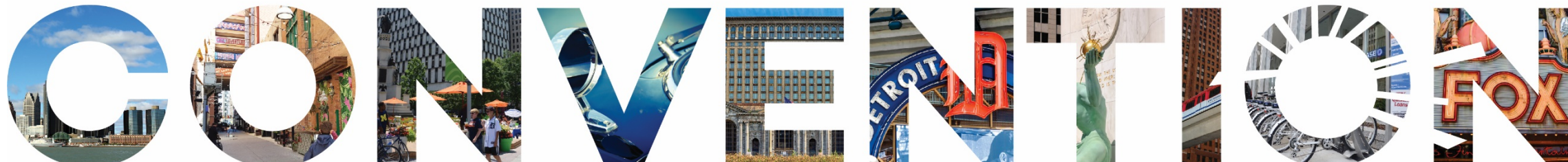




DETROIT, MICHIGAN | SEPTEMBER 25-27



# Social Media – Making it Happen in Your Community

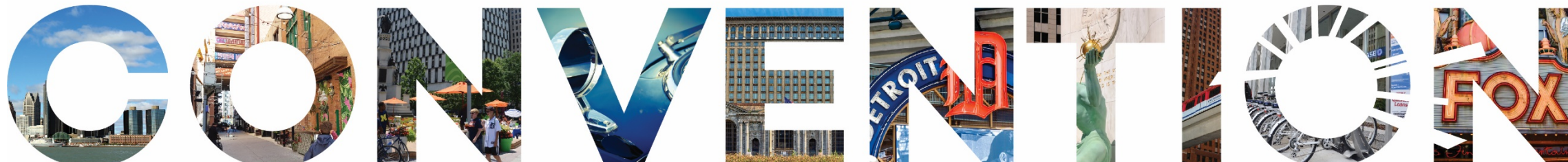
Moderator: Matt Bach, Director of Communications, MML

Speakers:

- Katy Golden, DDA Director, Village of Holly
- Kara Sokol, Director, Communications, Ferndale
- Det. Jim Thorburn, Allen Park Police Department



DETROIT, MICHIGAN | SEPTEMBER 25-27



# Village of Holly

- Katy Golden, DDA Director, Village of Holly



# Social Media in a Small Town

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**Katy Golden**

DDA Director / Assistant Village Manager  
Village of Holly

# Why Social Media is Important



It's FREE and easy!



Communicating with your residents is vital



Social media is quickly replacing the daily newspaper



Residents will go to your page to get their news



Facebook posts and events are easily shared; increase your reach!



Social media allows for consistent messaging; YOU control the narrative

Photos from Downtown Holly's post

Mobile Uploads



Like Comment Share

Tag Photo Options Send in Messenger



Downtown Holly

Published by Katy Golden Hughes [?] · June 11 · 🌐



This week, the Holly DDA and Village Council came together to approve the replacement of our community's entrance signs. We have several 'front doors' and feel that these new signs will enhance our community's image. Kudos to Main Street Holly's Design Team, led by Chairperson Dr. Steven Sulfaro for working with Jim Niestroy of Bill Carr Signs who created the approved design. Look for three new entrance signs (which will replace the old ones) to be built and installed this year with additional signs being replaced next year. #Welcome #Classy #SteppingUpOurGame #DowntownHolly — 😊 feeling professional.

Tag Photo Add Location Edit

5,097 People Reached 1,895 Engagements [Boost Post](#)

👍❤️😮 245 53 Comments 23 Shares

Like Comment Share

Most Relevant ▾



Top Fan

Shirley Keasey Wow! Awesome signage!!!

Like · Reply · Message · 14w



Write a comment...



# Helpful Hints for Facebook



Post on Facebook *at least* once per day



Pictures are worth a thousand words!



Cross-post Instagram and Facebook photos



Use appropriate emojis and add a few hashtags at the end of a post



Add a location and check-in



Include how you are feeling



Schedule posts in advance to save time



Install the Facebook Page Manager app on your phone



## Downtown Holly

Published by Katy Golden Hughes [?]

