource officer.

#### General Information

Chief James Wilkewitz

 Law Enforcement Agency - Police Station - Government Organization

### STORY

#### Allen Park Police Department Facebook Terms

This is the official Facebook page of the Allen Park Police Department in Allen Park, Michigan. This page was created to provide people who live and work in Allen Park, Michigan or others with an interest in the Allen Park Police Department access to information about the police department and a platform with which to interact with the APPD. This page is monitored and managed by the Allen Park Police Department and the Office of the Chief of Police.

Before posting on this page, please review these terms:

- A posting on this page constitutes acceptance of these terms.
- In case of emergency, or if you need police assistance, dial 911.
- Do not use this page to report a crime. To report a non-emergency crime call 313-386-7800.
- If you post information related to a crime on this page, you may be placing yourself in the position of becoming a witness to a crime and subject yourself to a subpoena or further interviews and/or investigation.
- "Friending" between Allen Park Police employees and a citizen does not indicate endorsement of that person's actions or comments.

# Benton Harbor: Let Commenters Comment



Benton Harbor Department of Public Safety shared a link.

February 22 · 🌐



## Benton Harbor crime on the decline

BENTON HARBOR — Better organization and a shift to community policing is paying off, with most of Benton Harbor's crime statistics showing a downward trend over the past few years.

HERALDPALLADIUM.COM

5 Shares



Write a comment...



Brandon Wall I'll take BS for \$1000 Alex! 😂 4

Like · Reply · 12w



Marcus Stevens Stop hating 🙏 1

Like · Reply · 12w



Jesus Juarez Daily Double!!!! (Audio)

Like · Reply · 12w



Brandon Wall Marcus, you're right. Didn't mean to come across that way. I applaud the department and officers' efforts. I just found the headline to be very subjective due to the statistics and the many variables that go into drawing such a conclusion. You have to give credit where credit is due.

Like · Reply · 12w

# Facebook guidelines & tips – Part 1

- Should have words 'City' & 'Government' in page name
- Succinct content: 100-250 characters
- Photos and videos
- Post regularly: Daily
- Give fans exclusive access
- Read and follow FB community standards  
<https://www.facebook.com/communitystandards>



City Government of  
Ferndale, Michigan  
@Ferndale.Michigan



City of Berkley -  
Government &  
Community  
Services  
@cityofberkley

# Facebook Guidelines & Tips – Part 2

- Don't take it personal – unless it is
- Be careful using humor
- Avoid cutesy phrases
- Emphasize process and how to's
- Focus on PEOPLE
- **Have a social media policy!!**



# Managing your pages – Facebook Tips

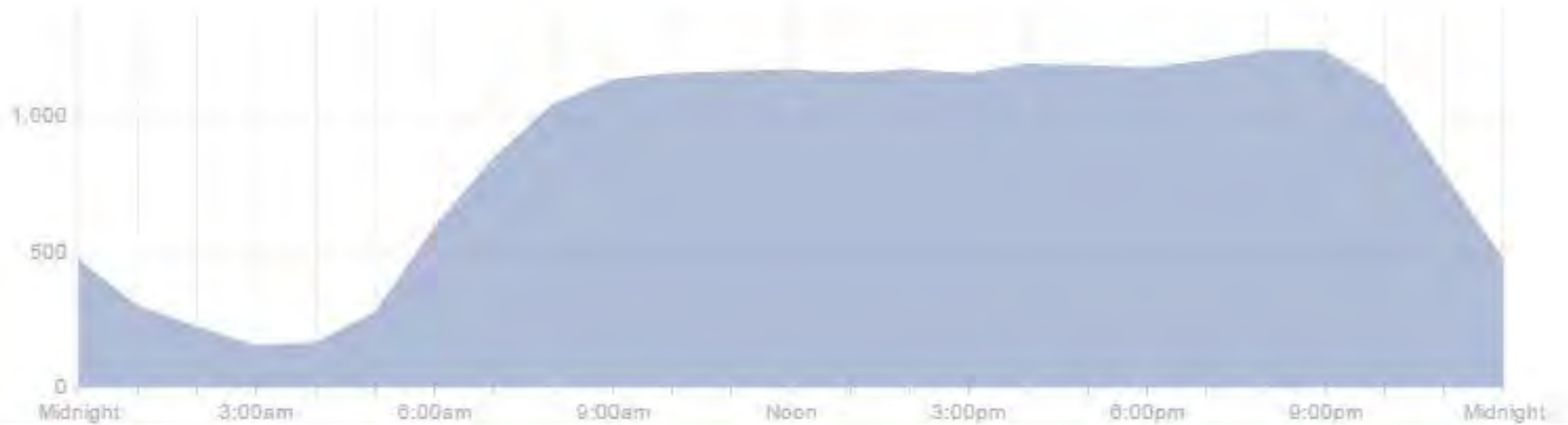
- **Use holding statements**
- **Allow posts**
- **Profanity filter**
- **Change photo regularly**
- **Watch what people care about**
- **Consider promoting/boosting posts**
- **Post when fans online**

