

# SOCIAL MEDIA IN GOVERNMENT BEST PRACTICES

Case Study: Transit

# THE PRESENTER

- **John Guilfoil**

- Founder and Principal Owner of John Guilfoil Public Relations LLC
- Provides Public Relations Services, Crisis Communications, Websites, Social Media, and Consulting to more than 250 Police and Fire Departments, public schools, public health agencies, and nonprofits
- 2015 and 2016 National Public Affairs Professional of the Year (PR News)
- 2016 National Crisis Manager of the Year (PR News)

# FIRST THINGS FIRST.

- What is social media?

- Social Media is the interaction among people and groups of people, by in which the sharing of information and multimedia is facilitated by a software program
- Examples of this type of interaction include: **Blogging, Article Commenting, Instant Messaging, Photo sharing, Video sharing, Online Q&A, Location sharing, and Collaboration of work**

# WHY DOES THIS MATTER?

- Two Reasons:

1. Real-time, two-way dialog (instant feedback and instant customer service) with anyone and everyone
2. It was not possible before in the history of mankind

WHICH ONES DO I NEED TO USE?



# FACEBOOK

- As of April 3, 2018: 2.13 billion monthly active users worldwide
- 1.15 billion DAILY users, a nearly 25 percent increase year over year
- One in Five website views in the U.S. originates at Facebook
- About 2/3 of Americans (of all ages) are active Facebook users
- Communication with customers/constituents is done through engagement on your "PAGE"

# TWITTER

- 328 Million Users worldwide
- 68 Million American users (and falling slowly)
- Still The #2 in terms of relevance
- Short posts, 280 characters or less, and/or LINKS to your longer content

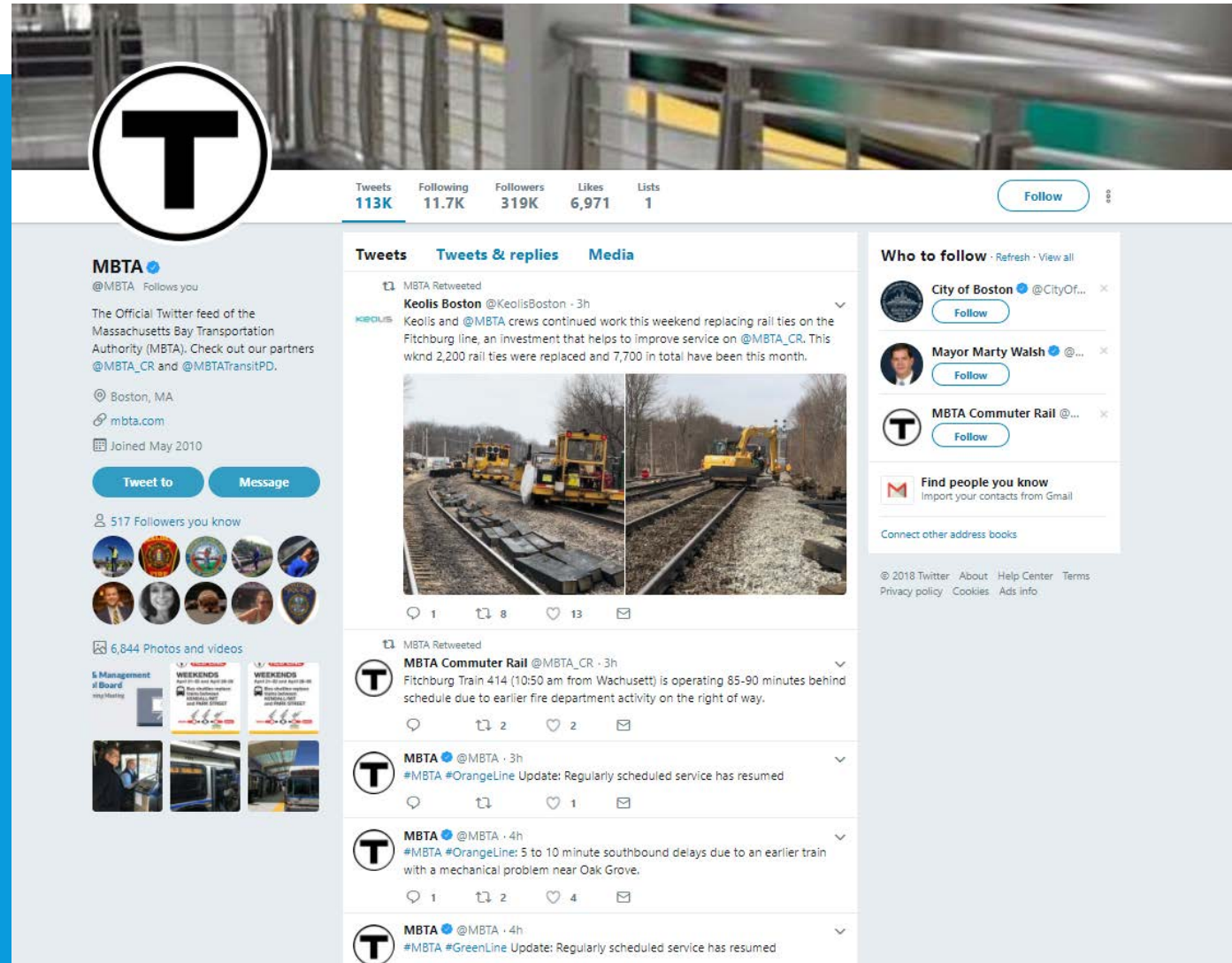
# WHY NOT INSTAGRAM?