September 11 · 🌐



Our Village Of Holly Fire Department is honoring those who lost their lives on this day 18 years ago. We will never forget. 9/11/01. 🇺🇸

(Photo credit to Roberta Monte Pechota) — at Village Of Holly Fire Department.

📍 Tag Photo

✎ Edit

13,345

People Reached

2,190

Engagements

Boost Post

👍❤️👎 646

32 Comments 127 Shares



Like



Comment



Share



Most Relevant ▾



**Roberta Monte Pechota** Fitting tribute!

Thanks Holly fire and rescue 🇺🇸🇺🇸

Like · Reply · Message · 1w



4



**Sharon Lowes** Thank you Holly fire and rescue nice tribute.

Like · Reply · Message · 6d



**Amy-Renee Clark Rangel** Thank you all. God bless you .

Like · Reply · Message · 1w



Write a comment...





## Village of Holly Offices



Published by Rachel Orzechowski [?] · August 22 at 9:30 AM · 🌐

Recently, there have been quite a few negative statements made on social media regarding the 2% increase to our water and sewer rates. We can understand where you're coming from and want to set the record straight by making some information clear. Please click the link below to learn more.





HOLLYVILLAGE.ORG

### Holly Water Rates - Fact vs Fiction - Village of Holly, Michigan

Recently, there have been quite a few negative statements made on social media regarding the 2% increase to our water ...[Read More](#)

2,627  
People Reached

2,105  
Engagements

[Boost Post](#)

   41

92 Comments 29 Shares



# Suggestions for Facebook Posts



Community Events & Activities



Business Spotlight / Grand Openings



Construction / Detours



Community Improvements / Upgrades



Where is This? Wednesday, Throwback Thursday, Fun Fact Friday



Local Volunteer Opportunities



Highlight Other Groups: Police, Fire, Library, Parks, VFW, etc.



*Anything* Positive!

# Photos from Downtown Holly's post

in Mobile Upload



Like Comment Share

Tag Photo Options Send in Messenger



**Downtown Holly**

Published by Katy Golden Hughes [?]

- July 18 · 🌐

Spotted this evening in the parking lot of The Holly Inn (Jay's Bar) in midtown Holly. Photo credit to Crystal Proxmire of the Oakland County Times. Do you think these cranes were jonesing for a delicious burger or wanted to shoot some pool? 🤔🎱 #Cranes #UnexpectedVisitors — 😊 feeling amused at The Holly Inn.

Tag Photo Edit

3,601

People Reached

636

Engagements

Boost Post

👍👎❤️ 211

15 Comments 31 Shares

Like Comment Share

Most Relevant ▾



**Kathleen May** Sandy Martin Sisk Malone, they are taking over Holly 🤔

Like · Reply · Message · 8w



**Lauri Fitch Moriarty** 3 cranes walk into a bar.....

Haha · Reply · Message · 8w



**Pam Allen** They saw the "Sign" come on



Write a comment...



Photos from Downtown Holly's post  
in Mobile Uploads

# How Michigan are you? ↗

*You get one point for each item that applies to you*

- Crossed the Mackinac Bridge
- Played euchre
- Made fun of Ohio
- Tried at least six flavors of Faygo
- Rode a bicycle around Mackinac Island
- Ate a Coney dog
- Ate a pasty
- Argued about where "Up North" starts
- Went to a U-M vs. MSU football game
- Own a piece of clothing with the word "Michigan" on it
- Wore shorts while snow was on the ground
- Pointed to your hand to show someone where you live
- Swam in Lake Michigan
- Found a Petoskey stone
- Went to a Tigers game
- Say "pop" but never "soda"
- Used Vernors as medicine
- Described distance in minutes instead of miles
- Went hunting on opening day
- Went to an apple farm for cider and doughnuts

*Add up your score. How did you do?*

0-5

6-10

11-15

16+



**Downtown Holly**

Published by Katy Golden Hughes [?]

