

# Social/Media Relations

Michigan Women in Municipal Government Lunch  
Wednesday, Oct. 15, 2014



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**2014 CONVENTION**



# About me

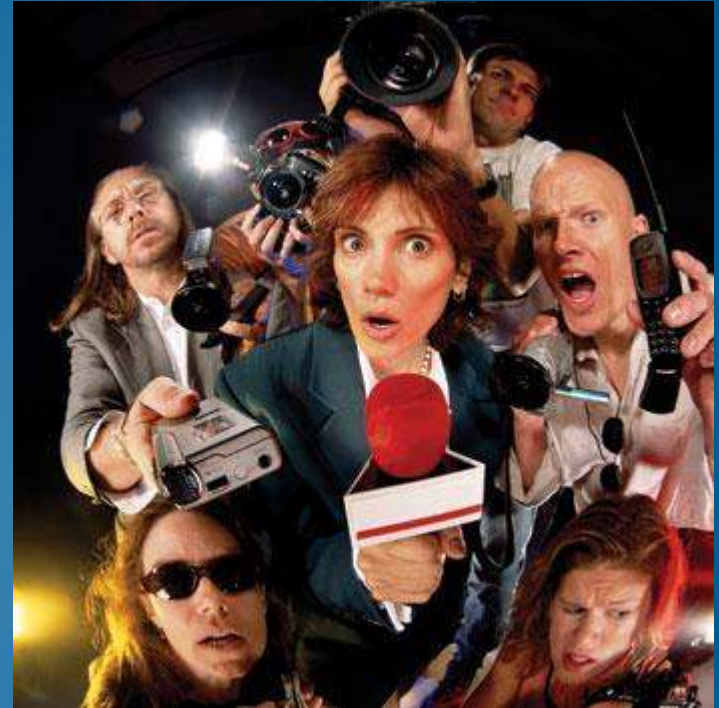


## Matt Bach

- 20+ years media experience:
  - 18 years as a journalist at newspapers  
Greenville, Howell and Flint (also spent time in  
Alpena and Cass City)
  - Nearly five years in public relations/media  
relations/communications
- Director at the League for 5 years
- Focusing on Media Relations
- Increase footprint of the League and League  
members

# Ask Me Questions:

- Back and Forth Conversation
- Everything you wanted to know about the media but were afraid to ask
- Media Tips
- Social Media Tips





# Role Play



# Role Play Results:

- No answers are perfect, but you have options
- It's OK to ask for time and get back to them within their deadlines
- It's OK to refer them to someone else, but make sure someone does respond in a timely fashion
- It's OK to go "off the record" but set up the guidelines, take charge, i.e. false doctorate
- It's OK to have questions sent to you and do interview by email (especially on dicey issues)
- It's OK to say "no comment," but think how that will be perceived by the public

“A good relationship with the media will be a huge advantage for you as a superintendent. Supportive editorials can help your cause. Accurate reporting will keep your public informed. Bear in mind that even if you have a great relationship with the media, coverage will simply reflect what’s going on in your district: the good and the bad. The best you can hope for is accurate, fair coverage rather than distorted facts.”

*- Daniel A. Domenech, retired school superintendent Fairfax Co, Va.*

# Additional Media Tips:

- Determine the type of public figure you are: What's your role, what issues do you feel comfortable discussing, what issues would you prefer to send to someone else, i.e. city manager, city attorney etc..?
- Think like a reporter: What questions I would I ask me?
- Be accessible: One hour rule

What is this reporter thinking?



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## Additional Options/Tips:

- Ask the reporter to read your quotes and the lead-ins
- Internet: Read it as soon as it's posted because it can be fixed before it goes to print
- Be proactive: Meet with reporters, editors, editorial boards; stay ahead of the news
- Be your own reporter = Social Media!!