- Go for it!
- 77.5 million American users, 500m Worldwide
- Requires a photo for every entry – mobile only, limited web/computer interface
- Biggest “barrier for entry” for limited resources. Why?



# BASICS

- Well-designed profiles with professional photography and a digital version of your logo/patch/seal
- Good biography with phone number, emergency line, and sister accounts listed
- If you're going to "do" social media, do it often
- Photos, re-tweets, and ANYTHING out of the ordinary – delays, cancellations, resumptions, detours, etc.

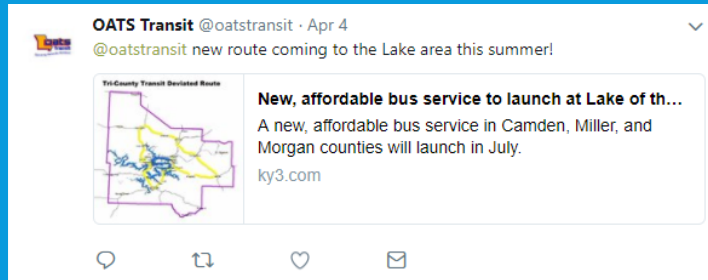


# MORE BASICS

- Consistent messaging on all platforms
- Never contradict yourself
- Photos are important
- Everyone has a smart phone, right? If not, invest in them.
- Rely on your BRAND and the word “Official” to avoid imposters or misunderstandings

The screenshot displays the official Facebook page for Bay Area Rapid Transit (BART). The page header includes the BART logo, the name 'Bay Area Rapid Transit' with a verified checkmark, and the handle '@bartsf'. A navigation menu on the left lists 'Home', 'About', 'Notes', 'Videos', 'Photos', 'Posts', and 'Community', with a 'Create a Page' button at the bottom. The main content area features a post from 'Bay Area Rapid Transit' dated April 19 at 4:37 pm. The post text reads: 'Know your number... take a second to glance at your train car number (on both ends of each train car exterior and interior). It is a huge help if you're sharing info with us about an issue so that we can track it down more promptly.' Below the text is a photograph of a BART train car with the number '1843' visible. The post has 58 likes and 12 shares. The right sidebar contains a 'Sign Up' button, the location 'Transit System in Oakland, California', and sections for 'Community' (with 32,838 likes and 31,684 followers), 'About' (with contact information: (510) 465-2278, www.bart.gov, and Transit System - Travel Service), and 'Pages liked by this Page' (listing Gregory's Gourmet D..., Sassy Sweets & Eats, and Cupcakin' Bake Shop). The footer includes language options (English, Spanish, Portuguese, French, German) and links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the copyright notice 'Facebook © 2018'.

