Don’t Tweet That, #TweetThis

Facilitator:
Deb Roby, Deputy Director of Motorist Services, Florida Department of Highway Safety and Motor Vehicles

Presenters:
Pam Goheen, Assistant Commissioner for Communications, Virginia DMV

Captain Nancy Rasmussen, Florida Highway Patrol, Deputy Director of Communications, Florida Department of Highway Safety and Motor Vehicles

Lieutenant Colonel Jack Miniard, Director of Operations, Kentucky State Police

Sherry Bray, Media Coordinator, Kentucky State Police
Agencies can ‘Tweet it’, ‘Post it’, ‘Tag it’, ‘Pin it’, “#HashtagIt” then upload it. Social media is all the rage these days and it is something that can be considered in an agency’s communication plan. This does not mean that everything is positive when it comes to this new platform, so we will take a look at how some of the jurisdictions are using social media and what are some of the pros and cons.
Social Media

A New Window is Now Open

Pam Goheen
Assistant Commissioner
Virginia DMV
June 23, 2015
VirginiaDMV retweeted

Laura Harrison @laurathegapeach · May 21

BEST @VirginiaDMV experience today. Thank you for the #awesomecustomerservice Thought you guys should know @DavidIRamadan @marcussimon
Goals

- Convey positive agency image
- Provide instant, personalized customer service
- Win and share stakeholder support
Active Outlets

- “tweeting” short phrases
- longer format messages, graphics and links
- app-based
  - Individual posts can be shared on Twitter and Facebook
  - Fifteen second videos
Strategies

- Customer service – answering questions and pointing users to online resources
- Reputation management – positively positioning the agency and debunking myths
- Consumer education – timely, helpful information
- Promotion – products and services
VirginiaDMV @VirginiaDMV · May 21
Sign up for a #myDMV account to do your #VirginiaDMV business online. ow.ly/MVz5U #avoidthewait

VirginiaDMV @VirginiaDMV · May 21
Planning a move w/in #Virginia? A list of licensed #movers & service providers is available at ow.ly.IYVfu
Thank you for your kind words. And, for letting us know. Customer service is very important to us; glad we delivered!

Miranda Delaney @Mdelaney_
I will never understand why people hate the @VirginiaDMV they are so nice and always help me out! 😊
College graduations are in full swing. It's easy to show your college pride with 200+ specialty license plates.

http://ow.ly/mqq8x
• Schedule of messages per channel
  – 1 Facebook post daily
  – 4 Twitter posts daily
  – 3-4 Instagram posts per week

• Never etched in stone; remain flexible for current events and hot topics
• One part-time employee
• Hootsuite online dashboard tool
• Call center support – “lifeline” for answering customer service questions
• Dedicated email account for quick responses
Ian Ganey @hubba_bubba44 · May 17
Can I drive under supervision in other states with a VA learner's permit?
@VirginiaDMV

VirginiaDMV @VirginiaDMV · May 18
@hubba_bubba44 You may as long as you're under supervision - just as you would be in Virginia. Let us know if you have any other questions.

6:08 AM - 18 May 2015 · Details
• Phenomenal!
• Positive interactions = positive posts
• Most negative comments turned around
• Customers are pleasantly surprised and appreciative
Honesty and transparency important

Customers defend us

Set clear expectations, “rules of engagement”
  - Hours of engagement
  - Reasons for not responding to and deleting posts

Crisis plan ready

The Good and Bad
Planning

- Goals and strategies
- Management preparation
- Rules of engagement
- Voice
- Policies
- Employee communications and training
- Branding
"Squatting"

- Opening accounts on inactive channels
- Fully branded
- Message to redirect visitor to active channels
- Protect your brand and voice
Thank you so much for your kind words. We're happy to help anytime.

In an age in which dealing with the DMV is dreaded, the good folks behind @VirginiaDMV provide incredible service via Twitter @GovernorVA
A New Window is Now Open

Pam.Goheen@dmv.virginia.gov
(804) 367-1519
Social Media Do’s and Don’ts
June 23, 2015
Captain Nancy Rasmussen
Florida Highway Patrol
Do you have Social Media disclaimers on your platforms?

Do you have Department policies on social media?

Do you have a way to keep public records of social media platforms?
At the Florida Department of Highway Safety and Motor Vehicles our mission is “A Safer Florida,” and to that end the Department relies on social media outlets such as Facebook, YouTube, and Instagram, to help reach those who we serve.

