Social Media & Cities
Is Your City Social?

January 2013
Resources

- Susan Schoepke
  - Marketing Manager
  - sschoepke@lmc.org
  - 651.215.4035

- Laura Kushner
  - Human Resources Director
  - lkushner@lmc.org
  - 651.215.1203
What isn’t Social Media?

- A public venue for citizens to vent, argue, or complain
- A rumor mill or place for gossip
- A political forum
What is Social Media?

- An ongoing conversation about what is happening RIGHT NOW
- A promotional channel for distribution of content
- A relationship-building opportunity for people who have something in common
Why Bother?

- 3 out of 4 Americans use social media regularly (IABC)
- Social media accounts for 1 out of every 6 minutes spent online (journalism.com)
- More than 50% of Facebook users are over age 35 (IABC)
- If Facebook were a country, it would be the world’s 3rd largest country and twice the size of the United States
Public Spaces
Public Spaces
Social Media Explained

I’m hungry.

Where can I get a good slice of pizza?

I’m at Pizza Luce.

Look at this piece of pizza.

I’m great at eating pizza.
Who’s Using It and Why?

- Wikis, Video/Photos, Blogs, Microblogs, Social Networking
In the News

5 Ways Cities Are Using Social Media to Reverse Economic Downturn

680
The White House
League of Minnesota Cities
League of Minnesota Cities

ON THE LINE
PUBLIC SAFETY RISK MANAGEMENT

TUESDAY, JANUARY 3, 2012
Fitness: The Common Thread

When I arrived at the St. Cloud Police Department in February to look for areas where we could reduce or prevent injury to our public safety personnel, this subject was a high priority. (The reason I am very interested in this is not only because there is a serious injury among our staff, but because of the number of serious injuries among our members in the line of duty.)

The journey has lead us to a lot of discussions with training officers, and medical staff on how our responders become injured. As we continue to collect more and more data and statistics and ask questions like: What were they doing when they got injured? What could they have done differently? What could have happened? What can be done to prevent or reduce the chances of it happening?

Can You See Me Now?

We headed out outside to the track where the staff has marked up two of their cars with Battenburg retroreflective markings, a style of marking emergency vehicles that has been more common in Europe. The reflective "doodles" seemed to have a lot of interest from the staff. The staff at the Center have experimented with a couple of different marking options, shapes, and colors, and have marked the cars with multiple designs and styles of application. They have also applied test material to the sides of a truck and to the edges of the car's doors. They invited me to come back at night to see it in action.

What do you think? This style of marking flies in the face of inebriate deployment calls and certainly announces your presence—on the other hand, I don't doubt it, improve visibility at crashes and while making car stops. Squared cars getting stuck in the "traffic" channel are a problem. So officer safety cuts two ways on this.

Some Things Never Change

Nearly 100 years ago, our state's public safety community looked very different from today. In 1913, the fire departments were beginning to use the horse drawn carriages and solid wheels. Many of the police officers were wearing the double breasted coats and the London "bobby" style of helmet while walking their beat.

But the uniforms and the equipment have changed significantly since the last century, one part of the job has remained the same: when citizens are in trouble, they look to public safety to help them arrive, and things get better.

It was also in 1913 that the state legislature enacted a bill to form what would eventually become the League of Minnesota Cities (LMC). The League (initially part of the University of Minnesota's Extension Division) was created to serve as a resource and advocate for cities. In 1960 the Insurance Trust (LMGIT) was formed to give cities an option for affordable insurance that could be provided through a nonprofit insurance pool. (Don't worry, there won't be a test.)

What does this have to do with public safety and the work you do? The League is once again responding to concerns—this time about public safety injuries and liability. This spring, I was hired to be LMC's public.
League of Minnesota Cities
League of Minnesota Cities

100 Years of Service: A Welcome Message from Jim Miller

Monday, January 2, 2012

League of Minnesota Cities (LMC) Centennial Welcome Message from Jim Miller.

Wednesday, January 18, 2012

Price Was Right: How the League Came to Be

By now, you’re probably well aware that the League of Minnesota Cities (LMC) did not know the organization had even come to be.

Right after the turn of the 19th century, two organizations virtually merged and both failed. But thanks to the tenacity of Dr. Richard C. (Dick) City Attorney John Jekel, the idea was the dream.

A professor at the University of Minnesota, Price greatly believed in organization and planning. When Jekel contacted him about starting a League in Minnesota, Price took what he had learned while creating the League and went to work.

On August 25, 1906, he persuaded the mayor of Minneapolis to gather a conference and the League was born! A second conference was held the next year.

We established our seat with the University of Minnesota until 1916 at which time the League became an independent organization.

With much has changed over the last 100 years, one thing has always been the same: the League is here to serve you, our member cities.

And we will continue to advocate for you at the Capitol, offer training to become a better city leader, guide you through challenging municipal management and insurance support.

Q: What do Paul Bunyan and Babe the Blue Ox have in common? They are all insured by the League of Minnesota Cities Insurance Trust (LMCIT).

