Social Media and Your Community

Moderator/Speaker:
Rosalynn Bliss, Mayor, Grand Rapids

Speaker:
Matt Bach, Director of Communications
Michigan Municipal League
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
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

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

By Lindsay Miller | Posted January 25, 2011

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. "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.
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!

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’ve exhibited great resourcefulness in many areas. 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 artist’s 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.

CAPCON 2019  Michigan Municipal League
Thank you for a great event tonight taking municipal finance in Flint with 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, League CEO and Executive Director Dan Gimlette and League COO and Associate Executive Director Anthony Mongrue. @SaveMIcity Learn more at saveMIcity.org. View more photos here: https://www.facebook.com/michiganmunicipalleague/photos_albums/72157675610914786

Facebook.com/MMLeague
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 500,000 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
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?
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
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

- TV: 57%
- Online: 38%
- Social media, websites/apps: 25%
- Radio: 20%
- Print newspapers: 20%

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>TV</th>
<th>Online</th>
<th>Social Media, Websites/Apps</th>
<th>Radio</th>
<th>Print Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>27%</td>
<td>50%</td>
<td>14%</td>
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<td>5%</td>
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<td>30-49</td>
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<td>65+</td>
<td>85%</td>
<td>72%</td>
<td>29%</td>
<td>24%</td>
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</tbody>
</table>

Note: Just 1% said they never got news on any platform (not shown).
"The Modern News Consumer"

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 Journal reporter
It’s All About the Clicks

By the numbers:
- 700,000 hits per month
- 3.4 avg comments
- 11,000 video views
Create Your Own News

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
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
- Wow

- City of Roanoke City Manager
- Emergency Management
- Solid Waste
- Stormwater
- Wow

- @city_of_roanoke
- @rpdsafecity
- @artinroanoke
- @playroanoke
- @roanokepubliclibraries

about 2 hours ago
🌟 Lead Safe Roanoke
Christmas lights may contain lead. Here are a few tips to keep your holiday safe:

View Post

about 17 hours ago
✍️ PLAY Roanoke
Stuff their stockings with a Parks & Rec trucker hat! Available for purchase on our website:

View Post

about 16 hours ago
🚀 City of Roanoke
The Low Profile Dock at Carvins Cove Natural Reserve is here! This dock is great for the

View Post

about 16 hours ago
✍️ PLAY Roanoke

View Post
Example of ‘the best’ – Roanoke, Va.

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 2019

ROANOKE’S SOCIAL MEDIA CENTER
Stay connected with city departments in one place.

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
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 Examples – Building your brand
For Communities: Examples - PSAs

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/o5w330l8zet

City Government of DeWitt, Michigan
30 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 or calling (899) 224-5196.

St. Joseph Township Police Department shared an event
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 Jonatke 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 Knapa at the St. Joseph Township Police Department (269)429-6880, ext. 2710
For Communities: Examples -

We received this video yesterday. It’s 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 7:02am

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

SNOW DAY

Allen Park Public Schools will now be closed tomorrow (Monday, February 5, 2019) due to extreme weather conditions. All planned activities after school / evening will also be cancelled. Please share this information with friends and family.

CAPCON 2019
For Communities: Crime Prevention

Looking to identify and have a sit down with person.
She entered an AP business on Thursday at 730 pm
failed to pay for numerous items she took.
Anyone that can help us, help her. Please let us
know.

Cassandra Sartor Allen Park Police
Department get that woman she
works at Mejier 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.

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

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 Precints 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 Government of Birmingham, MI
February 1 at 3:25pm

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/nF70Mdhb2oc

Upcoming Events

City Of Holland, Michigan - City Hall
Government Organization

City Government of Birmingham, MI

City Of Holland, Michigan - City Hall
Government Organization

Upcoming Events

City Government of Birmingham, MI

City Of Holland, Michigan - City Hall
Government Organization

Upcoming Events
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.

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)981-4730
https://www.detroitnews.com/.../crews-battle-large.../596817002/

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.

News: City Declares Snow Emergency

The Detroit News
Crews battle large apartment fire in Westland  Crews battle large apartment fire
Social Media – Emergency Uses
Social media – Emergency Uses
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%
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

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

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.

Norton Shores Police Department

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

Deb Scofield

NORTON SHORES POLICE

Serving 50 Years

CAPCON 2019 • Michigan Municipal League
**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!
For Communities: Examples – We’re Human Too

Detroit Police Department

DPD Officers riding in the 2018 Police Week Unity Tour.

Roosevelt Park Michigan shared a post.

May 6 at 8:37am · 9 mins

Thanks to Amanda Van Bielen for sharing this nice story about the Roosevelt Park PD.

St. Joseph Department of Public Safety

May 9 at 10:40am · 4 mins

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.

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 RI nowadays.

Amanda Van Bielen

is feeling excited with EJ Pieri and 2 others in Roosevelt Park, Michigan.