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

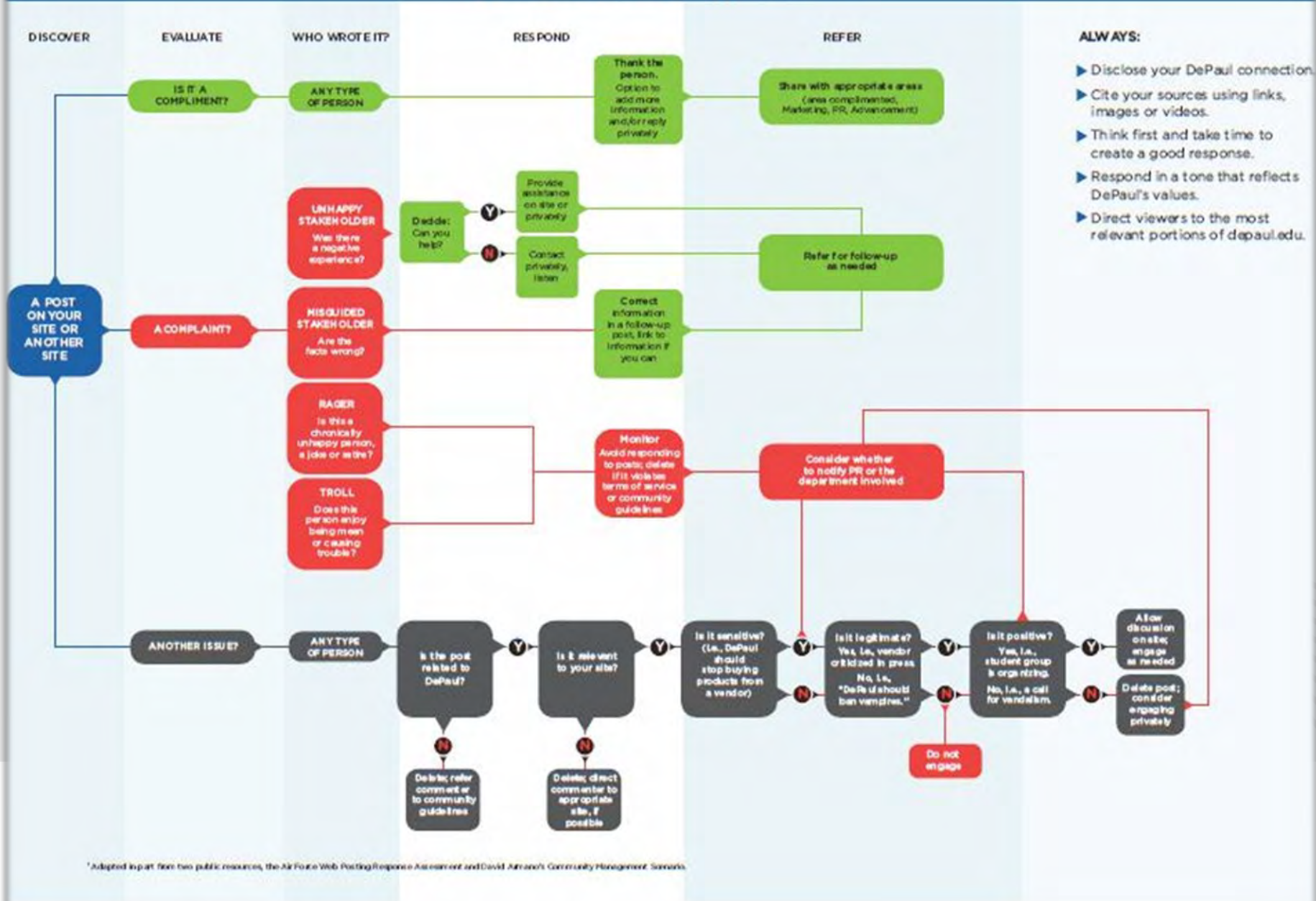


TIMES





# POST RESPONSE FLOWCHART<sup>1</sup>



<sup>1</sup> Adapted in part from two public resources, the Air Force Web Posting Response Assessment and David Abrams's Community Management Services.

# Twitter Tips

*Twitter* is a micro-blog – **280** (now) characters or less

- Be interesting
- Hashtags: #musthashtag
- Customize
- Tweet consistently
- Follow the right folks
- Use photo or art with posts
- Give them a reason to click



Hi, I'm  
Larry!

# Twitter Examples



Tweets 829 Following 18 Followers 736 Following

## Norton Shores Police

@NortonShoresPD

Norton Shores Police Department is a full-service law enforcement agency, consisting of 29 sworn / 3 non-sworn members, serving the City of Norton Shores, MI.  
Norton Shores, MI • [nortonshores.org](http://nortonshores.org)

**Sunny 97.3 FM** @Sunny973 · 4h  
Hump-Day congrats to Terry Bowerman of **Norton Shores** our Applebee's "Eye-Opener Trivia Quiz" winner! The question: "Who was the first U.S. president born outside the 13 original states?"  
