Public/Social Media Outreach at the Maine Department of the Secretary of State
Public Perception

SLOW
RED TAPE
Confusing
tedious
“Never expected to have so much fun at the BMV. Gloria has a great sense of humor, made it no chore at all.”

“Pleasant, helpful and competent staff. We moved here recently and never imagined that getting a new license could be such a nice experience! My husband had an equally good experience by the way!”
68% of all American adults

76% visit the site at least once daily
Using Social Media

% of online adult users

- 79% Facebook
- 32% Instagram
- 24% Twitter

Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
“Social Media Update 2016”
PEW RESEARCH CENTER
Focus on Content

- Text (website, press releases, emails, brochures, posters)
- Photographs
- Video (produced, events, live)
- Animation
- New tech (VR/360 interactives, story maps)
Donate Life Day at the Maine Statehouse, April 12, 2017
Video: LIVE

- Facebook
- Wi-Fi
- Pages

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Considerations for Video

- Scripting/editing/approvals
- Teleprompter or ad-libbing?
- Framing/lighting/site/background noise/keep it still, minimal transitions
- Editing software – Corel $60; Adobe Premiere $20/month
- Background music – JewelBeat.com $3/song
- Subtitles and transcript
Video: In-house Production
Video: AUDIO!

Zoom H-1 recorder with accessories ~ $125

Lavalier mic
~$25+
Video: In-house Production

https://www.youtube.com/watch?v=Hdr8U0TRfRY&t=22s
Video: In-house Production

https://www.youtube.com/watch?v=VuNvRSnpyfl
Congratulations. Now, I'm going to give you a temporary

https://www.youtube.com/watch?v=wuNcdIx6kL4&t=5s
https://www.youtube.com/watch?v=tCXEWjxUnsk&t=204s

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Animation

THE REAL ID ACT & YOU
IN THE STATE OF MAINE

The federal REAL ID Act is now being enforced

https://www.youtube.com/watch?v=FuhT1W3jpp4

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Animation

https://goanimate.com/login

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Emerging Technologies

• VR/ 360

https://edu.google.com/expeditions/
https://www.thinglink.com/scene/734858722467119105
Emerging Technologies

• Storymaps

http://auburnme.maps.arcgis.com/apps/Cascade/index.html?appid=dc12b44ffb7e480fb490892e3777ad4

http://londonsport.maps.arcgis.com/apps/Cascade/index.html?appid=d093a33dfb034051a81533a91377b72d
• Animation & videos – A hit!
• Audio fails (wireless, without H-1)
• Facebook LIVE and live chat fails
• Corel VideoStudio crash
• Wrangling the Talent
Best Practices

• Integrate/cross promote your multimedia
• Include multimedia as much as possible with text products (PR, reports, etc)
• Develop a social media policy
• Learn/troubleshoot using YouTube videos
• Be consistent, active, responsive
Best Practices

• Keep all content short!
• Tag and hashtag everything on social media to get the most exposure. @dhs #realID
• Use call to action on FB if it applies
• Schedule your posts/ manage across platforms--Tweet deck
• Change profile and background images often so it looks fresh.

Like

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The ‘Why’

Friendly

efficient

helpful

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For More Information

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