

Welcome!

Counties and Social Media

October 5, 2011



Counties Use Social Media To:

- Deliver public information and customer service
- Advance countywide goals
- Communicate directly with the public without filter
- Increase government transparency and efficiency

Social Media Tools:

- Facebook
- Twitter
- YouTube
- Flickr
- ShareSlide
- Scribd



Morris County, N.J.

- Announcements on Facebook and Twitter
- Documents on Scribd
- Videos on YouTube
- Photos on Flickr
- Subscribe to pages via RSS feed

Hurricane Irene

- Days to prepare (water, food, secure loose items)
- OEM blog (road closures, flooding)
- Health blog
- hootsuite (social media dashboard)
- Tweet, re-Tweet blog posts
- Webmaster posted critical information
- 35,000 hits

Challenges & Policies

- Employee access
- Account management
- Acceptable use
- Employee conduct
- content
- Security
- Legal issues
- Citizen conduct

Education

- Survey our members
- Share best social media practices
- Conference workshops
- Webinars

Thank you!

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