Delaware Municipal Web Developers Group
MEETING SUMMARY

January 26, 2012
Kent County Administration Building
Dover, Delaware
12:30 p.m. to 3:30 p.m.

AGENDA

1. Attendees

Rhiannon Bush (Harrington), **Ken Bonovich** (Kent County), **Gene Brinkley** (Smyrna), **Dorothy Cheatham** (Kent County), **Dick Cleaveland** (Dewey Beach), **Jennifer Coulbourne** (Smyrna), **Mark Deshon** (UD-IPA), **Greg Hughes** (GIC), **Sharon Karl** (Henlopen Acres), **Christine Karpovage** (GIC), **Kristen Krenzer** (Middletown), **Kate Layton** (Dover/Kent Co. MPO), **Mike Mahaffie** (GIC), **Richard Maly** (Camden), **Ed McNeeley** (GIC), and **Debbie Morris** (Sussex County)

plus guest **Syd Swann** (GIC)

2. Social Media Discussion

Members of the Government Information Center—Mike Mahaffie, Ed McNeeley, Syd Swann, and Greg Hughes—led a discussion on social media within local governments.

Should municipalities use it or not?

YES, was the definitive answer, with some clear caveats. Use of social media has to be *active*, and have a clear policy guiding it.

Guidelines and Policies

The state's Social Media Policy distinguishes between "individual use" and "organizational use." General suggestions include:

- Be open, honest, polite, and respectful.
- Conduct yourself online the same way you would in person.
- It should be clear whom you are representing, as if you were handing out a business card.
- Opinions are protected, but not necessarily when you're representing your government.

- Respect confidentiality.
- Your town's social media should deal with public information only.
- If you make a mistake, admit it and move on.
- Don't get into arguments.

Comments on violations

Dorothy asked about how to control posts.

Christine said she always screen captures a problem post from someone before deleting it, just to have proof that it had existed if someone challenges the deletion.

In some cases, the public can be accommodated with specific discussion items that may be off-topic or violate guidelines through a group or a blog, rather than on a public wall.

Greg said that a "rogue poster" can't be controlled and that every town has one or two. If an undesirable post shows up but is not in violation of the "guidelines" and not offensive leave it alone, usually others will take care of it, and you won't need to answer. They will stop after a while.

Who should post?

Dick said he's having difficulty getting folks within Dewey Beach to post via Twitter.

Debbie Morris mainly uses Sussex County's for posting information or reminders.

Greg said that the author (*not* the publisher) should be the lead when it comes to posting. Communicators should help drive the communications as part of a (one voice) team.

Dick said he'd like to see how to evaluate how effective Twitter and Facebook posts are.

Mike said it's difficult to get really accurate metrics on twitter/facebook beyond things like Facebook Insights, which Christine offered.

Greg thinks we can put together a "take-away" document on how to use social media for a local government, and how to grow it. Mike says there are lots of numbers out there. Syd says that the reality is that for most people today, Facebook (or Google) *is* the Internet.

In regards to how many "likes" someone has, Kate said that just because no one is providing feedback doesn't mean residents don't appreciate the government's effort behind it. They may be getting the alert, but not actually hitting the like button.

Dorothy admitted that getting on Twitter (personally) has had a big impact on her life.

GIC advises and trains with respect to policies and usage of social media (contact gic@state.de.us).

Here's the current status of social media and Delaware local governments:

Twitter	*Facebook*
New Castle Co.	NCCo
Sussex Co.	Sussex Co.
Dewey Beach	Bellefonte
Dover	Dover
Felton	Felton
Milford	Fenwick Island
Newark	Harrington
Rehoboth Beach	Smyrna
Smyrna	Townsend
Wilmington	Wilmington
	Wyoming

3. Website Metrics

Syd Swann led a quick review of web metrics (link to presentation).

Website metrics
- Visits
   o All sources, all visitors, multiple page views
- Pageviews
   o How many page were served
- Most Requested Content
   o Top 5 pages

Syd suggested that most popular pages could be located higher on a site's navigational structure or just the opposite, if you have pages you want more attention to, you can move them up. It all depends on personal preference.

