



MWDG Meeting Minutes
September 16, 2015
Dover Public Library

Attendees:

Nicole Armour – Town of Wyoming

Diane Yeisley – Town of Bowers Beach

Michael Hibbert – Town of Kenton

Jim Galvin – Dover/Kent MPO

Mike Petit deMange – Kent County Levy Court

Dorothy Cheatham – Kent County Levy Court

Melissa Faedtka – Town of Townsend

Sam Callendar – Town of Cheswold

Jennifer Coulbourne – Town of Smyrna

Sara Pragg – University of Delaware, Institute for Public Administration

James Fraizer – Town of Magnolia

Courtney McGregor – Governor's Office

Julianne Musante – GIC

Ben Kaminski – GIC

Ed McNeeley – GIC

Matt Campbell – GIC

9:00AM – Breakfast & Networking

9:30AM – Welcome and Introductions, town spotlight on Delaware.gov. Purpose of spotlight is to push more traffic to the municipality site and generate some more interest in the municipality itself.

9:40AM – Walkthrough of City of Harrington's website. City of Harrington put a slider on their Library's page and use good metadata like tags and



categories well. New version of reCaptcha on all Towns and WordPress sites discussed and demonstrated

9:46AM – Discussion on how when you type site:yourtown.delaware.gov in Google, this shows how many of your pages are indexed in Google for search results.

9:50AM – “A Guide to Government Social Media” presentation from Courtney McGregor from the Governor’s office. Courtney spoke about how in 2006 Facebook, Twitter, and YouTube were released. Facebook was only for college students, and twitter didn’t hit it big until 2009.

10:00AM – Courtney spoke on how to maximize social media. She also mentions that it is a free advertising community engagement and how you can build your own brand and personality. She also touched upon how social media is constantly evolving. Better brand development equals greater brand exposure. She spoke on the importance of connecting with people, having a conversation and building a relationship.

10:15AM – You can control what you post, but not the conversation. Different social media platforms that are available include Facebook, Twitter, Flickr, Instagram, YouTube, Pinterest, LinkedIn, Google+, Foursquare, and much more. Courtney spoke about Periscope which is a live video stream, a way to share stories that otherwise might not be covered by traditional media.

10:35AM – Courtney goes over what to do and what not to do when it comes to social media. She mentions that City of Newark’s Facebook page is a great example of using social media in government.

10:45AM – Questions about Social Media best practices and guidelines.

10:52AM – Short Break

11:16AM - Julianne Solum & Ben Kaminski give a presentation on WordPress Best Practices. Topics included how to write a good headline, putting a graphic in a page or in the meta-slider. Ben Kaminski spoke about the importance of putting explanatory text on a page with a link to the PDF. One wants to steer clear of just placing a link to a PDF and no content.

11:40AM – Ben spoke about the proper use of tags and Overview of “Choose from Most Used Tags button”. When creating tags you want to think about search terms that would help people find your post.

11:50AM – Julianne spoke about websites that offer free images such as Pixabay and PicJumbo, the importance of selecting a category when creating an event or meeting.

12:00PM – Sara Pragg from the University of Delaware spoke about: CompleteCommunitiesDE.org

12:10PM – End of Meeting