## Online Corrections:

CHIBA (Reuters) - (This story has been corrected to remove a reference in the first two paragraphs to Murata earning half of its smartphone revenue from Apple and Samsung)

***EDITOR'S NOTE:** An earlier version of this story contained incorrect information about the crash. This version has been corrected.*



# 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: Getting Through the Clutter

Step 1: Decide what you want to accomplish!

- At the League our goal is to advance placemaking message.

Step 2: Pick your platforms

- Most impactful ones are currently Facebook and Twitter. The League also uses flickr, Vimeo and YouTube to a lesser extent Google+, LinkedIn, Pinterest

Step 3: Be consistent/stay relevant: Post Photos!

- Tweet at least once a day
- Post on Facebook daily

# Social Media Examples: Twitter

Home Notifications Discover Me Search Tweets

TWEETS 3,222 PHOTOS/VIDEOS 122 FOLLOWING 541 FOLLOWERS 1,030 More Following

**Kurt Dykstra**  
@kurtdykstra  
Living and Leading in Holland, MI | Personal Tweets of the 40th Mayor of Holland  
kurtdykstra.com  
Joined May 2010

Tweets Tweets & replies

Kurt Dykstra retweeted  
**James Fallows** @JamesFallows · Oct 6  
Case for the serial comma! MT @andrewsorkin: Who will be the next Zuckerberg, Buffett or Jobs? The #CNBCnext list is out

Kurt Dykstra retweeted  
**SportsCenter** @SportsCenter · Oct 6  
The AP Top 25 required a SERIOUS makeover after a crazy Week 6.

4	Oklahoma (7)	4-0	1357	Ole Miss	5-0	1320
5	Auburn	4-0	1272	Baylor	5-0	1258
6	Texas A&M	4-0	1156	Notre Dame	5-0	1186
7	Baylor	4-0	1149	Alabama	4-1	1060
8	UCLA	4-0	975	Michigan State	4-1	981

## Using Twitter in a Crisis:

**Kurt Dykstra**  
BPW update (cont.) The BPW gets another third from two other party-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 4:10pm · 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.  
20 hours ago · Like

**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 4:14pm · 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 north of repairs -- and closed Pine Ave. MORE  
Yesterday at 4:12pm · 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 4:30pm · Like · Comment

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

Holland Mayor Kurt Dykstra: @kurtdykstra



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# Social Media Examples: Twitter

Kalamazoo Mayor Bobby Hopewell: @Hope4Kzoo

The screenshot shows the Twitter profile of Bobby Hopewell (@Hope4Kzoo). The profile picture shows him with his arms raised. The bio identifies him as a cyclist, sci-fi fan, paramedic, and health care administrator. He is the Mayor of Kalamazoo, MI. His statistics are 3,375 tweets, 267 photos/videos, 1,039 following, and 3,008 followers. Two tweets are visible: one retweeting a tweet about a boyfriend and another about voter registration.

Home Notifications 2 Discover Me Search Twitter

TWEETS 3,375 PHOTOS/VIDEOS 267 FOLLOWING 1,039 FOLLOWERS 3,008 More Follow

**Bobby Hopewell**  
@Hope4Kzoo  
Cyclist, Scifi fan, Paramedic, Health Care Administrator & Agent of Great Human Experiences. I also have the honor of being the Mayor of Kalamazoo, MI.  
Kalamazoo  
bobbyhopewell.com  
Joined August 2009

Tweet to Bobby Hopewell

39 Followers you know

Tweets Tweets & replies

**Bobby Hopewell** @Hope4Kzoo · 14h  
Yeah you are a pretty cool dude! RT @spencerwelsh23: “@JaneLabadie: my boyfriend is amazing lol”

**Bobby Hopewell** @Hope4Kzoo · Oct 5  
Tomorrow is the last day to register to vote in next months election. To find voting info go to: [bobbyhopewell.com/voter-informat...](http://bobbyhopewell.com/voter-informat...)

