



## What's Facebook?

Facebook is a web-based, interactive network that allows users to share information and thoughts over a wide area. It makes possible a connection to those with shared interests across political, economic and geographic borders.

## How is it Useful?

Facebook isn't a one-stop shop that will fulfill all your communications needs. Its purpose is to "go where the eyes are" by furnishing information on websites that you know people visit. With 700 million users and growing, it's safe to say "the eyes are on Facebook." It raises your profile in the public sphere.

## Goals

**The goals of your social media effort might look something like this:**

- Provide a venue for an exchange of ideas and to encourage communication
- Promote yourself to a variety of audiences including staff, the public, media and business community
- Demonstrate your role as a strong, clear voice representing the county
- Raise public awareness and understanding of your intentions and actions

**The content on your page should be a positive reflection of yourself or county and should answer any one or more of the following questions:**

- What is going on in my county/with me?
- What am I/are we doing to help its community and residents?
- What am I/are we doing to build awareness and understanding of the roles and responsibilities of county government?
- What innovate, interesting programs have been developed that could be promoted?
- What are our county officials doing to address the problems facing the community?

You can post videos of city events, ask questions, link back to your web page and invite residents to public events. The bottom line is your content should be interesting, informative and positive. Where possible, the content should lead to interactive communication within your Facebook page.

If you have any questions about social media or would like to learn more about getting started, applying it to your needs and using it effectively, don't hesitate to contact ...

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