Answer: Abraham Lincoln

**Gary Nelund** @ganelund · 1h  
Always one of my favorite days. Giving a City Hall your to Lincoln Park 2nd graders. @ City of **Norton Shores** [instagram.com/p/Bqux3jfl-qnj...](https://www.instagram.com/p/Bqux3jfl-qnj...)



Tweets 607 Following 287 Followers 1,490 Likes 95

## City of Jackson, Mi

@CityOfJacksonMi

Official Twitter of the City of Jackson, Michigan

Jackson, MI  
[cityofjackson.org](http://cityofjackson.org)  
Joined July 2013

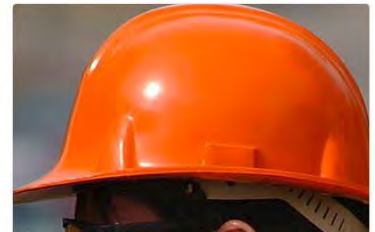
Tweet to City of Jackson, MI



256 Photos and videos

## Tweets Tweets & replies Media

**City of Jackson, MI** @CityOfJacksonMi · Feb 2  
HEADS UP: Weather permitting, the two-way conversion at Louis Glick Highway and Washington Avenue in downtown Jackson is scheduled for Monday, Feb. 5.  
As the new signals are activated, police will direct traffic. Construction will be fully completed in the spring.



