

# COMMUNITY ENGAGEMENT

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Using Social Media

# Who. What. When. Why. Where. Whoa!



## Social Media 101

**Twitter:** I'm eating a donut.

**FaceBook:** I like donuts.

**Four Square:** This is where I eat donuts.

**Instagram:** Here's a vintage photo of my donut.

**YouTube:** Here I am eating a donut.

**Linked In:** My skills include donut eating.

**Pinterest:** Here's a donut recipe.

**Blog:** Here's the illustrated history of donuts.

# First and fastest.



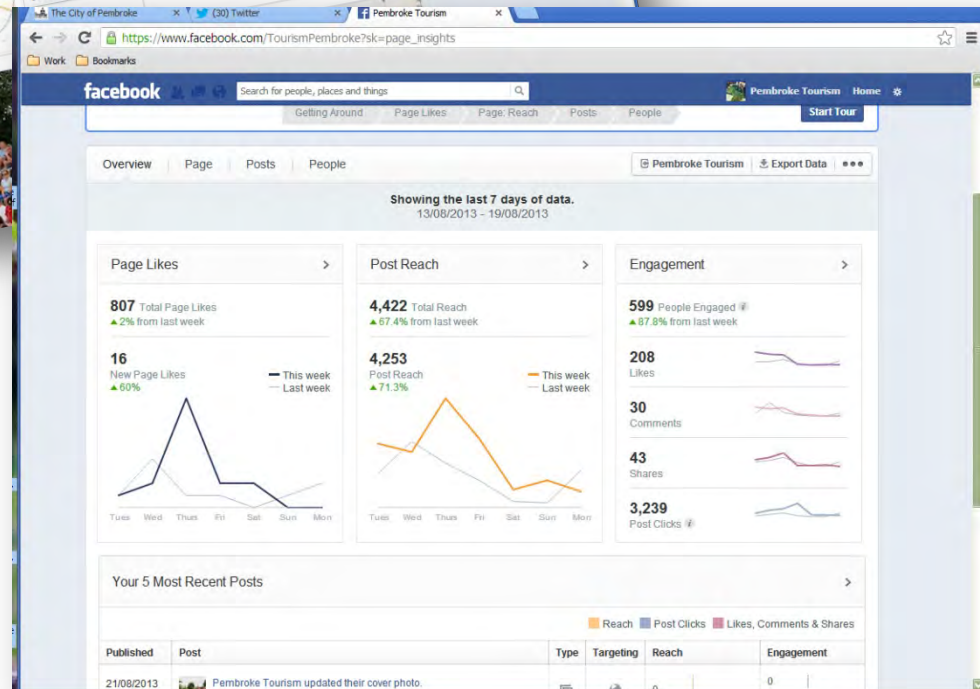
The screenshot shows the Facebook interface for the 'Pembroke Tourism' page. At the top, there's a navigation bar with the Facebook logo and search bar. Below that, the 'Admin Panel' is visible with options like 'Edit page', 'Build Audience', 'Help', and 'Show'. The main content area features a large photo of a crowd at an outdoor event, a profile picture of a dancer in a green costume, and the page name 'Pembroke Tourism' with 807 likes. There are also buttons for 'Update Page Info', 'Promote Page', and 'Boost Post'. A pink callout box with the text 'Advertising Works!' is overlaid on the bottom right of the page.

