

# **Beyond Friending and Tweeting**

Getting your arms around social media

## **Municipal Association Annual Meeting July 15 , 2010**

Reba Hull Campbell, Deputy Executive Director  
Municipal Association of SC

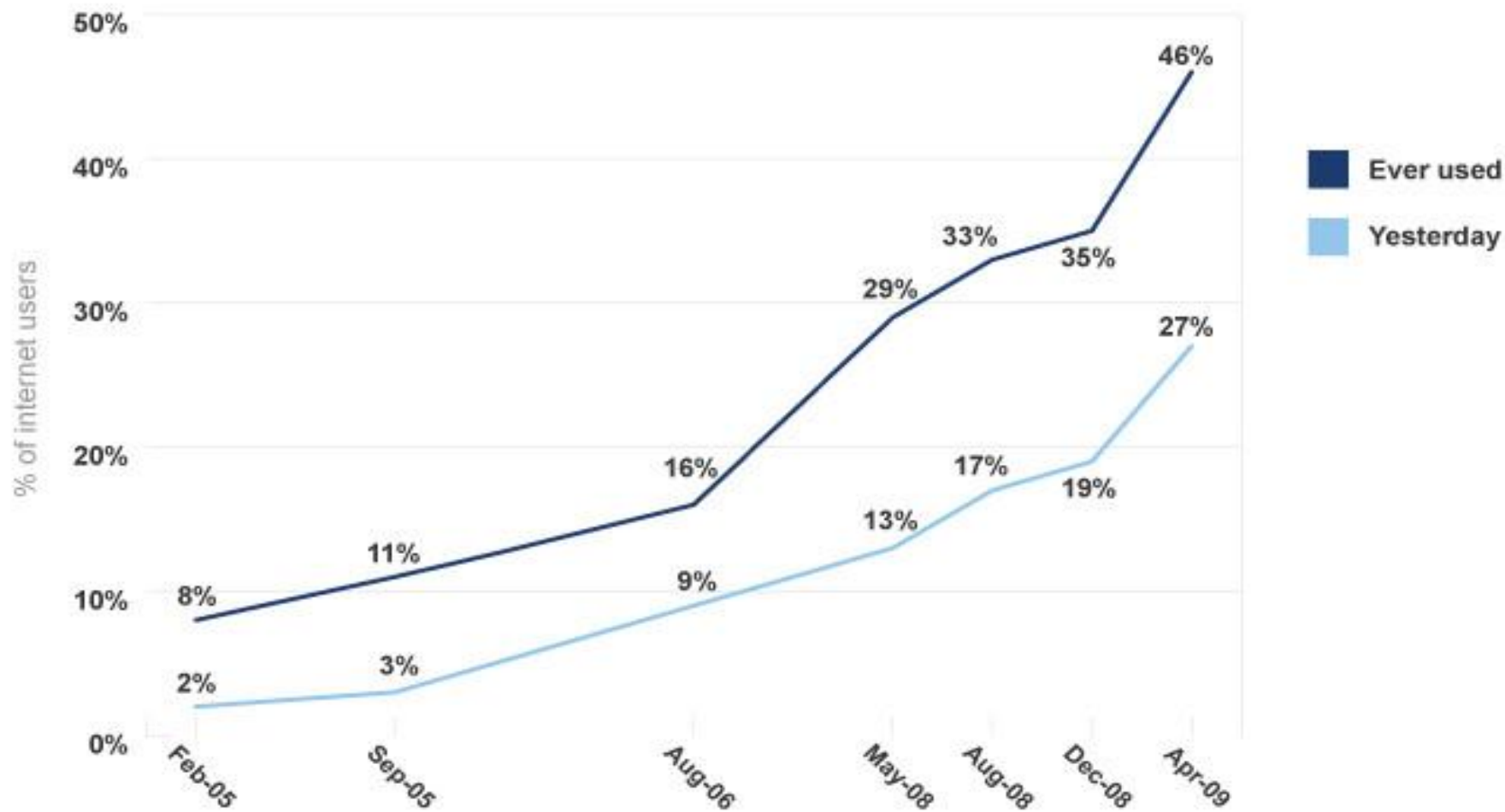


**It's just for the teen-agers**

**...Not anymore**

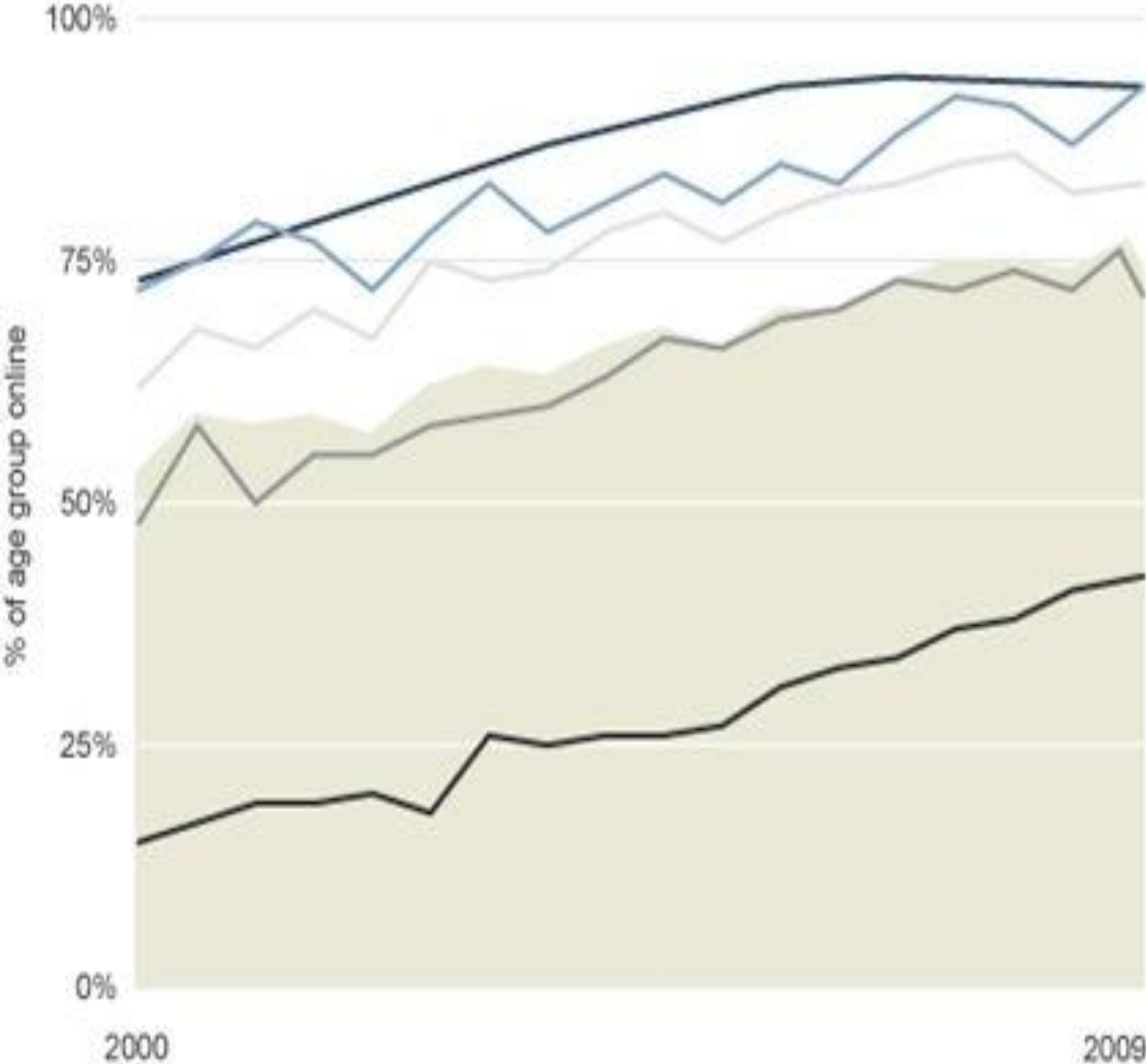
# Growth in Adult SNS Use, 2005-2009

46% of online American adults 18 and older use a social networking site like MySpace, Facebook or LinkedIn, up from 8% in February 2005.



# Change in internet use by age, 2000-2009

December 2009



- Teens 12-17 93%\*
- All adults 18 and older 74%
- Adults 18-29 93%
- Adults 30-49 81%
- Adults 50-64 70%
- Adults 65 and older 38%

\* Teens data is from September 2009.

- 22% of all adults (representing 28% of internet users) signed up to receive alerts about local issues (such as traffic, school events, weather warnings or crime alerts) via email or text messaging.
- 20% of all adults (27% of internet users) used digital tools to talk to their neighbors and keep informed about community issues.

# What to consider?

# Strategy

- Do the social media tools further your city's goals?
- Research what's available and how it applies to your needs – don't do it just because everyone else is

# Community

- Move from monologue to dialogue
- Create online evangelists for your city, program or service and let them help drive traffic
- Build a sense of community around your city, program or service
- Get your message directly to your residents without the media

# Capacity

- Manage strategically and deliberately like any marketing tool
- Staff responsibility, not a “sometimes” task
- Start small and test

# Monitor

- Monitor these sites even if you aren't participating
- FOIA issues
- Usage policies – on the job and off
- Things might get messy – negative comments

# Measure

- Surveys
- Coupons
- Cross promote
- Sign up for events, classes, etc

# Questions?

Reba Hull Campbell

rcampbell@masc.sc

803.933.1245

Twitter: MuniAssnSC or rebahcampbell