· August 8 · 🌐

This was circulating around Facebook today and it got us thinking... If this was titled, "How HOLLY are you?" what are some statements that would be listed? 😏 (Positive things preferred, please!) — 😊 feeling curious.

Tag Photo Add Location Edit

10,841

People Reached

2,814

Engagements

[Boost Post](#)

101

100 Comments 65 Shares

Like Comment Share

Most Relevant ▾



Janet Garber Multiple generations of Bronchos in your family.

[Like](#) · [Reply](#) · [Message](#) · 5w

6



Sarah McCanney Were so Holly that we own our own Victorian clothing for the Holly Dickens Festival!

[Like](#) · [Reply](#) · [Message](#) · 5w

6

# Be Community Minded



Tell Your Story



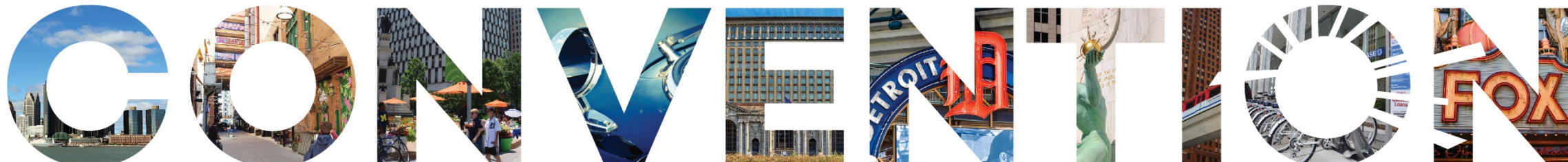
Change the Culture



Enhance Communication



DETROIT, MICHIGAN | SEPTEMBER 25-27

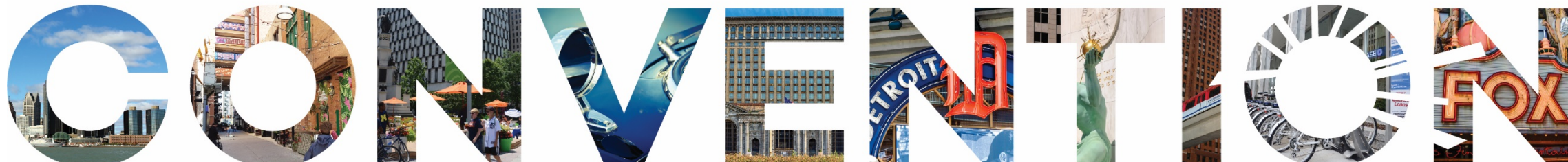


# City of Ferndale

- Kara Sokol, Director of Communications, Ferndale



DETROIT, MICHIGAN | SEPTEMBER 25-27



# City of Allen Park

- Det. Jim Thorburn, Allen Park Police Department

# A WARM CUP OF SOCIAL MEDIA

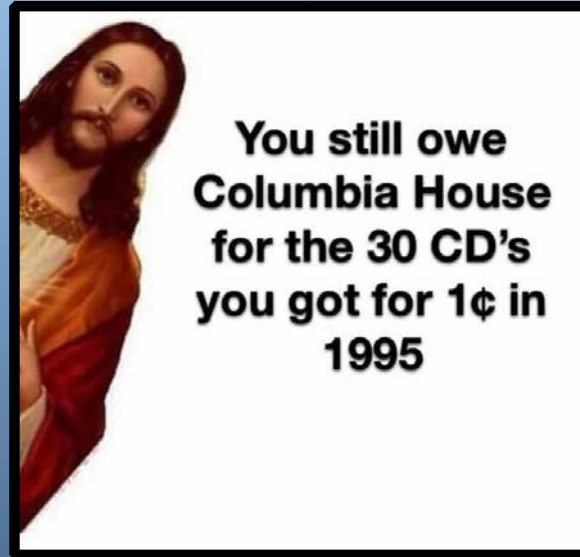
DET. JIM THORBURN  
ALLEN PARK POLICE



# BE RELATABLE

- ONE VOICE
- USE HUMOR
- STAY IN BOUNDS
- TOPICS TO AVOID

1. RACE