A: They are all insured by the League of Minnesota Cities Insurance Trust (LMCIT).

Hey, somebody needs to provide coverages for the wobbly attractions and historic treasures! Minnesota’s cities say they like the benefits of LMCIT for the future generations! These are just a few examples of what LMCIT provides... but there’s more to the story.

While it’s difficult for some to remember the days when cities had trouble finding reliable and stable coverage, there was a very tough period in the mid-1980s when cities were trying to struggle with volatility and unpredictability in the private insurance industry. In fact, there was only one private insurer that would even insure cities, and our members were complaining about 200 percent and 360 percent premium hikes.

Established the League of Minnesota Cities Insurance Trust in 1980, LMCIT was one of the first municipal self-insurance pools in the country. Rather than paying premiums to a private...
Multi-department
Announcements

- Spring cleanup day
- Upcoming meetings
- Solicit volunteers
- Parks and recreation info
- Ordinances
- Linking back to city web
Crisis Management

City of Minneapolis
Residents, businesses, and property owners who were affected by the severe storms and tornadoes May 21-22 in north Minneapolis will be able to apply for recovery loans through the U.S. Small Business Administration (SBA). On July 12, a Disaster Loan Outreach Center will open at Lucy Laney School - 3333 Penn Ave. N. to help residents and businesses apply for these low-interest loans.

Disaster Loan Outreach Center open in north Minneapolis July 12 - 19
www.ci.minneapolis.mn.us

Like · Comment · Share · July 11 at 8:11am

4 people like this.

Kelly Anderson There are homes affected by the storm not in N Minneapolis... Will they be able to apply too?
July 11 at 8:54am · Like

NE Minneapolis Crime Watch & Information Can we apply for some kind of assistance to get rid of the riff raff that landed in Northeast Minneapolis after the tornado... and is still wreaking havoc?
July 11 at 8:47am · Like

City of Minneapolis Kelly - Yes. Because the Small Business Administration granted a disaster declaration, loans are available to those affected by the tornado in Hennepin County and seven other counties.
July 11 at 9:09am · Like · 2 people like this
Write a comment...

Mandi Studler Any word on when the tornado damage from this spring is going to be patched up? I really like going for walks on my lunch break, but so many of the sidewalks are still heaved up from the uprooted trees, etc. It looks downright hazardous!
Like · Comment · Share · September 28 at 3:24pm · 1 person

City of Minneapolis Mandi - sidewalk repair is underway and should be finished in a couple of weeks.
September 28 at 3:25pm · Like · 1 person

Mandi Studler That's great to hear! I was getting worried that my bumpy summer walks would turn into disastrous winter walks!
September 29 at 12:03am · Like
Write a comment...

City of Minneapolis
Learn more about financial assistance for those affected by the tornado, and what the City is doing about sidewalk repair on the North Side in the latest North Side Tornado Recovery Update.

North Side Tornado Recovery Update
www.youtube.com
July 28, 2011

Like · Comment · Share · July 28 at 1:32pm

City of Minneapolis
The Northside Community Response Team has created a hotline to help people affected by the May 22 tornado connect with recovery and support services. The Northside Tornado Recovery hotline can be reached at (612) 707-3730 and is open Monday through Friday from 9 a.m. - 5 p.m.

Hotline available for tornado recovery info and resources
www.ci.minneapolis.mn.us

Like · Comment · Share · August 1 at 9:03am
Crisis Management

Mandi Studler
Any word on when the tornado damage from this spring is going to be patched up? I really like going for walks on my lunch break, but so many of the sidewalks are still heaved up from the uprooted trees, etc., that it seems downright hazardous!

Like · Comment · September 28 at 3:24pm

2 people like this.

City of Minneapolis Mandi - sidewalk repair is underway and should be finished in a couple of weeks.
September 28 at 3:59pm · Like · 1 person

Mandi Studler That's great to hear! I was getting worried that my bumpy summer walks would turn into disastrous winter walks!
September 29 at 10:34am · Like

Write a comment...
Maplewood Minnesota Police Department This page is a tool used to disseminate information in a timely manner to the public, as well as update the citizens and visitors of Maplewood on current news from the Maplewood Police Department. This is not a forum for complaints or argument. If you have an issue with the way an officer handled a call, please call the Maplewood Police Department at 651-249-2600.