# Twitter



**Ferndale, Michigan** @FerndaleMich · Jan 4

In response to the @NWS #coldweather #advisory, #Ferndale's Kulick Community Center will act as a public warming center & will have extended hours today/ tomorrow—9:30 a.m.–8:00 p.m. Please share with friends or neighbors in need



**City of Adrian** @AdrianMI · Jan 25

Audio of the January 24, 2018 Special Meeting of the Adrian City Commission:



**Adrian City Commission Special Meeting 1-24-2018**

Audio of the January 24, 2018 Special Meeting of the Adrian City Commission.

soundcloud



**City of Berkley, MI**

@cityofberkley

Following

On Monday, January 29, Alan H. Kideckel submitted his resignation from the Berkley City Council in writing to... [fb.me/7FM3sYDsi](https://fb.me/7FM3sYDsi)

1:59 PM - 29 Jan 2018

# Twitter Examples

**Dan Gilmartin** @DPGilmartin · 6h  
The suburban retail struggle is real #deadmalls #golf



**These photos of abandoned malls and golf courses reveal a new era ...**

These photos show the relics of America's suburban golden days. Many of these structures have been abandoned and left in limbo.

businessinsider.com

**Governor Gretchen Whitmer** @gretchenwhitmer · 3h  
Today we continued the #MIHomeforOpportunity Tour at @MuskegonCC. I had the chance to speak with students and staff about what we can do to make sure everyone has the skills needed to get ahead in Michigan.

9 21 96

**Governor Gretchen Whitmer** @gretchenwhitmer · Feb 16  
We had such a phenomenal time at the UP Children's Museum! Thank you to everyone who came to our Marquette Winter Warm-Up.



**City of Detroit** @CityofDetroit · 4h

Companies including @GreeningDetroit, @DetroitTraining, Dental Careers of Michigan Inc. School and the International Trucking School are looking to train candidates for a variety of positions. – at Northwest Activities Center



**Tweet**

**Marlon Brown** @Marlon4Mason

The Mason City Council will have a special meeting Monday, February 5, at 8:00PM at City Hall. Here is the... [fb.me/442L6rGc0](https://fb.me/442L6rGc0)

# Other Forums to Consider

## Snapchat: A Placemaking Tool

Posted on February 9, 2016 by Samantha Audia

Though many municipalities have bravely ventured into social media platforms like Facebook and Twitter to communicate with residents, for the grand majority of local governments Snapchat remains uncharted territory. It's understandable that local officials have hit roadblocks with social media; maintaining active accounts could be a full-time job, and the ever-developing technology is oftentimes unfamiliar to municipal leaders, many of whom view social media platforms as a minefield of potential liabilities.

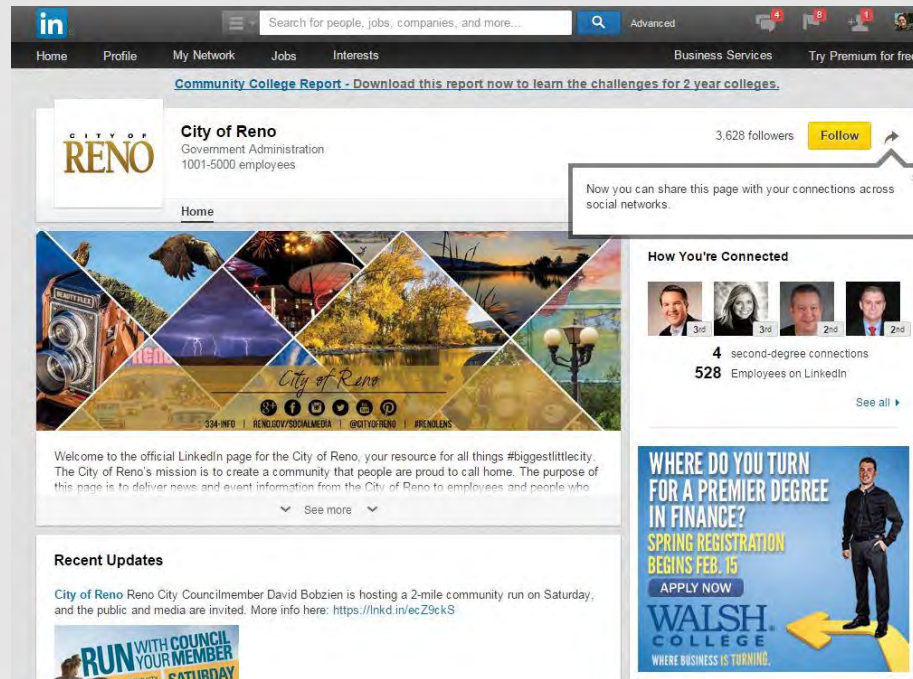
In the past year, Snapchat's popularity (and legitimacy) has grown exponentially – so much so that the White House opened an account last month to better communicate with a growing young demographic. Indeed, over 60 percent of smartphone users from the ages 13 to 34 use the app. Snapchat could serve as a vital branding resource to municipalities as they strive to improve communication, reach a younger generation, and market their communities to potential residents.