Times + Topics + Tips

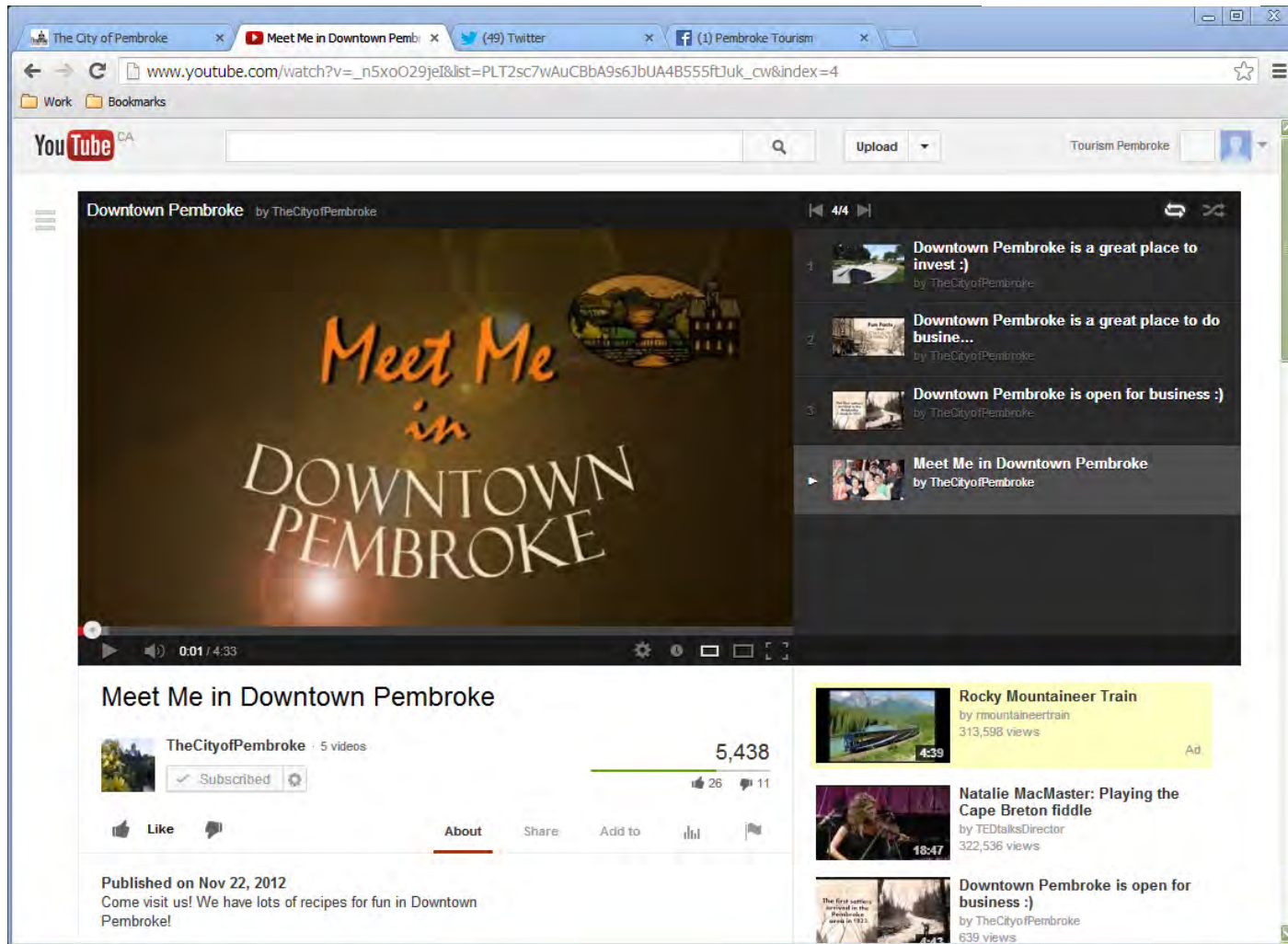
# Admin Panel



# Insights



# Lights. Camera. Action.

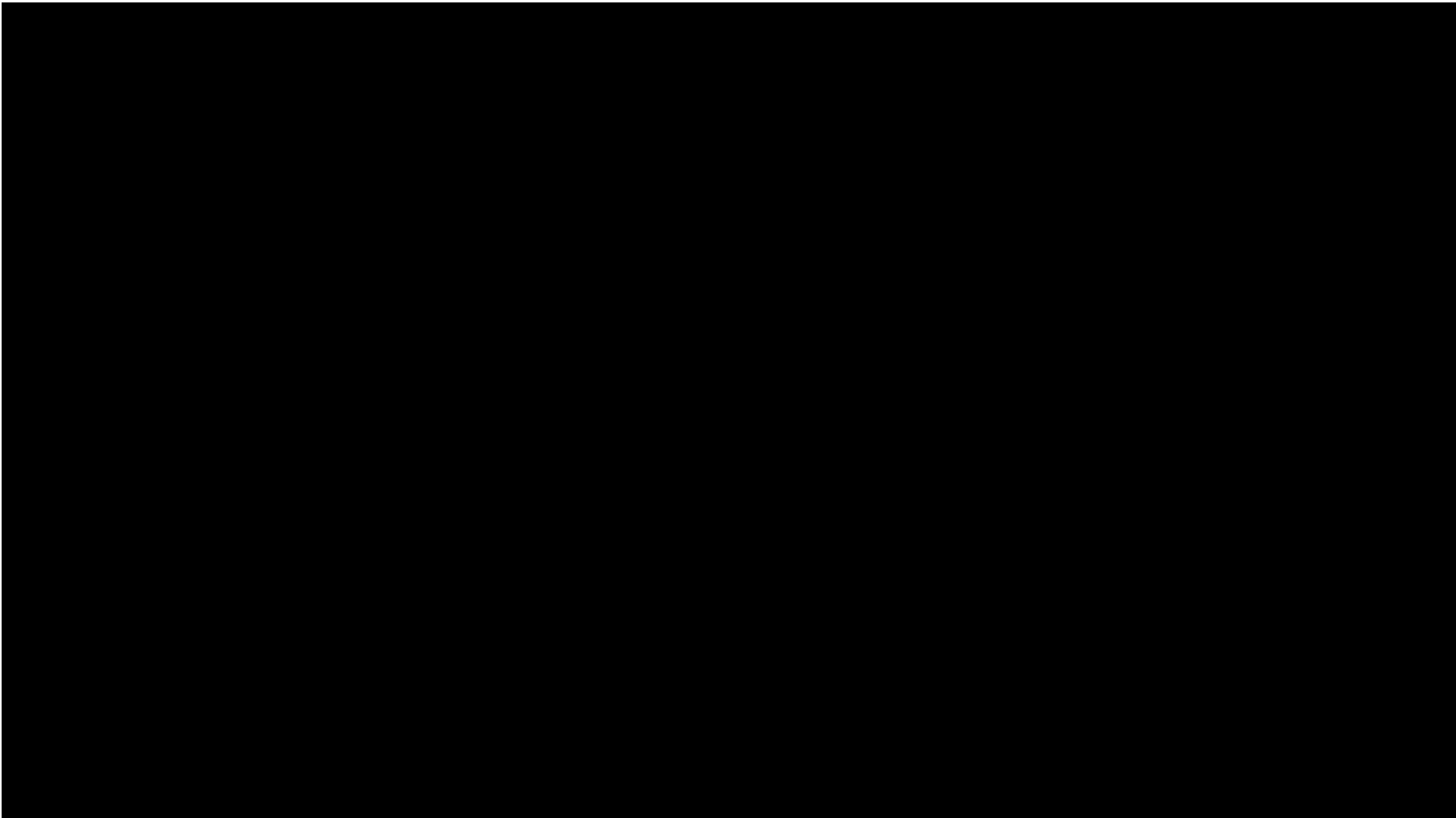


The screenshot shows a web browser window with several tabs: 'The City of Pembroke', 'Meet Me in Downtown Pembroke', '(49) Twitter', and '(1) Pembroke Tourism'. The address bar shows the YouTube video URL. The YouTube interface includes a search bar, an 'Upload' button, and a user profile for 'Tourism Pembroke'. The main video player displays the title 'Downtown Pembroke' by 'TheCityofPembroke' with a video thumbnail featuring the text 'Meet Me in DOWNTOWN PEMBROKE'. The video progress bar shows 0:01 / 4:33. Below the video player, the video title 'Meet Me in Downtown Pembroke' is displayed, along with the channel name 'TheCityofPembroke' (5 videos), a 'Subscribed' button, and view counts (5,438 views, 26 likes, 11 dislikes). The video description reads: 'Published on Nov 22, 2012. Come visit us! We have lots of recipes for fun in Downtown Pembroke!'. To the right of the video player is a playlist of four related videos:

- 1. Downtown Pembroke is a great place to invest :) by TheCityofPembroke
- 2. Downtown Pembroke is a great place to busine... by TheCityofPembroke
- 3. Downtown Pembroke is open for business :) by TheCityofPembroke
- ▶ Meet Me in Downtown Pembroke by TheCityofPembroke

Below the playlist are three more video recommendations:

- Rocky Mountaineer Train by rmountaineertrain (313,598 views, Ad)
- Natalie MacMaster: Playing the Cape Breton fiddle by TEDtalksDirector (322,536 views)
- Downtown Pembroke is open for business :) by TheCityofPembroke (639 views)