2. POLITICS
3. MARIJUANA
4. NARCAN

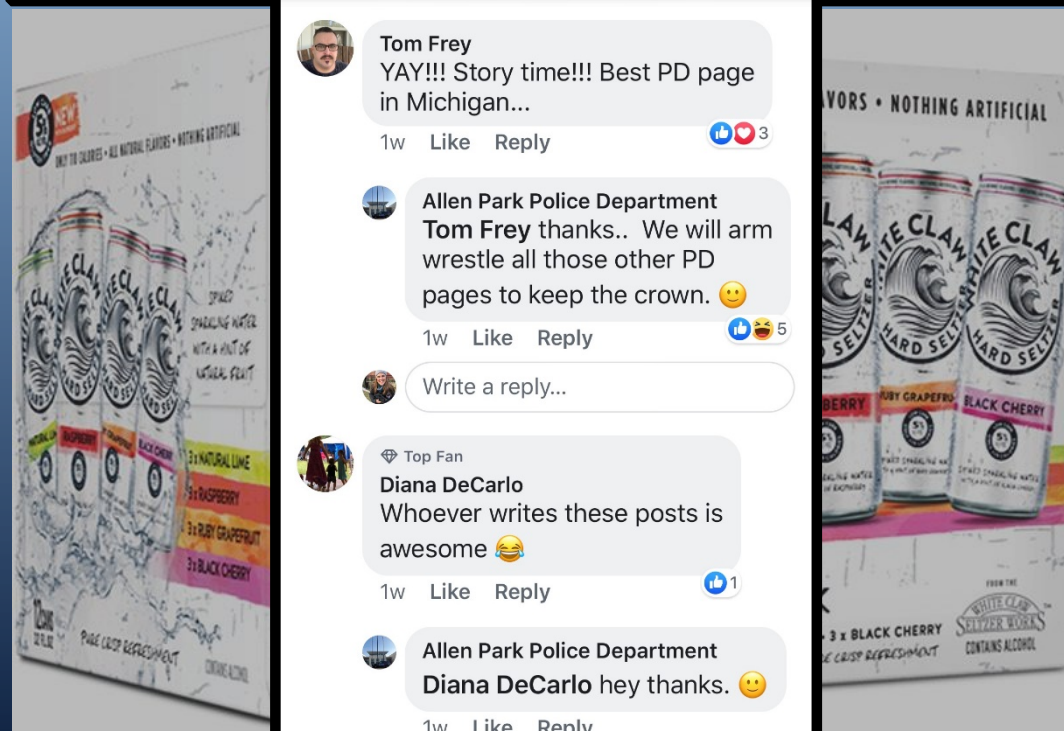




# WHAT WORKS

- POLICE TRAINING
- COP ON A BLOCK
- COMMUNITY EVENTS
- “TALES FROM THE FRONT ROW”
- “APPD B&B”
- #ONECOMMUNITY

We observed a vehicle at a traffic signal. Light turns green , they don't move?! Light turns red, boom right on through it. Well, this will cause a conversation. The driver blew a .16% and had an open can of Bud Light in the beverage holder. Well, at least it wasn't White Claw. [?]



# THE DIRTY SECRET

Engaging the community  
while helping solve  
crime is why we use  
social media.

Here are three folks from two separate incidents. We would enjoy a sit down meeting. Reaching out to our fanbase for the assist in identifying these folks.

The fella in the black t-shirt caused \$5,000 in damage to a motel room.  
The other two, well, a pic speaks a thousand words. :)



(NOTICE THE NECK TATTOO)

# Questions?

Contact our panel:

- Matt Bach, MML, [mbach@mml.org](mailto:mbach@mml.org)
- Katy Golden, Holly, [kgolden@hollyvillage.org](mailto:kgolden@hollyvillage.org)
- Kara Sokol, Ferndale, [ksokol@ferndalemi.gov](mailto:ksokol@ferndalemi.gov)
- Det. Jim Thorburn, AP, [jthorburn@allenparkpolice.com](mailto:jthorburn@allenparkpolice.com)