



# **PUBLIC INFORMATION**

And The Social Web

Kentucky Association of Government Communicators

March 21, 2012  
Frankfort, Ky.



# People are Running From This





# They Want This





# What Social Media Can Do



- Improve branding and awareness
- Protect and improve reputation
- Build community or advocacy
- Increase customer satisfaction
- Harvest research & development
- Drive sales or leads





# It's Not About Technology



Social Networks are made of people,  
not organizations.

Communications there is *personal*.



# We Must Build Trust





# How Do We Do Market?

- Purposefully avoid pitching
- Illustrate your expertise, not your catalog
- Over share that of others
- Designate a channel for buyers only
- Offer to inform or help “if they’re interested”
- Be confident that you offer value
- Make the conversation about them





# What We Know



- IF: You display thought leadership
- IF: You serve your networks well
- IF: You win search results

You Get An Audience!





# Building & Engaging

**KENTUCKY DEPT. OF FISH & WILDLIFE RESOURCES**

**Kentucky Department of Fish and Wildlife Resources** ✓ Liked  
Government Agency · Professional Services · Frankfort, Kentucky

Wall Kentucky Department of Fi... · Everyone (Top Posts)

Share: Post Photo Video

Write something...

**Kentucky Department of Fish and Wildlife Resources**  
Fan Question: What is the best eating fish – Crappie, Walleye, other?

Fishing is good right now on our lakes & rivers. To learn where to fish & how to catch 'em, click here ---> <http://fw.ky.gov/navigation.aspx?cid=1003>

Like · Comment · Share · 4 hours ago ·

83 people like this.  
View all 61 comments 1 share

Write a comment...

Wall  
Info  
Friend Activity (1)  
Sweepstakes  
Photos  
Videos  
Links  
YouTube  
Events  
MORE ▾

About  
Kentucky Department of Fish and Wildlife Resources

**30,030**  
like this

**1,244**  
talking about this

Likes See All

National Archer...





# Building & Engaging

**Making Your Life EASIER!**  
*DMV NOW for Smart Phones*

**California Department of Motor Vehicles**  
6,395 likes · 234 talking about this

Government Organization  
Official Facebook page of the California Department of Motor Vehicles

About Photos Likes Videos

Highlights

Post  
Write something...

California Department of Motor Vehicles  
Friday

All online applications on the DMV website have been restored. Thank you for your patience.

Like · Comment · Share  
7 people like this.

Sal Feola Is the Oakland Coliseum office up and running yet? I was doing a transaction there this morning when the system went down. I then came home and used the Virtual Hold feature of the DMV phone system and when it called me back 45 minutes later, it disconnected me. I am now waiting for the virtual hold phone system to call back again.

Recent Posts by Others [See All](#)

- Sylvia Teran Irma Gonzalez 29 minutes ago
- Bob McCall Just sold my vehicle to a party that is going to take tit... 2 hours ago
- Tony Pavlovsky dont really like but a heck of a lot easier on line 5 hours ago
- Angelique T Malvaez My registration was due in Feb but due to it not passil... 6 hours ago
- Atzel Urias how can i register a car with a only export title? 6 hours ago

[More Posts](#)





Washington State Department of Transportation  
Friday

The rain has gotten the best of a shoulder along SR 3 in Shelton near Oakland Bay. Motorists can expect one-way, alt. traffic until the roadway is repaired.



Like · Comment · Share

Lori Weaver likes this.



**Bridget N Trent Galusha** Thanks for the great picture...  
Friday at 4:08pm · Like



**Barb George Uhk...**  
Friday at 9:25pm · Like



**Lori Weaver** Thanks for the info – I commute to Shelton from Bremerton along this way, so I will know to add extra time to my trip.  
Yesterday at 1:43pm · Like

Write a comment...



Hamilton County Public Health shared a link via Christy Cauley's Books.  
Friday

Txt4HealthCincy posted their first "My Story" video. Do you have a story about how type 2 diabetes has affected you or your family? Go to [www.hamiltoncountyhealth.org/txt4health](http://www.hamiltoncountyhealth.org/txt4health) to submit your video! And sign up for this free mobile health program by texting HEALTH to 300400. Get healthier one text at a time, Cincinnati! Please share.



**Txt4Health Type 2 Diabetes Story – Alfred Fritsch, Cincinnati, Ohio**  
youtu.be

Txt4Health is a free mobile health information service from Hamilton County Public Health that is designed to help people understand their

Like · Comment · Share

Christy Cauley's Books likes this.



**Christy Cauley's Books** My grandfather was a great man. :-)  
Friday at 7:20pm · Like · 1

Write a comment...





Search

HCJFS PODCAST

About Us | Services | EN ESPAÑOL | Community Providers | Foster & Adoptive | Media Room | Public | Contact Us

To provide services for our community today to enhance the quality of life for a better tomorrow.

