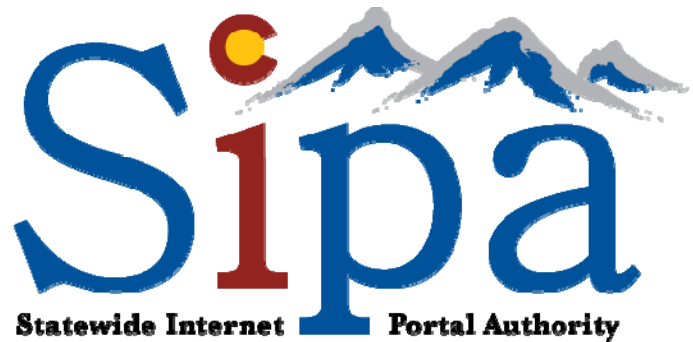


Digital Communications for Local Governments

November 2011



22 million
Number of views in one week for **Old Spice's** "Mano a Mano en el Bano"

7 million
Number of views for **T-Mobile's** "Royal Wedding" video

86.5 million
Number of impressions for Coca-Cola's Promoted Trend in June 2010

750 million
Number of Facebook users

33%
Increase in checkins during McDonald's one-day campaign that randomly awarded \$5 and \$10 gift cards as checkin bait

20 million
Number of impressions garnered by Network Solutions "GoGranny" SuperBowl campaign tweets

70%
The price increase of Facebook ads during the first half of 2011

52%
The percentage of Facebook users that use the site each day

92%
The percentage of social networking users on Facebook

65.5 million
Number of plays for **Evian's** "Roller Skating Babies" over 2 years

18,000 Number of clicks during American Airlines' "Tweet to Win 30K Miles" campaign

10,000
Number of **YouTube** brand partners

35,000
Number of tweets with the #LSTI hashtag for IBM's "Lotusphere" conference in January 2011

70%
The percentage of small business owners using Facebook for marketing, compared to 66% who use Google

400 Number of checkins at New York steakhouse Angelo & Maxie's Steakhouse in 45 days

12 million
Number of views the "Will it Blend?" iPad video got over 4 months

\$1.34
Eventbrite sales driven by a Facebook Like, as compared to just 80 cents for a tweet

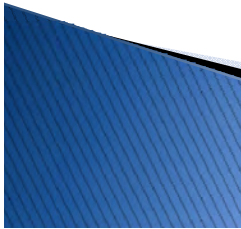
11%
The percentage of people who say they would buy something that was only offered to Facebook fans

118 Number of Foursquare checkins in one day at GranataPet's 10 dog-food-dispensing billboards in Germany

184,000 Number of players during a 3-month SCVNGR campaign at Buffalo Wild Wings

4 billion
The number of "things" shared on Facebook each day

500,000
Number of merchants on Foursquare



Social Media Policy Elements



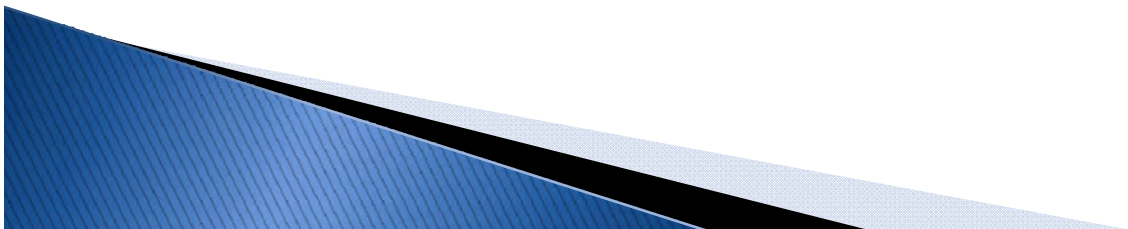
Creating a Social Media Policy

Determine goals and objectives

Bring together a X-functional team

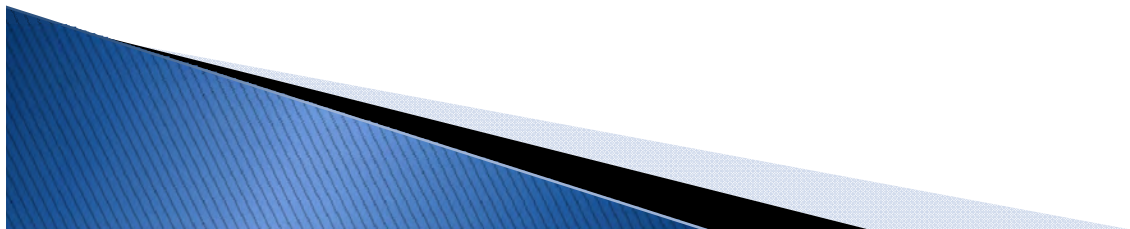
Identify existing policies with X-over

Discuss conflict with existing policies



Best Practices For Using

- ▶ Educate and inform
- ▶ Make sure to interact
- ▶ Ask questions and engage
- ▶ Link your accounts
- ▶ Be Transparent, Honest, and Credible





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A CSP Crown Vic On Loveland Pass



**Colonel
James M. Wolfinbarger,
Chief**

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Networking Center

Connect



Facebook



Twitter



YouTube

Campaigns

Resources



Flickr



Foursquare



Contact

My Colorado Driving

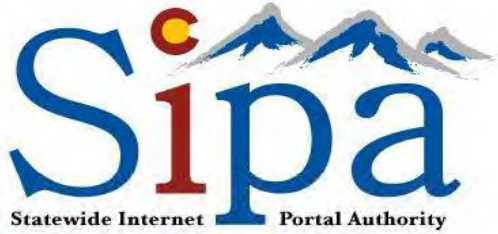


Statewide Internet Portal Authority

Who we work with...

WEBSITES:

- Governor's Office
- Department of Local Affairs
 - Costilla County
 - Moffat County
 - Estes Park
- Town of Silverton
- Monument Sanitation District
 - Steamboat Lake Water and Sanitation District
- Town of Ignacio
- Town of Bennett

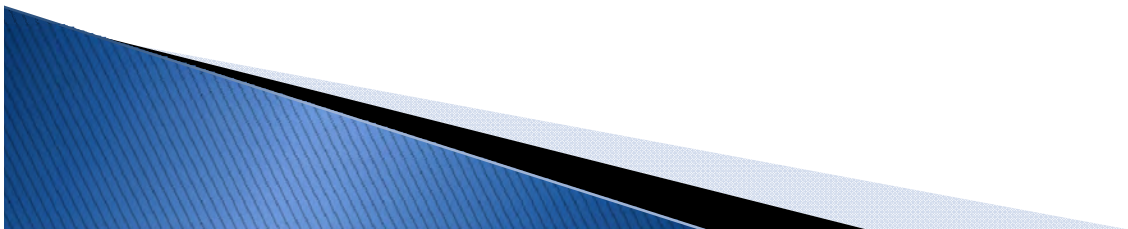


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