- Categories
  - True usage/reach
- Traffic Soruce
  - Search engine, referrals, direct, networks
- Demographics
  - Location, language

Metrics can tell you who is looking at your site and how they're getting there. The ISP will provide this type of information.

Debbie said this was particularly useful to Sussex County as a result of Hurricane Irene.

Christine commented that she just checked Delaware's Division of Libraries Facebook traffic and found 19 from India. That is it interesting to learn where your users/fans are coming from.

Browser usage *(Internet Explorer, Firefox, Safari, Chrome)*

- Mobile Usage
  - How many?
  - What device?

- How to measure use

Metric tools

- Webtrends
- Google Analytics
- AWStats
- Hit Counter (never use this because it is not accurate)

Dorothy said she has experienced a Google tool on her Android phone that presents real-time info.

Dick said that Dewey Beach has a web cam scanning the beach. Page visits are based on view refreshes.

Mark asked how do get these analytics built into one's pages. The answer was that a piece of code will be given from the analytics, which one can place into a website's footer.

What can be done with Google Analytics? Lots of things. It is set up to quickly see category breakdowns of information. There are also ways one can use this to track visitors who are engaged with social media. You can find what

keywords were used to find your site.

Richard asked what the state does with the Analytics data? Syd said they only deal with Delaware.gov and use the data to determine popularity.

Syd also showed Google's real-time counter.

What's really meaningful?

Ed commented that he just started using Google Analytics and is pretty impressed with it. He said that mobile use device doubled this past Christmas!

Dorothy said that you can't always provide all the functionality of your website for mobile devices, so it may be very important to determine what's being most accessed by mobile users. Technology drives what you have to learn how to do.

Ed suggested that tracking might aid knowledge about trends and how device-friendly one's site is.

4. What's New – Reports from Members

Kent County—Dorothy said that one can now search by town about foreclosures. An outside vendor has done this. There has been a discussion about social media within the County. The Parks & Recreation department has new pages.

Camden—Riochard reported that the town manager resigned. Mark updated the MWDG page to reflect this.

Harrington—Rhiannon said that the city is in the process of switching to using GIC's services. None of the administration who is responsible for its current site is on staff anymore.

GIC—Christine announced that GIC is beginning to work with Harrington. Blades just went live. New Castle's site is new since our last meeting. In fact, New Castle was so happy that they talked Harrington into working with GIC. Milton is also interested in a WordPress site. Lewes is also looking for another solution. Ellendale is also beginning to work with with GIC.

Middletown—Kristen reported that Middletown had launched a new site with Delaware.net. She has administrative control over an interactive public calendar online. They're trying to manage this aspect of it. Citizens seem

happy. She's looking to have Middletown get into social media as well.

Dewey Beach—Dick just began using Twitter. Its Beach Cam, a UStream product, changes every 15 seconds.

IPA—The only thing new since the last meeting is a section of the Toolkit for a Healthy Delaware on Access to Healthy Foods. Mark urged those in attendance to consider adding a link to IPA's Toolkit for a Healthy Delaware on their sites.

Sussex County—Debbie reported that the county began publishing legal notices as a result of complaints about not having that info online. She has been working with the Sussex County Department of Libraries on its site; the plan is to use Drupal for this department.

This touched off an open discussion about site-building platforms (WordPress, Drupal, basic HTML-page generators, etc.).

Henlopen Acres—Sharon is learning how to prepare documents for the web.

Smyrna—Jennifer said the town has integrated a tax-info search, which has eliminated a lot of phone calls. It also spurred a lot of folks to actually pay up.

Camden says it also publishes a "delinquent" list.

Delaware.gov—Greg said the state site now has an improved phone directory search. It was a challenge to try to make it "cool" and "fun." The GIC team used a Web 2.0 tagging model. Results pages, in a click-and-reveal format, provide a wealth of information including map, QR code, social media, etc.

Announcement of Next Meeting

The next meeting will take place on Thursday, May 3rd, 2012, at 12:30 p.m. location to be announced (either Kent County Administrative Building or at the Delaware Public Archives) and will begin with lunch.