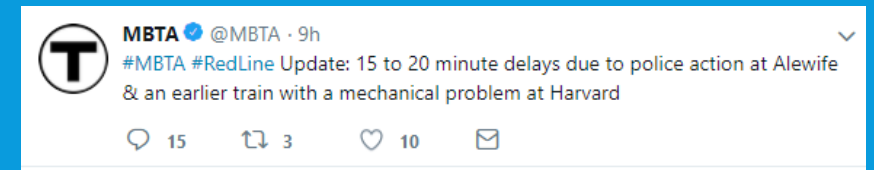
# THREE KINDS OF "GOV" TWEETS



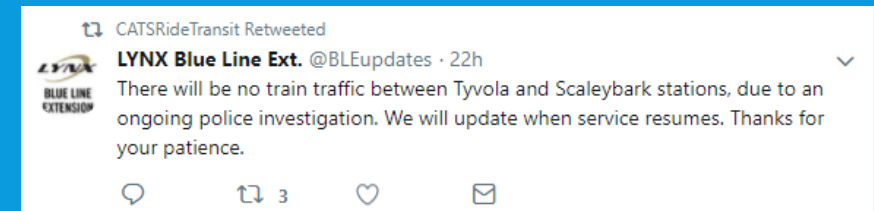
The Announcement  
Service changes, new lines, etc.



The Brand Builder  
Holidays, Recognition, Happy!



The Unexpected  
Crisis, Accident, Emergency



# WHAT ABOUT YOU?

- If you're going to be effective on social media, you need to post announcements, brand buildings, and crisis information quickly.
- It's OK to start here.
- But you're not Tweeting if you're not Tweeting... (Or Facebooking, etc)
- What are some other kinds of posts that would be relevant to your sector?

# BEYOND BASICS



**Metro** @wmata · Apr 2

Rush Hour Promise: On Friday, March 30, 90.6% of all Metrorail customers arrived on-time and 97.5% arrived within 5 min of expected time. Automatic Rush Hour Promise credits issued to 533 rail customers whose trips took > 15 min more than expected (0.1% of customers). #wmata



**RUSH  
HOUR  
PROMISE**



1



1



3





# BEYOND BASICS

- Use social media to plug your other avenues—website, app, eticket, etc



**MBTA Commuter Rail**

March 31 at 10:10am · 🌐



Spring is here so hop on board! Ride from here to there or why not everywhere? With 14 Lines & 138 stations an adventure awaits in all parts of this great state! Commuter Rail is the way to go!  
<https://www.mbta.com/destinations>  
(Photo, courtesy of Tom C).



## Destinations | MBTA

Official website of the MBTA -- schedules, maps, and fare information for Greater Boston's public transportation system, including subway, commuter rail, bus routes, and boat lines.

[MBTA.COM](https://www.mbta.com)



Like



Comment




Share




# BEYOND BASICS

- Join discussions and share news near and dear to your mission

**SMART Transit - Southern Minnesota Area Rural Transit**April 12 at 10:47am · 🌐





Just one reason why we do what we do at SMART Transit.




**Our fight for disability rights -- and why we're not done yet**

Four decades ago, Judith Heumann helped to lead a groundbreaking protest called the Section 504 sit-in -- in which disabled-rights activists occupied a federal...

