

Purpose of Social Media

- Build relationships
 - We already do that.
- Convey a positive image of the agency.
 - We already do that.
- Win public support
 - We already do that.

We already knew how to do everything we needed to do with social media.



Awareness to Advocacy

- Shamelessly stolen from Pemco Insurance.
 - People need to know you exist.
 - They must need your service.
 - They must like what they got from you.
 - They become repeat customers.
 - They start telling other people about you.
 - They defend you.

We've never had to dirty our hands arguing with someone on Twitter or Facebook.



Social Media is not:

- A new way to push out news releases.
 - It's a two way street.
- Something to do because it's "hip."
 - "Everybody's on Facebook. We should be there."
 - Probably. But have a good reason.
- Unacceptably risky.
 - We occasionally have wrecks or bad shootings.
 - We don't take away guns or cars.



Policy

- Single policy for the agency.
 - Section for PIOs.
 - Section for non-PIOs.
- Goal-specific, not platform specific.
 - *“How will we choose social media in the future?”*
- Pay attention to accessories.
 - Backup software.
 - Pictures (*“TweetPic”*)



In the end....

We have for many years allowed trained personnel (PIOs) to represent our agency with media, to include live and extemporaneous television and radio interviews.

How much could they get wrong in 140 characters?

