WELCOME TO THE 2019 FRPA CONFERENCE!

Parks and Reconomics
FRPA 2019

LEARNING OBJECTIVES

- Understand Barriers in Social Media
- Learn Strategies to combat the barriers
- Bridge the gap between no use and free use of Social Media

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Breaking the Barriers in Social Media

Ashley Turner & Trish Sturgess

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What is Social Media

Linked in

Social media is an interactive computer-mediated technology that facilitates the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

WORDPRESS

Pinterest

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Marketing and Social Media

- Facebook and Twitter, frequent short engagements
- One is dominant with visual marketing through images and the other through literary marketing with the use of keywords to get attention
- Some uses for your organization

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Different Audiences

Specific Business sites for each
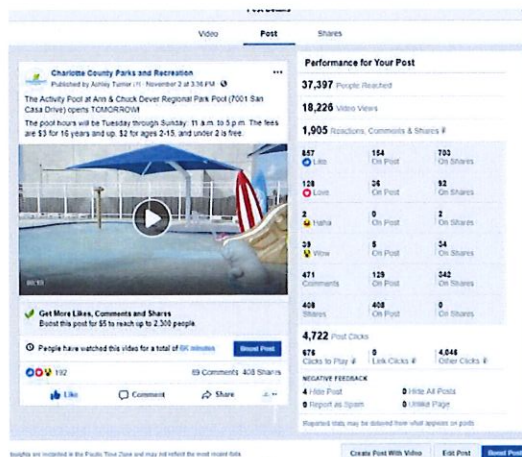
Some have been turned into businesses

Social Media Barriers

- What if there is negative feedback
- What if an employee is misrepresenting something
- What if there is inappropriate content
- Generational differences

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Social Media Misconceptions

- Friends and followers are most important
- Social media marketing is free
- You should be on all the social networks
- Social media doesn't work
- You always need to be promoting

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Benefits of Social Media in Government

- Crisis communication
- Citizen engagement – building trust and humanizing your brand
- Foster a sense of Community
- Resident feedback
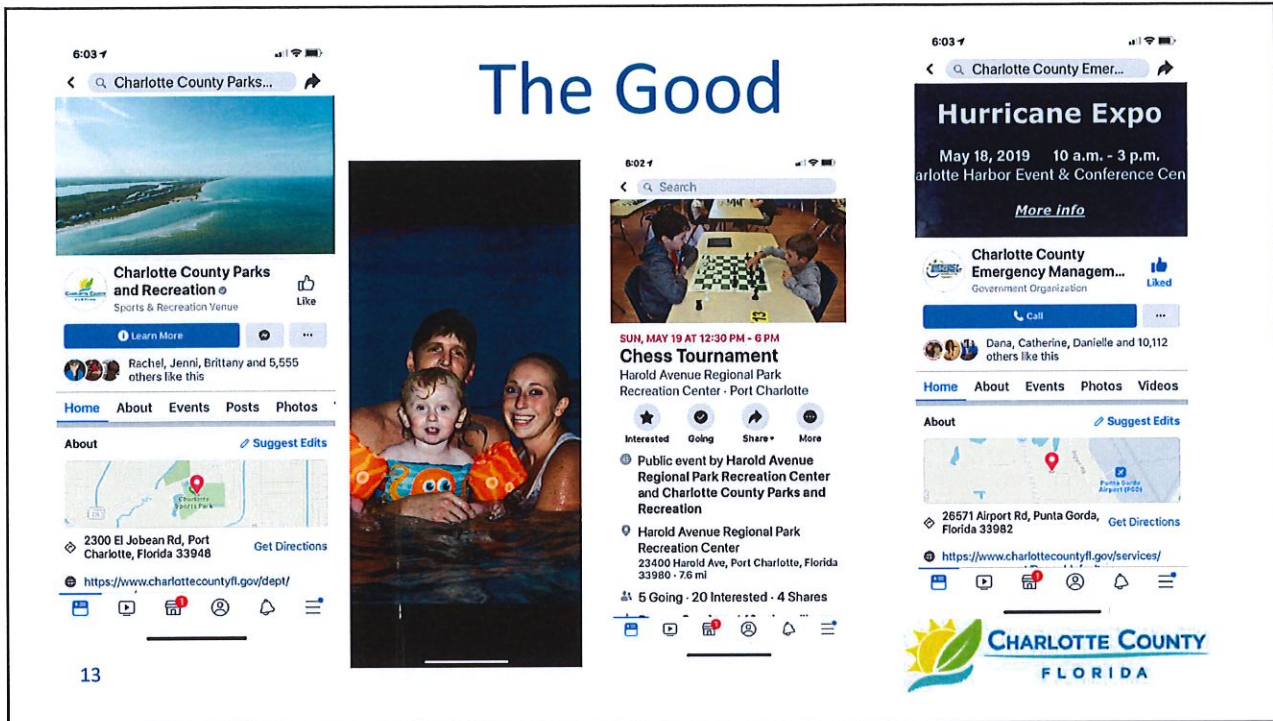

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Importance of Original Content

- Increase credibility
- Increase engagement
- Engage community residents
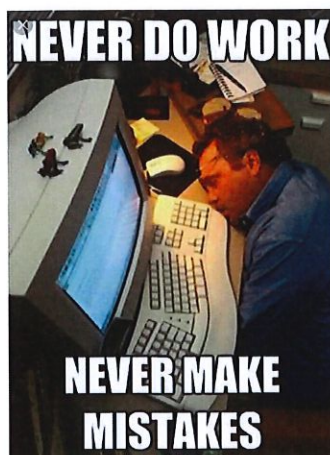- Creating a brand identity and positive brand association

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The Good

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The Bad and Sometimes Ugly

NEVER DO WORK

NEVER MAKE MISTAKES

SOMEONE TAKE A PICTURE

TOTALLY FACEBOOK PROFILE WORTHY

Privacy Settings

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Expanding Use

- Newsletters
(private or public)
- Groups
(open or closed)
- Events and Invitations
- Surveys
- Blogging

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Policies & You

- Know your policies, change your policies
- Work within the accepted policies to embrace the social media world
- The public is using Social Media we need to be
- Doing it the right way is key

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