@Hope4Kzoo

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# Social Media Examples: Twitter

MML CEO Dan Gilmartin: @DPGilmartin



@DPGilmartin



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# Social Media Examples: Facebook



The image shows a screenshot of a Facebook profile for Nathan Triplett. The profile picture is a red-tinted photo of a man. The cover photo is a green sign that reads "WELCOME TO EAST LANSING" with "SELMAN / LEDERBUHR PARK" visible below it. The profile name is "Nathan Triplett" and it shows "Friends", "Following", and "Message" buttons. Below the profile information, there is an "ABOUT" section with the following details:

- Mayor at City Government of East Lansing, Project Director at Priorities Michigan and City Council Member at City Government of East Lansing
- Past: State Representative Lisa Brown - Michigan House of Representatives and Clark Hill PLC
- Studied at Michigan State University College of Law
- Past: University of Michigan and Michigan State University
- Lives in East Lansing, Michigan
- Married to Sarah Gonzales Triplett
- Hometown: Ask

The main content area shows a post by Nathan Triplett, 48 minutes ago, from East Lansing, MI. The post text reads:

East Lansing voters should vote YES on the "Authorization of Sale of City Owned Property" this November.

The question before the voters is a simple one: should the City Council have the authority to consider the sale of these parking lots if, and only if, an appropriate site plan and development agreement are reached for the Park District. A "yes" vote DOES NOT require the City Council to sell the property. It is NOT tied to any particular developer. If the planning process fails to yield a workable project, the properties will NOT be sold. A "yes" vote allows the process to move forward. Nothing less. Nothing more. Plain and simple. All a "no" vote does is stop the process in its tracks.