[TED.COM](#)

 Like  Comment  Share 


 7

1 Share

# BEYOND BASICS

- Plan and share events

Fulton County Rural Transit shared an event.  
March 1 · 🌐



Friday, March 16, 2018  
6:00pm Doors open at 5:30pm

**MAR 16** **FCRC Bingo**  
Fri 6 PM CDT · Fulton County Rehabilitation ...  
29 people interested


★ Interested

👍 Like    💬 Comment

See All

Posts

Fulton County Rural Transit shared an event.  
March 1 · 🌐



THE FULTON COUNTY REHABILITATION CENTER  
9-PIN NO TAP BOWLING FUNDRAISER

**MAR 17** **FCRC 9-Pin No Tap Bowling Fundraiser**  
Sat 6 PM CDT · Linn Lanes · Canton, IL  
14 people interested

★ Interested

👍 Like    💬 Comment



# BEYOND BASICS

- Remind everyone where you go and where you can take them.



CATSRideTransit

@CATSRideTransit

Follow



Light rail, bus AND streetcar will get you to these top 10 Uptown spring events.

[#RideCATS](#)



**The 10 best Uptown spring events to go to, from Puppies and Pints to Bon Jovi**

The 10 best events in uptown Charlotte this spring in April and May include beer, wine, dogs .See the Charlotte Hornets and the Charlotte Knights play, see Bon Jovi...

[charlottefive.com](http://charlottefive.com)

1:01 PM - 19 Apr 2018

1 Like



1



# HOW?

- Smartphones are necessary – iPhone or Samsung are most popular – allow instant photo posting, real-time, and app-based interface for all social networks
- Computers are useful for scheduling and posting longer-feature items.
  - Hootsuite or Tweetdeck are two useful programs, and both have app-based counterparts
- Interest is most important – like public relations/PIO work in general, regular, correct, and regulated social media use must be mandated by management

# CRISIS

- Every public service experiences crisis
- Transit suffers from the same crises as police/fire and bureaucracies
  - Acute: Crash, accident, weather emergency, cancellation, lateness
  - Scandal: Impaired driver, arrested official, sexual harassment

# CRISIS

- Social media should be part of EVERY crisis management toolkit in government or transit
- It is the fastest way to communicate urgent news, instructions, clarifications, etc.

# CRISIS MANAGEMENT

- A crisis can be defined as any event that runs the risk of:
  - Escalating in intensity
  - Falling under close scrutiny of media and or government
  - Interfering with normal operations
  - Jeopardizing the positive public image of the company and its officers
  - Damaging the bottom line in any way

# USING SOCIAL MEDIA DURING A CRISIS

1. Have a clear sense of what constitutes a crisis and know how to mobilize
2. Develop an early warning mechanism – monitor keywords and hashtags
3. Designate a senior executive as responsible for crisis preparedness and response
4. Make that person accountable and authorized to access whatever they need -- and make sure they have all the passwords!
5. Control the agenda – don't let others dictate
6. Collaborate with police, fire local government, state, etc., but don't be shut out by them
7. GOLDEN HOUR – Put out all the information you can, as soon as you can
8. Develop messages with a clear goal in mind
9. Correct any mistakes, including your own

# CONTROL THE COMMUNICATIONS


- Tell it all
- Tell it fast
- Tell'em what you're doing about it
- Tell'em when it's over
- Get back to work

# LINK IT ALL

- Press releases on websites, links to press releases on all platforms
- Use Twitter to say when things are coming
- Retweet partner agencies and their relevant items
- Set up social media broadcasting from your website




# BROADCASTING – CONSISTENCY

**Saugus Police Department**  
*Official Website*

HOMEABOUT THE DEPARTMENTCONTACT USCHIEF OF POLICEPOLICE DIVISIONSRECORDSFORMSNEWS

You are here: [Home](#) / [Saugus Police News](#) / [Saugus Police Arrest Armed Robbery Suspect](#)

**Saugus Police Arrest Armed Robbery Suspect**  
APRIL 23, 2018 BY JESSICA SACCO



For Immediate Release  
Monday, April 23, 2018  
Contact: John Guilloit  
Phone: 617-993-0003  
Email: [john@jgpr.net](mailto:john@jgpr.net)

**Saugus Police Arrest Armed Robbery Suspect**  
SAUGUS – Police Chief Domenic J. DiMella reports that the Saugus Police Department arrested a

Search this website ...

