Managing your Message through Social Media

Moderated by
Chief Esmerelda Falat
California Highway Patrol
Welcome
Agenda
Overview of social media use in the California Highway Patrol
Delivering press releases to the media via Twitter
Active Shooter: Managing the Viral Reality

Question & Answer session
Facilitated by Chief Esmerelda Falat, California Highway Patrol

Closing
Case study: Delivering press releases to the media via Twitter

Brad Benfield
Washington State Department of Licensing
Twitter is a social media platform that has become the media’s favorite tool for delivering breaking news headlines and links to news content.

Reporters follow public agencies they are interested in and will freely share high quality content with their large groups of followers.

Delivers news to the public at the same time it is available to reporters.

Newsroom assignment editors are no longer the only eyes on press releases.
“Yeah, Benfield, I already knew all of that.”
And suddenly, it just started working.
Step one: Create a really good blog post.

- Ditch common press release conventions and write the story your readers will enjoy and find useful.

- Add supporting pictures, video, and links to useful background.

A commercially hosted blog has many advantages to posting content on your agency website, although posting in both places is a good practice.

Everything we publish on the DOL Blog is automatically and instantly shared on Twitter and Facebook.
Social media case study

New WA Driver License and Identification Cards

New WA Driver License and Identification Cards

[YouTube video link]

14,183 views

Safe Drivers · Safe Vehicles · Secure Identities · Saving Lives
Step two: Publish and share.
Everything we publish on the DOL Blog is automatically and instantly shared on Twitter and Facebook.
Social media case study

Step three: Respond rapidly to reactions and questions about your post.
Step four: Act cool when major media outlets start to publish your post on their websites and reporters tweet out your materials.
Step five: Support your social media work using your agency website. This adds credibility and ongoing message reinforcement.
Step six: Watch your stats.

Monthly post views: New Washington driver licenses and ID cards

<table>
<thead>
<tr>
<th>Months and Years</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>5,783</td>
<td>21,673</td>
<td>12,832</td>
<td>5,394</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For More Information
Contact:

Brad Benfield
bbenfield@dol.wa.gov