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?*