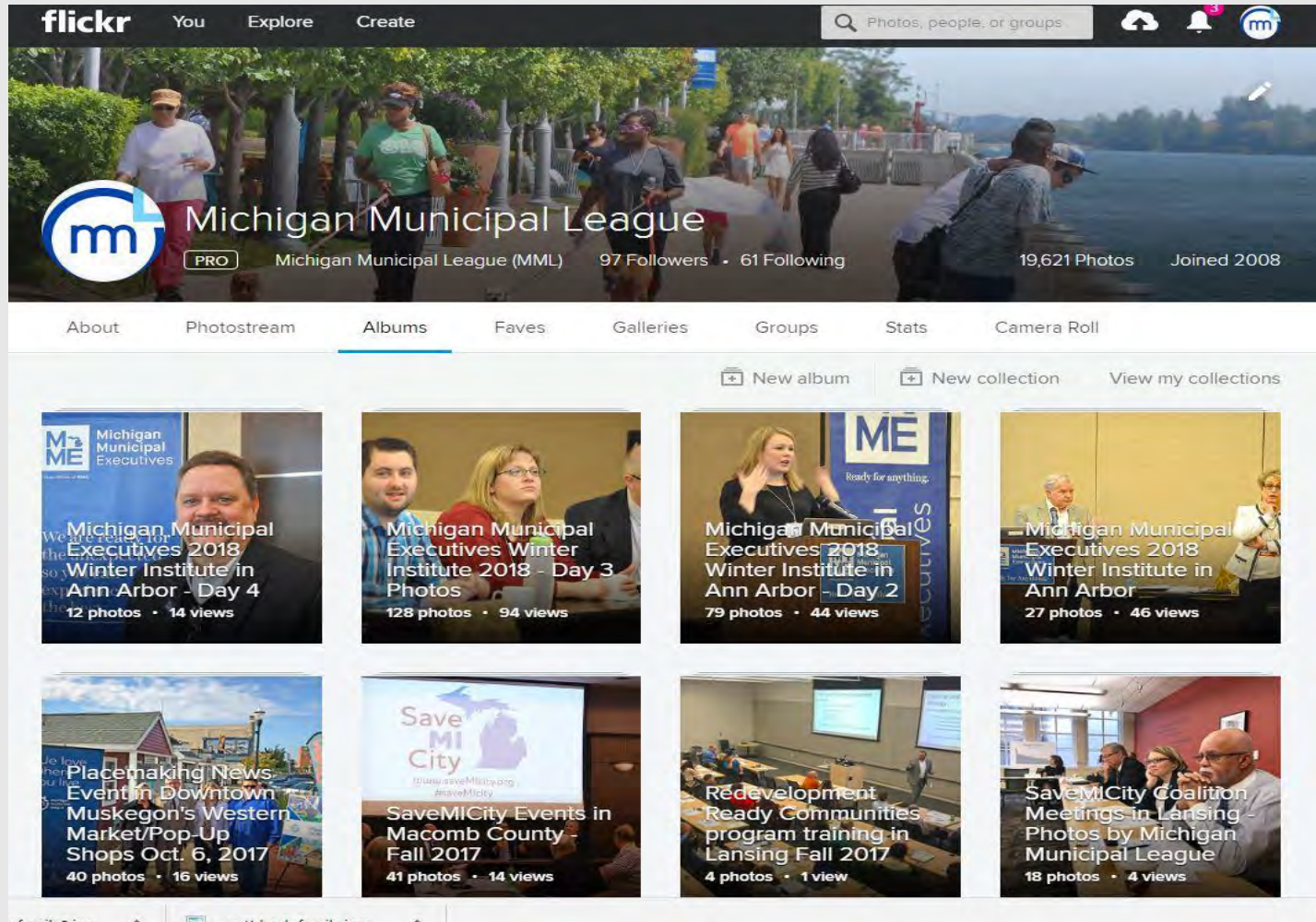
Essentially, Snapchat allows users to take photos and videos, add captions or drawings, and upload the content to a collective 24-hour "story" that followers can view. Take a look at what they can do, and then check out the many ways that local officials could use Snapchat to connect with residents:

### Promote Community Events

Municipalities can use Snapchat to share



# Consider flickr or Instagram



# Flickr example





# Flickr example



The [Washington Examiner](#) reported:

“

Senate Republicans on Friday said they started a probe into the Environmental Protection Agency's culpability in the Flint, Mich., water crisis.

 Tweet

0

 G+

## A Good Move for Flint: Relocating Public Market Improves Food Access

By Annah MacKenzie on Feb 9, 2016 | [Leave a Comment](#)



Flint Farmers Market | Photo by Michigan Municipal League

**Have Us Do an Expanded ‘Onsite’  
Social Media Presentation in Your  
Community Where We Dive  
Deeper into:**

**Social Media Policies**

# Social Media Policies



What  
policy?

**Two types:**

- **Internal policies for your employees**
- **External guidelines for the public on your sites**

# Internal Social Media Policies

## Extremes: Zappos vs WSJ

- Zappos policy: “Be real and use your best judgment”
- WSJ/Dow Jones: Don’t, don’t, don’t
- Key is finding balance to achieve your goals – DO GOALS FIRST



# League Social Media Policy

**The League recognizes the importance of social media ... Have fun, but be smart. The best advice is to approach online worlds in the same way we do the physical one – by using sound judgment and common sense, and by adhering to the League’s policies, goals, and values.**

# Birmingham Social Media Policy

## City of Birmingham: A closer look

- Internal/External – the same
- The Good, The Bad, but Not the Ugly



The screenshot shows the City of Birmingham logo at the top left, featuring a tree and the text "City of Birmingham A Walkable Community". A search bar is located at the top right. The main heading is "Social Media Usage Policy for Guests". Below this, there is a paragraph of introductory text and a section titled "Code of Ethics" with a bulleted list of guidelines.

**Social Media Usage Policy for Guests**

By commenting on any Facebook, Twitter or social media tools hosted by the City of Birmingham, and in consideration for the services we provide to you, you agree to abide by these terms. Please read them carefully before commenting on a social media post.

Code of Ethics

- Tell the truth.
- Acknowledge and correct mistakes promptly.
- A comment will be deleted if it contains racist, inflammatory and other derogatory or offensive reasoning, which can lead to the fan or follower who made the comment being permanently removed or banned from the page.
- Reply to others comments if necessary and when appropriate, and do so promptly.
- Strive for high quality with every comment – including basic spellchecking.
- Disagree with other opinions respectfully.
- Link to online references and original source materials directly if necessary.
- Keep private issues and topics private.
- Do not discuss anything that is political in nature.
- Whether content is pre-moderated or community moderated, follow these three principles: the Good, the Bad, but not the Ugly. If comments are positive or negative and in context to the conversation, then comments will be approved, regardless of whether it's favorable or unfavorable to the City of Birmingham. But if the comments are ugly, offensive, denigrating and completely out of context, then comments will be rejected. Those who submit questions via social media will be directed to the appropriate city department.