DEPARTMENT NEWS

**Saugus Police Arrest Armed Robbery Suspect**

**Saugus and Revere Police Seize Cocaine, Credit Card Making Materials**

**Saugus Police Respond to Rollover Crash**

**Saugus Police Accepting Applications for Civilian Police Academy 2018**



**Saugus Police Arrest Armed Robbery Suspect - Saugus Police Department**  
SAUGUS -- Police Chief Domenic J. DiMella reports that the Saugus Police Department arrested a man over the weekend for armed...  
SAUGUSPD.COM

LikeCommentShare

15Oldest



**Saugus Police Dept**  
@SaugusPD · Follows you  
Saugus, Massachusetts  
[sauguspd.com](http://sauguspd.com)  
Joined July 2010

Tweet toMessage

213 Followers you know

77 Photos and videos

**Tweets** **Tweets & replies** **Media**

**Saugus Police Dept** @SaugusPD · 3h  
Saugus Police Arrest Armed Robbery Suspect [sauguspd.com/2018/04/23/sau...](http://sauguspd.com/2018/04/23/sau...)



222

**Who to follow** · Refresh · View all

**Peabody Police** @Peab...  
Follow

**WestonMA PD** @Weston...  
Follow

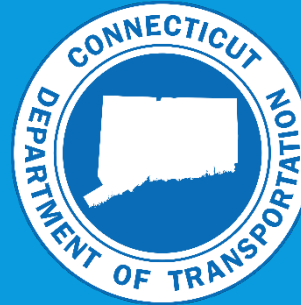
**Mattapoisett Police** @...  
Follow

**Find people you know**  
Import your contacts from Gmail  
Connect other address books

**Trends for you** · Change  
#WorldRockDay

# FOLLOW YOUR INFLUENCES

- We've covered posting to social media, but what about READING it?
- Follow local and state news, transit officials, relevant state/federal agencies, police and fire departments, and local residents/riders



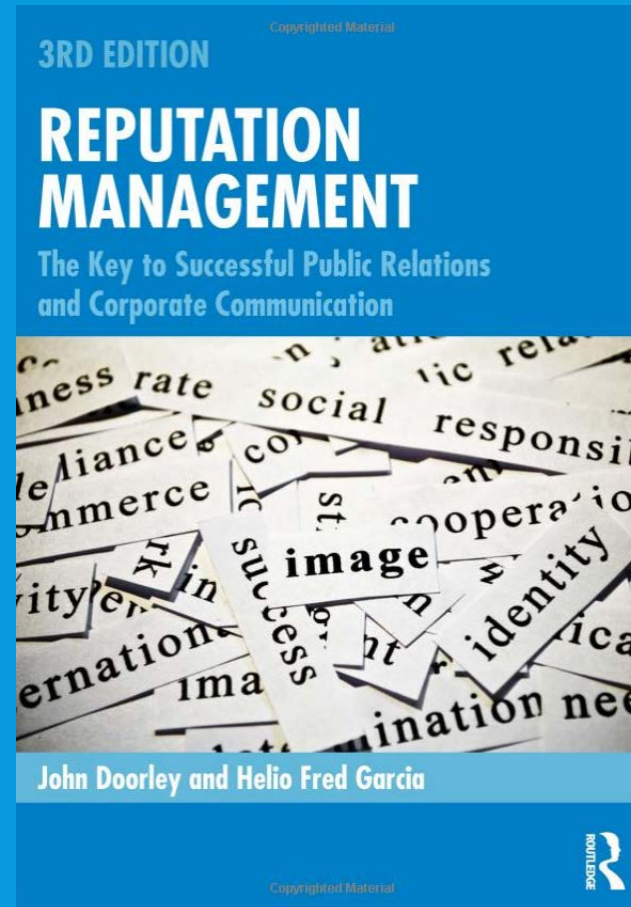
# FOLLOW THE LEADERS

- Who should you follow in your sector?
- Follow important officials – elected and appointed
- Follow your own people
- View on the apps even if you don't post content yourself

# THANK YOU!

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