April 6 at 11:15 am

Comment | Like
Public Safety
Benefits for Cities

- Citizen engagement
- Direct two-way communication
- Speed of feedback
- Learning citizen preferences
- Low cost
- Brand building
- Marketing research
- Credibility of the crowd
Next Steps
1. Be a User
League of Minnesota Cities

www.facebook.com/MinnesotaCities

www.twitter.com/MinnesotaCities
2. Face Your Fears

Social Media Governance
Empowerment with Accountability™

Policy Database
177 policies in this database
© Copyright 2009 - 2011 by Chris Boudreaux

View by industry:
[Government or Non-Profit]

<table>
<thead>
<tr>
<th>Organization</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross</td>
<td>Social Media Handbook for Local Red Cross Units</td>
</tr>
<tr>
<td>Australian Government: Department of Finance and Drainage</td>
<td>Social Media 101: A Beginner's Guide for Finance Employees</td>
</tr>
<tr>
<td>Australian Government: Asia-Pacific Civil-Military Centre of Excellence</td>
<td>Staff Guidance - Use of Social Media</td>
</tr>
<tr>
<td>Australian National Botanic Gardens</td>
<td>Social Media Policy</td>
</tr>
<tr>
<td>Australian Public Service Commission</td>
<td>Interim Protocols for Online Media Participation</td>
</tr>
<tr>
<td>Ball State University</td>
<td>Social Media Policy</td>
</tr>
</tbody>
</table>
LMC Social Media Comment Policy

Thank you for connecting with the League of Minnesota Cities through social media.

The League uses social media applications (Twitter, Facebook, Blogger) to present news and information relating to the League of Minnesota Cities and local government issues in Minnesota. We encourage you to submit your questions, comments, and concerns, but please note this is a moderated online discussion site and not a public forum.

Once posted, the League reserves the right to delete from its website submissions that contain:

(i) vulgar language
(ii) personal attacks of any kind
(iii) comments that target or disparage any ethnic, racial, or religious group
(iv) spam or links to other sites
(v) promotion or endorsement of commercial services, products, or entities
(vi) content that is clearly off topic
(vii) advocacy of illegal activity
(viii) promotion of particular services, products, or political organizations or candidates
(ix) copyrights or trademark infringement

Further, the League may ban future posts from users who repeatedly violate our comment policy, as well as remove comments at any time, whether or not they violate the comment policy.

Please note that the comments expressed on this site do not reflect the opinions and position of the League of Minnesota Cities. If you have any questions concerning the operation of this online moderated discussion site, please contact the page administrator, Susan Schoepke at sschoepke@lmc.org.

Updated September 20, 2012
Social Media Policy

The City of Hopkins uses social media, such as Facebook, as a means to provide two-way communication with the public. Although the City welcomes participation/comments from the public on its Facebook page, it is not a public forum.

The City reserves the right to delete comments that:

- contain vulgar language
- are personal attacks of any kind
- are offensive
- are prejudiced or hurtful remarks made toward any person or entity, including any ethnic, racial or religious groups
- are spam
- include sales/promotion of goods or services, or links to other sites
- are off-topic
- advocate illegal activity
- promote services, products or political organizations
- infringe on copyrights or trademarks

Please note that comments expressed on the City's social networking sites do not reflect the opinions or positions of the City of Hopkins, its employees or elected officials.

The City of Hopkins has made every effort to ensure the accuracy of the information provided on its Facebook page. However, several factors that are beyond the City's control (including unauthorized modification of electronic data, transmission errors, browser incompatibilities, information that has been cached on the computer or storage device, or other aspects of electronic communication) can affect the quality of the information displayed on this site. For that reason, the City does not guarantee the accuracy of the information provided on its Facebook page and is not liable for reliance on this information.
**Website Comment Response Chart and Tips**

**Positive or Neutral**
- Does the comment violate our website comment policy?
  - NO
  - YES

**Negative**
- Does the comment violate our website comment policy?
  - YES
  - NO

**Policy Violation**
- Vulgar language
- Personal attacks of any kind
- Comments that target or disparage any ethnic, racial, or religious group
- Spam or links to other sites
- Promotion or endorsement of commercial services, products, or entities
- Content that is clearly off topic
- Advocacy of illegal activity
- Promotion of particular services, products, or political organizations or candidates
- Copyright or trademark infringement

**Add Value**
- Can you add value by showing appreciation or by providing additional information?
  - NO
  - YES

**Comment**
- Base response on present situation. Review the tips below.
  - NO
  - YES

**Let Stand**
- No response is necessary.

**Misinformation**
- Does the comment contain incorrect information?
  - NO
  - YES

**Provide Facts**
- Respond with factual information and site your sources. Review the tips below.

**Unhappy User**
- Is the comment a result of a negative experience with our organization?
  - NO
  - YES

**Serve the User**
- Admit mistakes and rectify the situation if possible. Review the tips below.

**TIPS**
- **Be positive**
  - Respond in a friendly, upbeat, yet professional tone. Correct mistakes politely. Do not argue, insult, or blame others.
- **Be honest**
  - Own up to problems and mistakes. Inform users when and how you will improve the situation.
- **Be helpful**
  - Point users to valuable information on our website or other approved websites. Follow up with users when new information is available.
3. Find Your Voice

- Who do you want to talk to?
- What do you want to say?
- What are your goals?
4. Be a Good Neighbor
5. Self Evaluate
6. Promote, promote, promote
6. Promote, promote, promote
Questions?

- Susan Schoepke
  - Marketing Manager
  - sschoepke@lmc.org
  - 651.215.4035

- Laura Kushner
  - Human Resources Director
  - lkushner@lmc.org
  - 651.215.1203