Agency Overview

Welcome to the Hamilton County Department of Job and Family Services Web site

HCJFS provides services such as temporary cash assistance and Medicaid, subsidized child care, child protection, child management, adult protection and disability assistance. HCJFS falls under authority of the Hamilton County Commission.

Online Service Center

Avoid a trip downtown. Save a postage stamp. Conduct business online. [CLICK HERE](#)

facebook | twitter | blogtalkradio

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# HamCoHealth

@HamCoHealth

Hamilton County Public Health serves the county surrounding Cincinnati, OH. [FB.com/HCGHD](#) (NOTE: We do not endorse followers/followees/listed/listing entities.)

Follow

2,256 TWEETS

1,753 FOLLOWING

2,598 FOLLOWERS

Tweet to HamCo

@HamCoHealth

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to HamCo

**Concord MA**  
Follow

**ReSource Cincinnati**  
Follow

**HamiltonCoRecycling**  
Follow

blogtalkradio

Home | On Air | Featured | Popular

Browse Categories: Entertainment, Sports, Music, Family, Politics, Business. | See All

## Hamilton County JFS

Learn more about how we can serve your needs



### Upcoming Episodes

**Child Support: The Basics** Date / Time: 7/16/2009 10:00 AM  
Category: Family  
Call-in Number: (347) 637-1719

[BEHIND ME](#) [SHARE](#) [TWEET THIS](#) [SHARE THIS](#)

Jeff Startzman, the assistant director in charge of Hamilton County Child Support, discusses the program that serves one in four county residents. Child Support is money required by law to be paid from one parent to another to help cover the cost of raising children. Hamilton County Child Support enforces child support orders, establishes paternity, modifies child support orders, and performs other related services.

**Upcoming Episodes**  
7/29/2009 2:00 PM - Helping foster kids further their education  
8/5/2009 10:00 AM - Food assistance for lower income residents

00:00

Open in your default player or in new window

Add this player to your websites

### Profile

**Hamilton County JFS**  
<http://www.hcjfs.org>

Country: United States  
Language: English

[Follow on Twitter](#)  
[Follow on Facebook](#)



HamCoHealth @HamCoHealth

Have a safe & Happy St. Patrick's Day! Researchers say ~1 in 6 adults binge drinks. Binge drinking is dangerous. [ow.ly/9FYVe](#)

youtu.be

To celebrate Women's History Month, Hamilton County Public Health honors the women who have have a huge impact in the fields of



Like

Map Videos

from an Ohio

children ages 14

17 Mar

17 Mar

immendation...

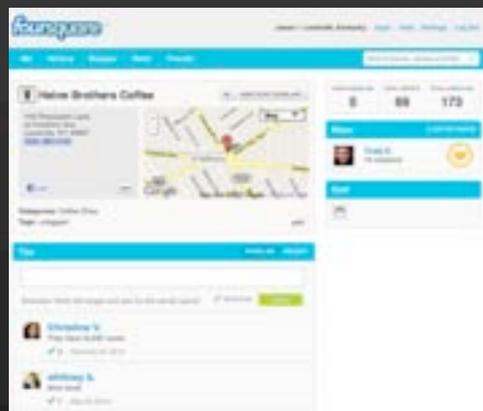
**Juan Ardhy**  
I am volunteer of environment health about 2 months ago

**Joseph Cauley**  
A great local resource! about 4 months ago





# Location-Based Opportunity



- People “check-in” to say they are there
- You can reward those who do
- Gamifies the in-person visit
  - Foursquare
  - Facebook Places
  - Others





# Some Reminders

- Be Useful
- Participate Genuinely (It gives you permission to push when you need to)
- 20/60/20 Rule
- Everybody else





# What You'll Focus On

- Improve Education & Awareness
- Improve & Protect Perception of Your Agency
- Communicate In Times of Crisis
- Find Ways To Measure Those





# Prove It All With Measurement



- Present clear calls-to-action to website/email subscriptions
- Track & measure leads, conversions
- Target search keywords
- Don't give up easily

It's a marathon, not a sprint





# How Do I Do It?



- Define who you want to reach
- Define why you want to reach them
- Define what you'll say
- Define how you'll reach them





# Resources You May Need

- Backup solution - Backupify.com
- Management Tool - HootSuite, TweetDeck, SocialVolt, Raven Tools, Expion
- Monitoring Tool - SocialMention.com, uberVu, Radian6, NetBase
- Measurement Tool - Google Analytics, Facebook Insights, SMMS





# Most Important Thing

SET  
GOALS!



# Thank You!

Straight Answers ... Real Help

## ExploringSocialMedia.com



### Jason Falls

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