# Tips to Forming a Policy

- Say why we're doing social media
- Don't reinvent the wheel
- Gather a team – review what's out there and adapt it for you
- Focus on creating culture
- Have a lawyer check it
- Review it every six months



# External Policies

- Have some type of policy for your social media public
- On Facebook, most post them under the 'About' tab under Page Info
- Great variety of these
- Policy = your chance to show what kind of city you are – welcoming, creative



# Redland City Council External Policy

- Do not harass, abuse or threaten other visitors to the site.
- Do not post comments that are likely to offend others, particularly in reference to an individual's race, age, gender, sexuality, political leaning, religion or disability.
- Do not use obscene or offensive language.
- Do not post defamatory comments.
- Do not post repeat comments continuously.
- Do not repeatedly post information which is factually inaccurate and may mislead others.
- Do not promote anything that may constitute spam, such as commercial interests, solicitations, advertisements or endorsements of any non-governmental agency.
- Do not reveal any personal or sensitive information about others on this page, including naming council officers.

➤ Do not enjoy this Facebook page or our city



# Zappos External Policy

**Please take the opportunity to share your experiences, post pictures, interact with our apps and let us know if there is anything we can do to WOW you! ...**

**Abusing the right to post on our public wall may result in posting privileges being revoked. Take care of each other and have fun!**

# Other Policies to Review

- Ann Arbor
- Dearborn
- DeWitt
- Ferndale
- Grand Rapids
- Lake Isabella
- Madison Heights
- Milan
- Saline
- Troy



# Managing your pages



## Hootsuite & TweetDeck



# Social Media Etiquette

## Fired Over Facebook

Page: 1

### Prison Official Fired Over Facebook Post

Reuters | Posted 04.22.2015 | Crime

Read More: Reuters, Prison Official Fired Grope Allred, Michael Allred Fired, Michael Allred Grope Joke Facebook, Dumb Facebook Posts, Fired Over Facebook, Crime News

Feb 20 (Reuters) - A senior Maryland state corrections official has been fired after making comments on social media about being groped in prison by...



### Waitress Fired After Complaining About Bad Tips On Facebook

The Huffington Post | Dominique Mosbergen | Posted 07.02.2014 | Business

Read More: Video, Fired Over Facebook, Facebook and Jobs, Waitress Fired Facebook, Kirsten Kelly, Facebook, Waitress Fired Over Facebook Post, Facebook Fired, Business News

An Ohio waitress says she lost her job over an angry Facebook post. Kirsten Kelly of Findlay, Ohio, told WTOL News 11 she was fired from her job at...



### Bartender Fired After Racist Facebook Rant Goes Viral

Posted 04.02.2012 | Chicago

Read More: Jessica Elizabeth, Fired Over Facebook, Chicago Bartender Fired, Racist Facebook Posts, Jessica Elizabeth Facebook, Proof Chicago, Jessica Elizabeth Fired, Jessica Elizabeth Racist, Proof Bartender Fired, Chicago Around Town, Proof Nightclub, Bartender Fired for Racist Facebook Comments, Chicago News

A series of controversial Facebook posts condemning African-Americans have cost the bartender at a high-end Chicago nightclub her job. After postin...



## 8 Insane Social Media Posts That Got People Fired

Some bosses will never get wind of you whining about your Friday night shift on Facebook. But why take the chance? #VeryReal

by Valerie Williams

August 11, 2015 • 12:45 PM ET



**Have Us Do an Expanded ‘Onsite’  
Social Media Presentation in Your  
Community Where We Dive  
Deeper into:**

**FOIA & OMA implications**

# Q & A



# For Questions and to Schedule a Social Media 'Onsite' Contact Me:

Matt Bach: 810-874-1073

Email: [mbach@mml.org](mailto:mbach@mml.org)

Twitter: [@mattbach](https://twitter.com/mattbach)

Facebook: [facebook.com/mattbach](https://facebook.com/mattbach)

Flickr: [flickr.com/michigancommunities](https://flickr.com/michigancommunities)