While our main purpose for using social media is to promote public awareness about issues relating to highway safety and motor services, we welcome the free flow of comments and questions.
• However, we remind our followers that views posted on DHSMV’s social media sites represent those of the individual or organization responsible for the post and do not necessarily represent the views of the Department.

• Our social media sites are continuously monitored for posts that are considered to be inappropriate and any post considered to be as such may be removed from the site.
• Have a set number of posts/tweets a day or week.
• Target messaging to SM platforms
• Who in the office is pushing/answering messages.
DHSMV Platforms

- Facebook
- Twitter
- Tumblr
- Instagram
- YouTube
DHSMV uses social media for:

- Recruitment
- Safety Campaigns
- Did you knows (i.e. law, upcoming campaigns)
- Kudos
- Office closures
DHSMV uses social media for:

- FHP K9 birthdays
- In memory of...
- General traffic conditions
- Community events
- Highlighting partnerships
- DL services
- Holidays
• K9 birthday
What we are saying

Department of Highway Safety and Motor Vehicles
June 10 at 5:37pm

This happy driver joins the over 19 million Florida licensed drivers!
#happydriver #floridadriverslicense #dhsmv
Best FB post

210,176 people reached

Unlike · Comment · Share

_department of highway safety and motor vehicles, karen land armstrong, lavern gilley, zeb brown and 4,253 others like this.

1,063 shares
flhsmv DUI can land you in jail or worse...
Designate before you drink, the life you save may be yours! #itsworthit #FHP #FLHSMV #FloridaHighwayPatrol #DHSMV #aggressivedriving #aggressivedriver #florida #sunshinestate #Highway #dui #duiarrest #buzzeddrivingisdrunkdriving #dontdrinkanddrive #handoverthekeys #jail #Jailtime #loseyourlicense #fines autoandvehicles Awesome
Positive messages

Eric Justin @ericjustin27 · 6m
@FLHSMV trooper Roddenberry was extremely professional and stayed for over an hour with us making sure we all secured rides home. Thank you!

Eric Justin @ericjustin27 · 8m
@FLHSMV involved in a 3 vehicle accident yesterday in Gladsden Florida. Trooper B.S. Roddenberry responded and was of great assistance.
• Problems of Social Media
  – Family and friends tweeting/ Facebooking from crash scenes
  – Other agencies tweeting pics of crime scenes
  – Instant messaging
  – Coverage of platforms—staff
Issues with SM

@FLHSMV could you provide @GainesvilleSun an update on this morning's fatal in Waldo? Thank you!

Arek Sarkissian @ArekSarkissian · 42m
An update and names from this morning's fatality in Waldo were not available this evening from @FLHSMV. One person was dead on scene.
• Questions?

• Contact: NancyRasmussen@flhsmv.gov
  850-617-2301
Don’t Tweet That!

Lt. Col. Jack Miniard
Operations Division Director

Sherry Bray
Information Office Supervisor
1. Guidelines for Implementation of a social media project.

2. Pro’s vs. Con’s

3. Using social media strategically for effective communication
Messaging using Cyberspace

1. Going from ‘Telling’ to ‘Interacting’.

2. Going from ‘Limited’ to ‘Broad’ audiences – expect the uninvited.

3. From analogue to digital reality – expect diversity, real-time response.
Community Outreach Through Cyberspace

1. The Internet is quickly becoming the world’s largest electronic neighborhood.

2. Enhanced Community Service. Facilitate community needs through proactive and reactive communications.

3. Cost effective tool to reach the community. Word-of-mouth marketing for your message/mission.
Forms of electronic communication through which users create online communities to share information, ideas, personal images and other content. -Merriam-Webster
SOCIAL MEDIA = RIPPLE EFFECT
Why Social Media for KSP?

- We’re Broke – it’s cheap!
- Reaches our customers.
- Develops relationships & maximizes communication
- Usability – ‘almost’ anyone can operate and navigate through it.
- Recency – instantaneous response from public
KSP Social Media Platforms

- Twitter - 24,600 followers
- Facebook - 108,000 Likes
- Blogger - 49,100 page views
- Instagram - 4,490 followers
- YouTube - 1,045 followers; 315,150 views
- Flickr - 34,300 views
- What’s Next? Linked In & Podcast
• Develop a Social Media Policy
Is Social Media Effective?

