

Pursuing a Social Media Strategy at MAG

MAG Regional Council Executive Committee
January 19, 2010





Social media increasing in prominence

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook

- There are approximately 100 million active Facebook accounts in the U.S.
 - *Source: Facebook*

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font on a black rectangular background.

twitter

- About 1 in 5 Internet users use Twitter or similar service.
 - *Source: Pew Internet*

The YouTube logo, with the word "You" in black and "Tube" in white on a red rounded rectangle, all on a white background.

You Tube

- More than 60 percent of U.S. adult Internet users have watched video online.
 - *Source: Pew Internet*

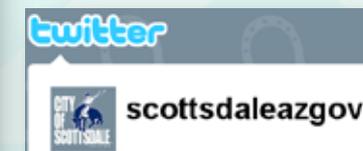
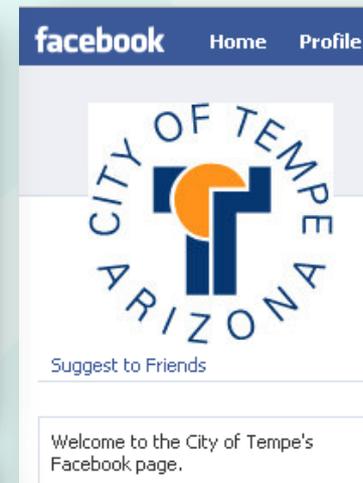
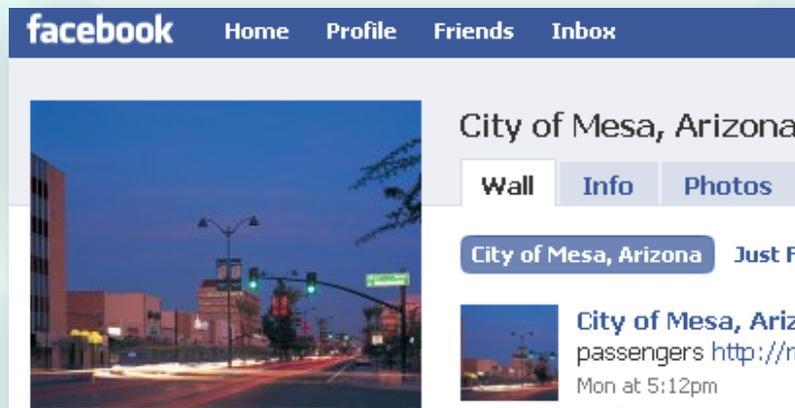
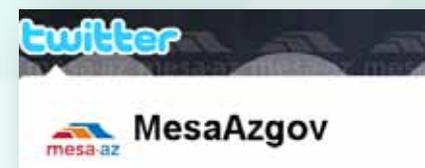


The public sector actively uses Social Media





What about in the MAG region?





Benefits of Social Media

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- **Cost-effective (aside from staff hours, it's free).**

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font with a white outline, set against a black rectangular background.

- **Reaches populations that might not otherwise be engaged.**

The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle, all on a white background.

- **Builds enhanced relationships with stakeholders and public.**
- **Messages are quick, easy & undiluted.**



Drawbacks?

- n **Viruses, hacks are often rampant on social media sites.**

Results 1 - 10 of about 18,800,000 for **Twitter virus**. (0.24 seconds)

Facebook, Twitter to face more hacker attacks in 2010

Results 1 - 10 of about 18,900,000 for **YouTube virus**. (0.26 seconds)

Virus risk for YouTube users

Results 1 - 10 of about 22,500,000 for **Facebook virus**. (0.20 seconds)

Facebook Virus Turns Your Computer into a Zombie

Brennon Slattery, PC World

Dec 5, 2008 9:02 am

- n **It can be difficult to use social media for meaningful public engagement.**



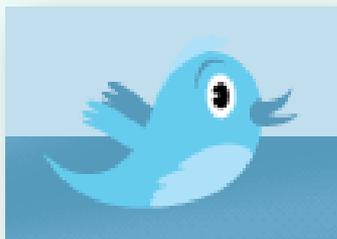
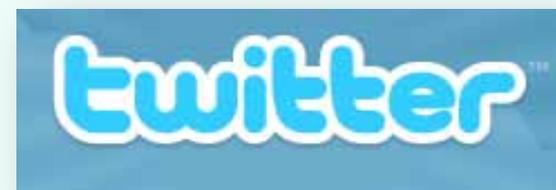
How can these issues be addressed?



- n **Information Technology division is collaborating with Communications to address security risks.**
- n **Smart, effective use of social media – using established guidelines and input from other agencies & professionals – can enable a successful social media campaign.**



Benefits of MAG using Twitter

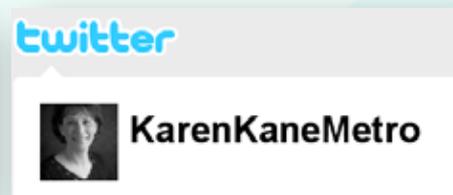


- n **Increase public awareness & understanding of MAG.**
- n **Engage hard-to-reach populations.**
- n **Drive traffic to MAG Web site.**
- n **Supplement media relations strategies.**
- n **Enhance relationships with media.**
- n **Join an influential and powerful conversation on Twitter.**



Other COGs and MPOs use Social Media

Metro



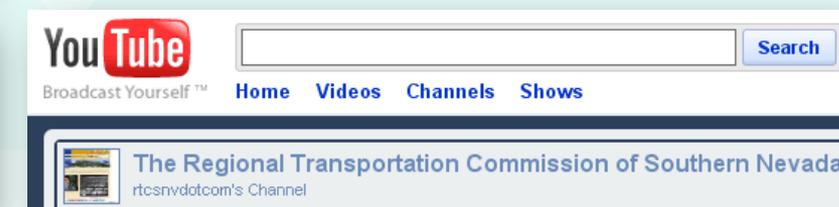
Mid-Region Council of Governments



Puget Sound Regional Council



Regional Transportation Commission of Southern Nevada





What did they have to say?



- n Most feedback was positive.
- n Seven peer agencies using social media reported no bad experiences - like hacking or cyber bullying.



- n Officials noted that social media was cost-effective.
- n Most officials did say it was difficult to track success.



Potential First Steps

- **Start with a Twitter account and gradually progress to other platforms such as YouTube, Facebook, etc.**
- **Allow implementation of a strategy to introduce social media for communication efforts at MAG.**





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