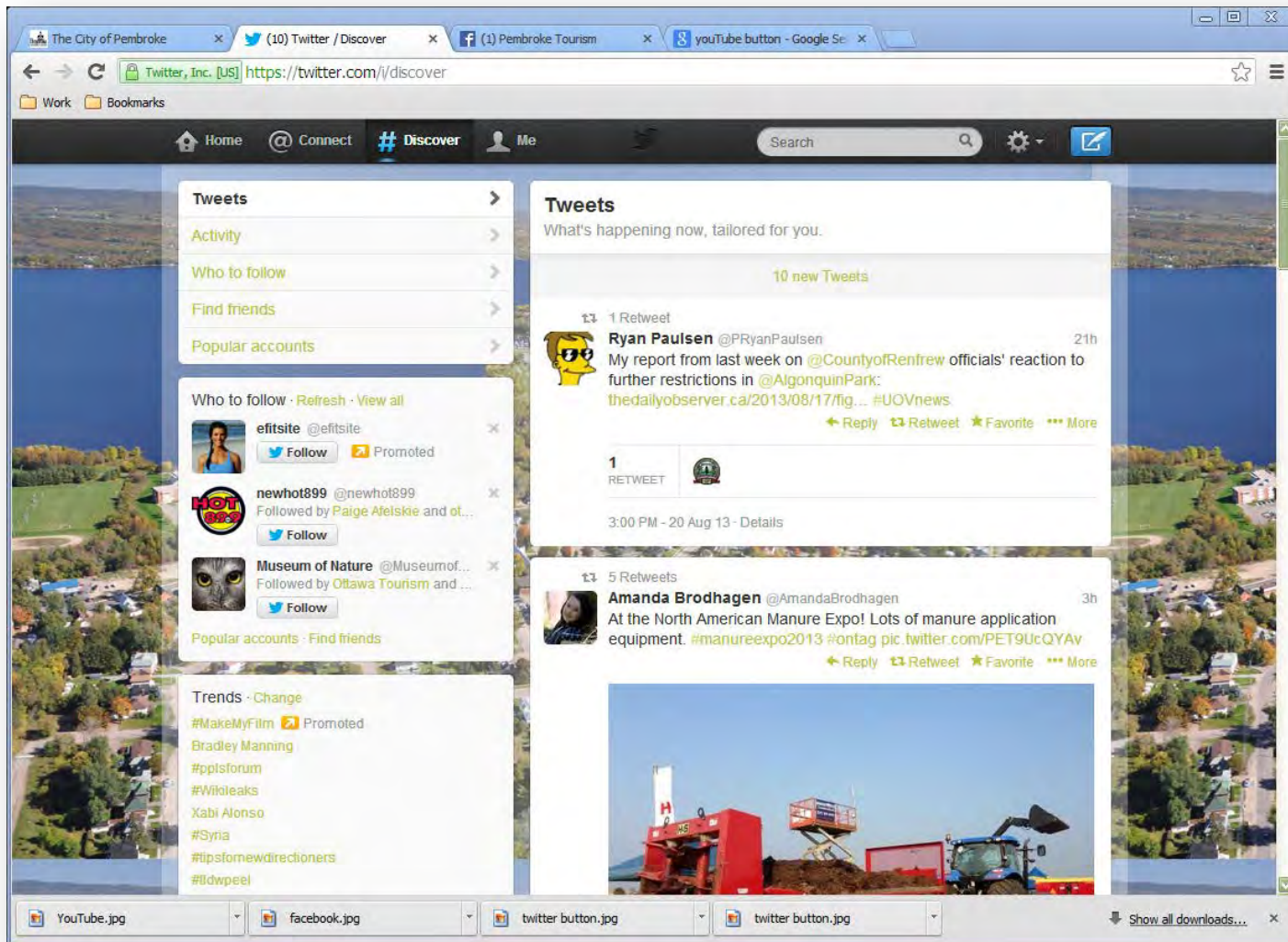


# Tweet? Twit? TWITTER

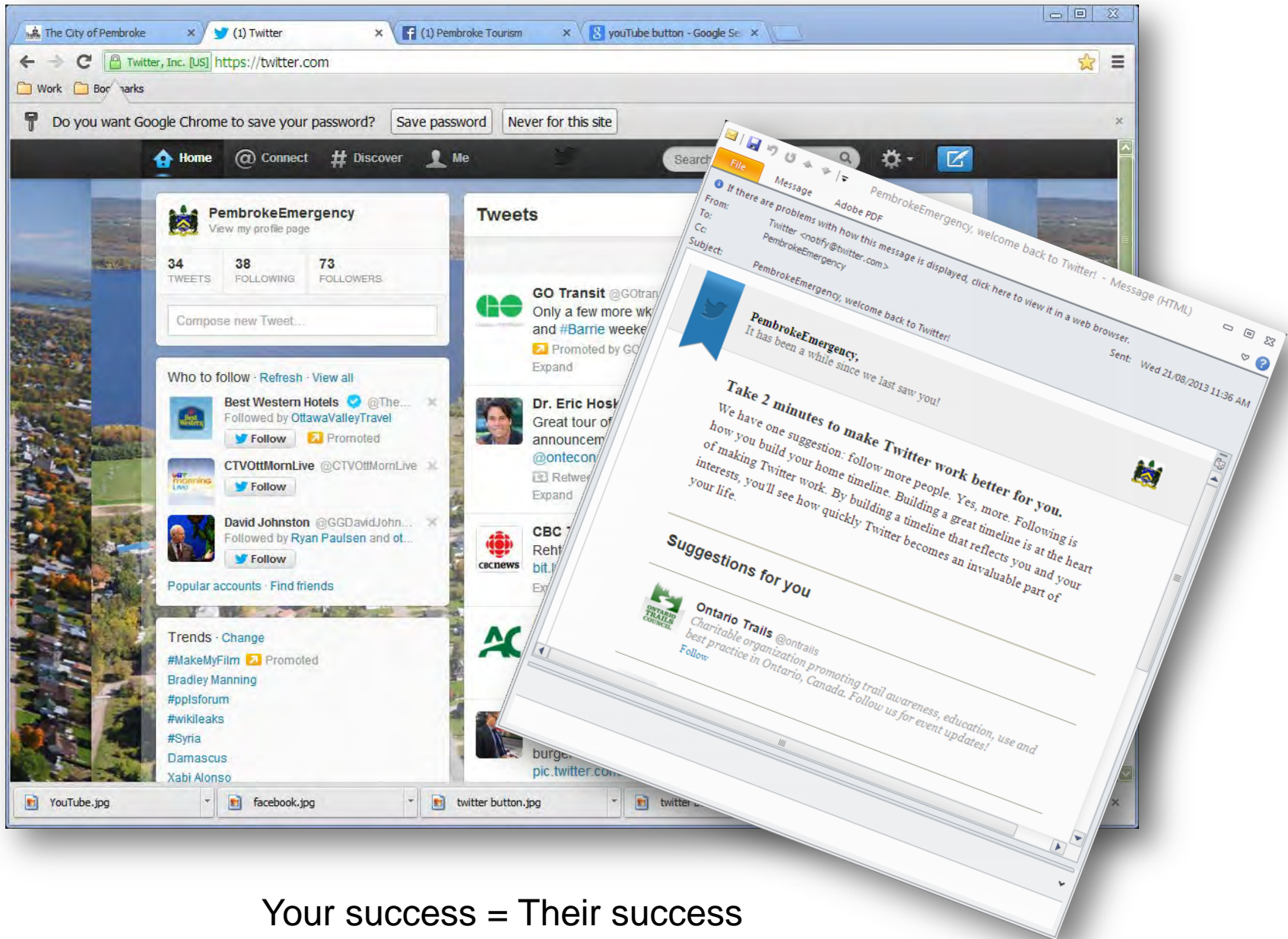


A screenshot of a Twitter profile page for 'Pembroke Ec Dev'. The browser window shows the URL 'https://twitter.com'. The profile card displays 1,875 tweets, 503 following, and 558 followers. A tweet from the profile says 'Hello #QEMC attendees! Wave if you're reading this message!'. Below the profile are sections for 'Who to follow' (listing Amadeus N. America, Meghan Hurley, and Art-is-in Bakery) and 'Trends' (listing #MakeMyFilm, #pplsforum, Bradley Manning, and #Wileaks). The main 'Tweets' column shows a list of tweets from various accounts including Apt613, National Geographic, HarperCollinsCa, Huffington Post, Oktoberfest Run, HuffPost Green, and Ontario Travel. The background of the page is an aerial view of a town with a lake.

# #discover







Your success = Their success

# Social Media Guidelines

- Stick to your area of expertise
- Meaningful, respectful comments
- Always pause and think –is this appropriate –before sending. When in doubt, don't.
- Respect proprietary information, confidentiality and content
- When disagreeing, keep it appropriate, polite, professional
- Know and follow the Employee Code of Conduct
- This is NOT your personal posting, it is the municipality's that you represent.



Don't say anything on line  
that you don't want  
plastered on a billboard  
with a million or so people  
driving by it every minute!



# Thank You! Any questions?

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