May 5 at 6:05pm

So there was an incident at the park with a dude (37yrs old) screaming all kinds of profanity at his mother (55 years old) and son who is 10. We called the police they came and took care of this 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
Allen Park: Examples – We’re Human Too

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.
Allen Park: Examples – We’re Human Too

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

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

Brandon Long Wash down the pods with Clorox bleach. The after taste is simply amazing 😊😊😊

Allen Park Police Department Lol. Cleans the muscles.

DO YOU REMEMBER?
Allen Park: Don’t Post About Marijuana
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
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

BETORE YOU DO SOMETHING STUPID THIS WEEKEND...

JUST REMEMBER THE JUDGE WON'T BE IN UNTIL TUESDAY MORNING
Allen Park Examples – Using Humor

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

WHOEVER SAID BEING A COP IS STRESSFUL?

I’M 39 AND I FEEL GREAT!
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?

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

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 youth.

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

Bath Township Police Department
April 28 at 9:33am

Police department's 'popo' Facebook prank fools internet, sparks controversy
By: Michelle Eving, Cox Media Group National Content Desk
Updated: May 8, 2019 - 5:16 AM
Allen Park: Examples – This is What You Want

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

HOURS

Always Open

CONTACT INFO

Call (313) 386-7800

@AllenParkPoliceDepartment

jthorburn@allenparkpolice.org

http://cityofallenpark.org

MORE INFO

About

APPD is a staff of 48. With 8 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
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
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
- Sun: 2,190
- Mon: 2,164
- Tue: 2,160
- Wed: 2,234
- Thu: 2,210
- Fri: 2,228
- Sat: 2,206

TIMES

CAPCON 2019  

michigan municipal league
POST RESPONSE FLOWCHART

**DISCOVER**

- IS IT A COMPLIMENT?
  - ANY TYPE OF PERSON

**EVALUATE**

- UNHAPPY STAKEHOLDER
  - Are there any negative experiences?
  - A COMPLAINT?
  - MISGUIDED STAKEHOLDER
    - Is the fact wrong?
  - RACER
    - Is this a chronically unhappy person, a troll or a troll?
  - TROLL
    - Does this person enjoy being mean or causing trouble?

**WHO WROTE IT?**

- A POST ON YOUR SITE OR ANOTHER SITE
  - ANOTHER ISSUE?
    - ANY TYPE OF PERSON
      - Is the post related to DePaul?
        - Delete; refer comment to community guidelines
  - Is it relevant to your site?
    - Is it sensitive? (i.e., delete should stop buying products from a vendor)
      - Delete; refer comment to appropriate site
    - Is it legitimate? (i.e., student group criticized in press)
      - Delete if should be sensitive.
      - Do not engage
    - Is it positive? (i.e., student group organizing)
      - Allow discussion on site; engage as needed

**REFER**

- Share with appropriate area (e.g., Compliments, Marketing, PR, Advancement)
- Refer for follow-up as needed
- Disclose your DePaul connection
- Cite your sources using links, images or videos
- Think first and take time to create a good response
- Respond in a tone that reflects DePaul's values
- Direct viewers to the most relevant portions of depaul.edu

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*Adapted, in part, from two public resources, the Air Force Line of Business Response Assessment and David Almany's Community Management Scenario.*
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
Twitter Examples

**Norton Shores Police**
@NortonShoresPD

Norton Shores Police Department is a full-service law enforcement agency, consisting of 28 sworn / 3 non-sworn members, serving the City of Norton Shores, MI.

Norton Shores, MI • 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 tour to Lincoln Park 2nd graders. 🎉 City of Norton Shores instagram.com/p/Bqux3j5t-knj...
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:

City of Berkley, MI @cityofberkley
On Monday, January 29, Alan H. Kideckel submitted his resignation from the Berkley City Council in writing to... 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 - 2h
Today we continued the ManufacturingOpportunity Tour at @WindPower! I had the chance to speak with students and school leaders about what we can do to make sure everyone has the skills needed to get ahead in Michigan.

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

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

CAPCON 2019
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
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."
Have Us Do an Expanded ‘Onsite’ Social Media Presentation in Your Community Where We Dive Deeper into:

Social Media Policies
Social Media Policies

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

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 content 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, derogatory 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

Prison Official Fired Over Facebook Post

Read More: Reuters, Prison Official Fired Grop, Prison Official Fired Grope Aldred, Michael Alfired, Michael Adired 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...

Read Whole Story

Waitress Fired After Complaining About Bad Tips On Facebook

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 WDTN News 11 she was fired from her job at...

Read Whole Story

Bartender Fired After Racist Facebook rant Goes Viral

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 posting...

Read Whole Story
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
Twitter: @mattbach
Facebook: facebook.com/mattbach
Flickr: flickr.com/michigancommunities