- Marketing Value?

- Facebook: 1.39 Billion+ Active Users (Dec - '14)
- YouTube: 1 Billion+ Users/Month (Latest Stats)
- Google+: 359 Million+ Active Users (Oct - '13)
- LinkedIn: 330 Million+ Users (Latest Stats)
- Instagram: 300 Million+ Users (Dec - '14)
- Twitter: 284 Million+ Active Users (Dec - '14)
- Pinterest: 70 Million+ Users (July - '13)
The Naysayer...

• Biggest Fear – Controlling the message?
The Con’s.

• Media plan backfires...and goes viral. #myNYPD
There are comments awaiting approval. Review comments

Kentucky Mike 5 hours ago
Lmfao KSP is a JOKE. I go to EKU and one of my professors who does not have a shining for LE totally ripped you all to shreds. Why do you need militarized police in kentucky...? Also why do you spend MILLIONS of dollars for a drug bust (rental of the Blackhawk chopper alone was $900,000) that resulted in 42 citations and 8 arrests 😁

Trey Dog 5 months ago
The fact ksp has a female graduating go's to show their training isn't anything like BUDS. She probably couldn't even meet the minimum requirements to get into BUDS with pull ups... not to undermine KSP they have the best police training in ky. But to become a seal takes over 2 years of dedication and training, there's no comparison.

Matthew Foust 3 months ago
They were not comparing KSP to Seals. What was being demonstrated is that KSP is an elite unit, and that they can be viewed in a similar manner when compared to other agencies, such as how a general infantry troop would view a Navy Seal.

yosi1653 8 months ago
so just so people would understand the yelling, the mental difficulty, the physical difficulty and all together... its so they can break you and then rebuild you from ground up! awesome job, and good luck to everyone who tries!
@kystatepolice cruiser #3309 was driving 85+, swerving, tailgating, and made 2 illegal lane changes... No lights.
WANTED MARIJUANA
- Report illegal marijuana
- Fill in the information req
and mail to: Kentucky State Police
Cannabis Suppression
Bluegrass Station Bldg.
5751 Briar Hill Road
Lexington, KY 40516-97
- Or call the toll-free hot
1-800-DOPE-TIP.

3,764 people reached
Like · Comment · Share
Sarah Knox, Hamilton Kimberly, Amanda Sayre and 17 others like this.

24 shares

Write a comment...

Thumper Case Yea how bout we focus on the heroin dealers.. How many people has marijuana killed?
Like · Reply · 5 · 1 hr

Anita Mckinney Sorry but I think there's more important drugs out there that's needs more attention then this...
Like · Reply · 4 · 1 hr

Kenneth Register Youve got to be shittin me. "Please fill out the form if you strive to be a narc"
Like · Reply · 1 · 1 hr

Eddie Richardson Lol idiots... The problem is there's ppl out there that will fill it out..
Like · Reply · 14 mins

Marybeth Keller What a joke
Like · Reply · 45 mins

Suzanne Yates I will if I ever see it
Like · Reply · 1 hr

Kati Garrison Yeahhh and you lady will probably never see it. Esp publicly saying you'll snitch. If you even know what to look for.
Like · 33 mins

Suzanne Yates Oh I know what to look for I was in the medical field for 20 years. I can even tell users by just being around them for a while
Like · 29 mins

Write a reply...

Mindy Bowles Seriously I'm pretty sure there are REAL DRUGS to worry about.
Like · Reply · 1 min

Tonya Robinson I really really think the state of Kentucky has more worries that weed! How about you go after the people who sell real drugs not farmers who grow a plant!! AND NO I dont smoke weed. Never have!
The Pros.

- Earned Media
  - Community Interaction
This is how I want my son to always feel about those who protect & serve. Thx @kystatepolice #ThunderOverLouisville
The Hashtag.