Facebook.com/NathanTriplett



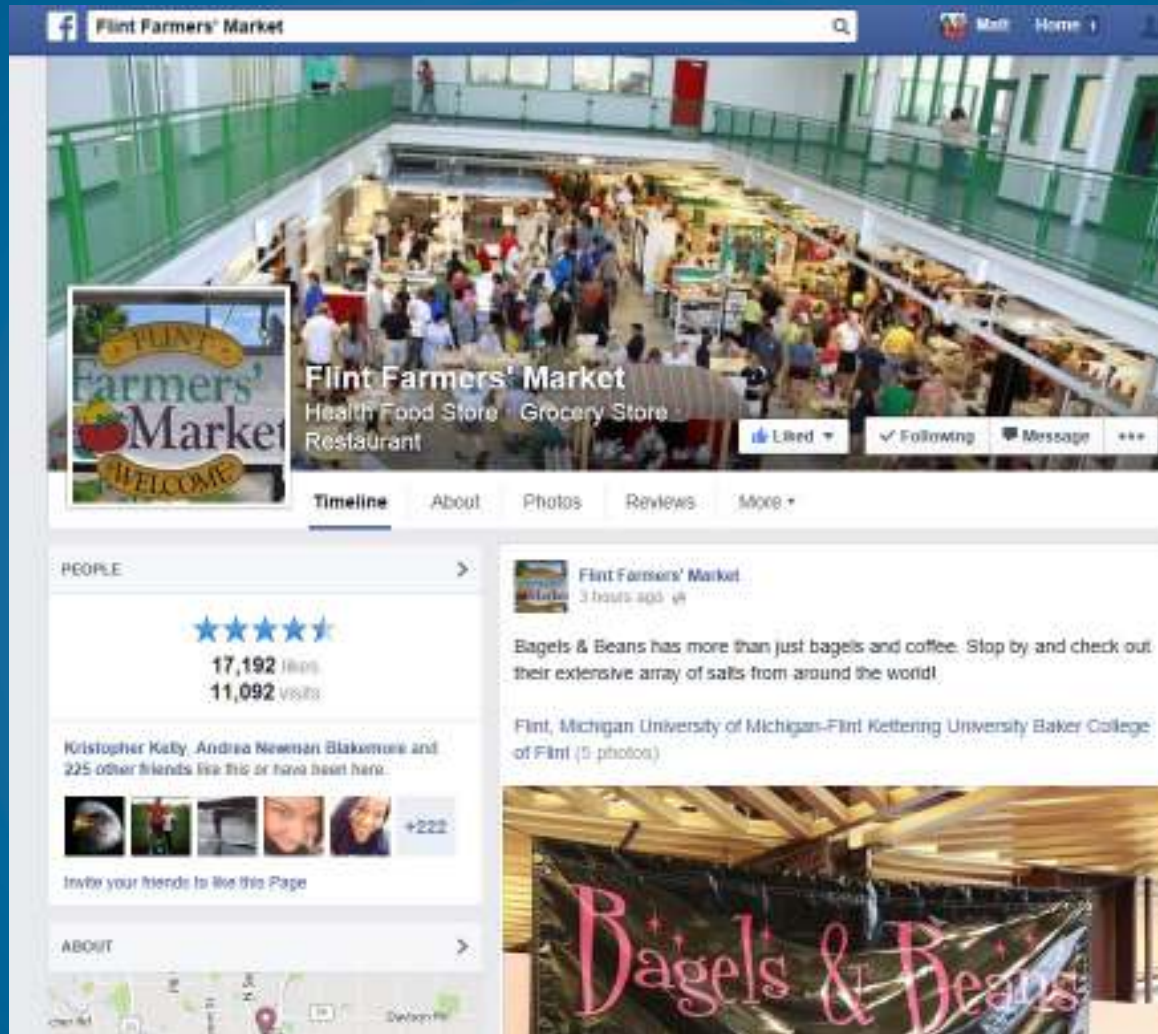
# Social Media Examples: Facebook



Facebook.com/clare.recreation



# Social Media Examples: Facebook



Facebook.com/FlintFarmersMarket





# Social Media Examples: Facebook

The screenshot shows the Facebook profile for 'Uncork Paw Paw', a community organization. The cover photo features a wine bottle pouring red wine into a glass, with a vineyard and a sign that says 'EXIT 60' in the background. The text on the cover reads 'Uncork Paw Paw a Village To Discover'. The profile picture shows several yellow bell peppers. The page has 638 likes and 26 visits. A recent post from October 2, edited, describes a community fire department dinner with thanks to outgoing Chief Jim DeGroff and incoming Chief Gary Brown, and recognizes Firefighter Bob Jackson for 60 years of service.

Uncork Paw Paw  
Community Organization

638 likes  
26 visits

Wendy Sorvari- Matthews and Larry Nielsen like this.

Invite your friends to like this Page

Uncork Paw Paw  
October 2 · Edited

Great crowd at the annual Paw Paw Community Fire Department dinner. Many thanks to outgoing Chief Jim DeGroff and incoming Chief Gary Brown. Great recognition to Firefighter Bob Jackson for 60 years of service to the department. Outgoing Chief Jim DeGroff was selected as the department's Firefighter of the Year. State Rep. Aric Nesbitt and State Senator Tonya

[Facebook.com/Uncork-Paw-Paw](https://www.facebook.com/Uncork-Paw-Paw)

# Communications Listserv

## New League Communications Listserv Launched in May



**Sign up for  
our Listserv**

- Who is it for: Municipal officials who regularly work with the media on behalf of their communities
- Cost: Free
- Goal: Quickly address media calls and share “how-to” info with each other.
- Benefits: Gives two-way interaction between municipal communicators on a range of media-related subjects
- Examples of recent use – Farmers Markets, young people moving into cities; mayors who teach; DDA examples; selling bonds to finance pension and health care liabilities
- Note: Subject to FOIA
- How to join: email me, Matt Bach, at [mbach@mml.org](mailto:mbach@mml.org).

# My Contact Info

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Contact me anytime!



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Elizabeth Philips Foley, Colleen Layton, Daniel Gilmarin

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