



MWDG - 1/26/12

Municipal Web Developers Group

Agenda

Welcome and introductions

Social Media Discussion

Web Metrics

What's New?

Local Governments on Social Media

Twitter

- New Castle County
- Sussex County
- Dewey Beach
- Dover
- Felton
- Milford
- Newark
- Rehoboth Beach
- Smyrna
- Wilmington

Facebook

- New Castle County
- Sussex County
- Bellefonte
- Dover
- Felton
- Fenwick Island
- Harrington
- Smyrna
- Townsend
- Wilmington
- Wyoming

Should you be on Social Media?

Yes.

Subject to a few caveats...

The Caveats

You have to be active. It takes some discipline.

You have to connect your different publishing outlets

- Automate publishing where ever possible
- Connect and coordinate

You should have a clear policy to guide your use of social media

State Social Media Policy

Developed in 2009 by a group involving several agencies

Administered as an official state IT policy by DTI

Required for state employees who want access to social media

State Social Media Policy

There is individual use and organizational use

Individual use is when you are on your personal account but need to speak for the organization

Organizational use is tied to the organization's actual social media pages/accounts

For both, there are some basic ground rules

Don't be that Guy/Girl

At its heart, the social media policy asks that you try to not be a jerk:

- be open
- be honest
- be polite
- be respectful

If you conduct yourself on-line the same way you would in person, you should be okay.

Be open about who you are

It should be clear to the public that you are representing your organization

Who are you?

- First and last name
- Your organization
- Contact information

Be honest in your interactions

Never post anything you know to be untrue

- Is it verifiable?
- Is there documentation
- Can you back it up?

Your opinion is important and valuable and your right to your opinion is a fundamental part of our society and nation

But not always when you are speaking for your organization

Respect confidentiality

Social media posts should only include public information

If you have a data classification policy, you should follow it

But, and this is important, don't let undue caution stifle the free flow of information

Public information belongs to the public

If you mess up, admit it and move on

There is no spin possible in social media

You can't "take that down." Your posts... persist

Your best bet is to admit it and move on:

- We realize we made a mistake
- We're sorry
- Here's the correct information

Say no more about it

People in social media want to help

Delaware's social media world (#netDE) includes a wide variety of people

Some cranks, some self-promoters, lots of dilettantes...

But they can be very nice and very helpful

And they treat government postings, for the most part, with respect and a welcoming heart

They will republish for us

Social media tend to be self-policing

When someone posts something untrue about our organization, we have a duty to correct it

But there's no need to get into arguments with people who are determined to argue with government

Like a public meeting, social media venues tend to show the value of the public commons