Justin @Justin275 · May 12
The reason I do what I do...to make the world a safer place for him and his 2 brothers! #WhyILoveTheBadge #KSPPost9

Robert Purdy @TprPurdy · May 12
#WhyILoveTheBadge
KSP reminds motorists to #MOVEOVER when they see an emergency vehicle on the side of the road. #Drive2SaveLives Help make sure our first responders make it home each night! Photo of #KSPPost9 TPR. Jake Roberts.
#TBT
Tips for Promoting Your Social Media

• Cross Promote
• News Release – let people know you have a social media platform.
• Check current hashtag trends.
• Link with other agency’s to cross promote a campaign/project.
• Visual – tweets with graphics get more engagement.
• Timing. Are you 24/7 with your updates?
Tips for Promoting Your Social Media

• Utilize prominent spot on website to promote social media site.
• Utilize current forms of info, such as business cards, email signatures, brochures to promote social media.
• Link with larger websites or more established social media pages.
Welcome to kentuckystatepolice.org

Click here to learn more about the Kentucky State Police.
Welcome to KentuckyStatePolice.org

Click here to learn more about the Trooper Project.

Kentucky State Police Telecommunications Academy Graduates Sixth Class

(Frankfort, KY) - Ten Kentucky State Police Telecommunicators from throughout the commonwealth were recognized today at graduation ceremonies for the...
Utilizing social media

Share important cases – missing person/wanted person cases.

177 Shares on this story

Let your fans know when/if a case has been solved.
Utilizing social media

Show a side of your agency that many people don’t get to see everyday
Utilizing social media

Advertise your social media platforms.

Emily M. Perkins
Legal Services Branch
Kentucky State Police
919 Versailles Road
Frankfort, KY 40601
(502) 782-1786 - Direct phone
(502) 573-1636 - Fax

KSP released a YouTube video in an effort to obtain new tips about the Officer Jason Ellis murder. We appreciate any effort in sharing this information to reach as many people as possible. To view video: https://www.youtube.com/watch?v=fGRj8fR75JQ.
• Barcode (QR) applications – bar code links person to website, product information, etc. on smart phone applications (QR = Quick Response)
Utilizing Social Media for Agency Fundraisers

Example:

7th Annual Trooper Island Charity Shoot

- $85.00 for first 100 birds/
  $75.00 for second 100 birds
- 3D Archery Shoot:
  $25.00

All proceeds benefit KSP Trooper Island Camp

Main Event:
- Sporting Clay - $85.00 for first 100 birds/$75.00 for second 100 birds
- 3D Archery Shoot:
  $25.00

Items to be Auctioned:
- Firearms
- 3D Archery Targets
- Game Calls

Updated about a minute ago

Facebook © 2015
KY State Police @kystatepolice · 13 Dec 2013
@FLHSMV Kudos 4 the creative PSA about Drunk Driving! Keep up the g8t work! #drivesober youtube.com/watch?v=TnwABA...

Don't Drink and Drive!

The Florida Highway Patrol is launching an innovative public awareness campaign aimed at stopping college-aged adults from driving impaired. The FHP's 30-sec...

View on web
Utilizing social media

Recruiting Videos
Solving Crimes
Safety Campaigns
• Twitter—online social networking service that enables users to send and read text based posts of up to 140 characters.
Flicker – an image hosting and video hosting website, web services suite and online community where users can share and embed photographs.

Great for posting multiple photos of a news conference and allowing media to choose the picture they want to use.

KSP Awards Grant Funds To Reduce Underage Drinking in Kentucky

Contact: Lt. David Jude
Ph: (502) 782.1781 or (859) 707-7037
Media Release for: Nov. 14, 2011

Photos available on KSP Flickr Page: http://www.flickr.com/photos/kentuckystatepolice/

(FRANKFORT, KY) – Kentucky State Police Commissioner Rodney Brewer presented eight agencies with grant funds for underage drinking programs to reduce the dangers of underaged drinking. KSP serves as the designated state administrator for the Enforcing Underage Drinking Laws (EUDL) grant. The funding is provided by the Office of Juvenile Justice and Delinquency Prevention (OJJDP) block grant.

Through the federal program, KSP made available $300,000 in grant funds for Kentucky projects that address the dangers of underaged drinking.
Blog – (Citizen Journalism) is a type of website or part of a website usually maintained by an individual with regular entries of commentary, description of events, or other materials such as graphics or video.
Thanks to @corvettemuseum for dressing up this privately owned corvette as a KSP cruiser. Unfortunately, we didn’t get to keep this loaner but it was used for a day during a corvette tour - a fundraiser for Trooper Island. @chevrolet #chevy #corvette
Closing Comments and Questions

Contact Information:

Lt. Col. Jack Miniard
Operations Division Director

Sherry Bray
Information Office Supervisor
So here's to Don’t Tweet That, #Tweet This....

#aamvaRII

Download the mobile app and do your first Tweet!