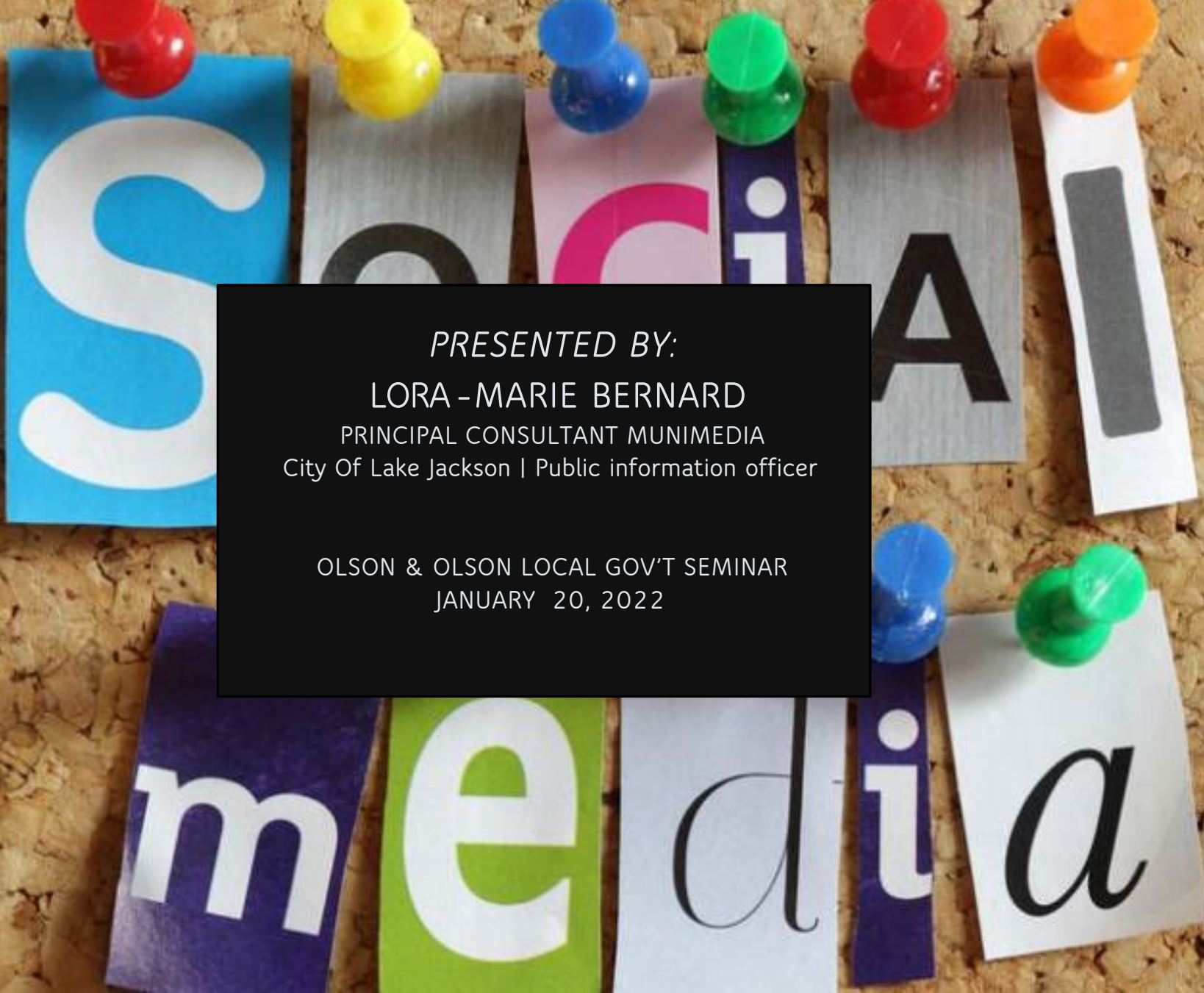




Keeping yourself elected on social media

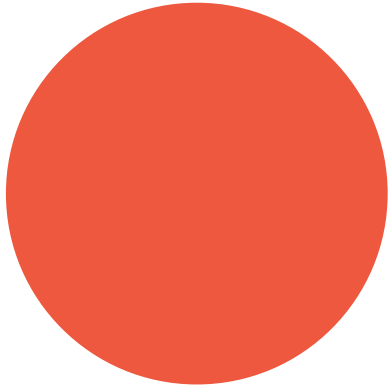
*BUILDING TRUST WITH RESIDENTS THROUGH
SMART BEST PRACTICES*



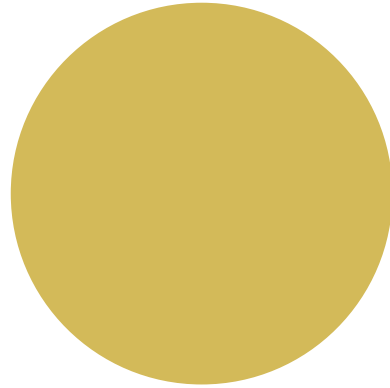
PRESENTED BY:
LORA - MARIE BERNARD
PRINCIPAL CONSULTANT MUNIMEDIA
City Of Lake Jackson | Public information officer

OLSON & OLSON LOCAL GOV'T SEMINAR
JANUARY 20, 2022

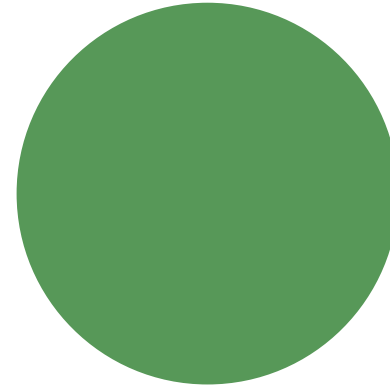
TAKEAWAYS



FUNDAMENTALS .



POSTING.



CRISIS

“

“You learn the hard way. That’s the thing with social media. Nobody knows what they’re doing.”

CAMERON DALLAS

Vine and YouTube Personality & Netflix star of Chasing Cameron



”

Fundamentals

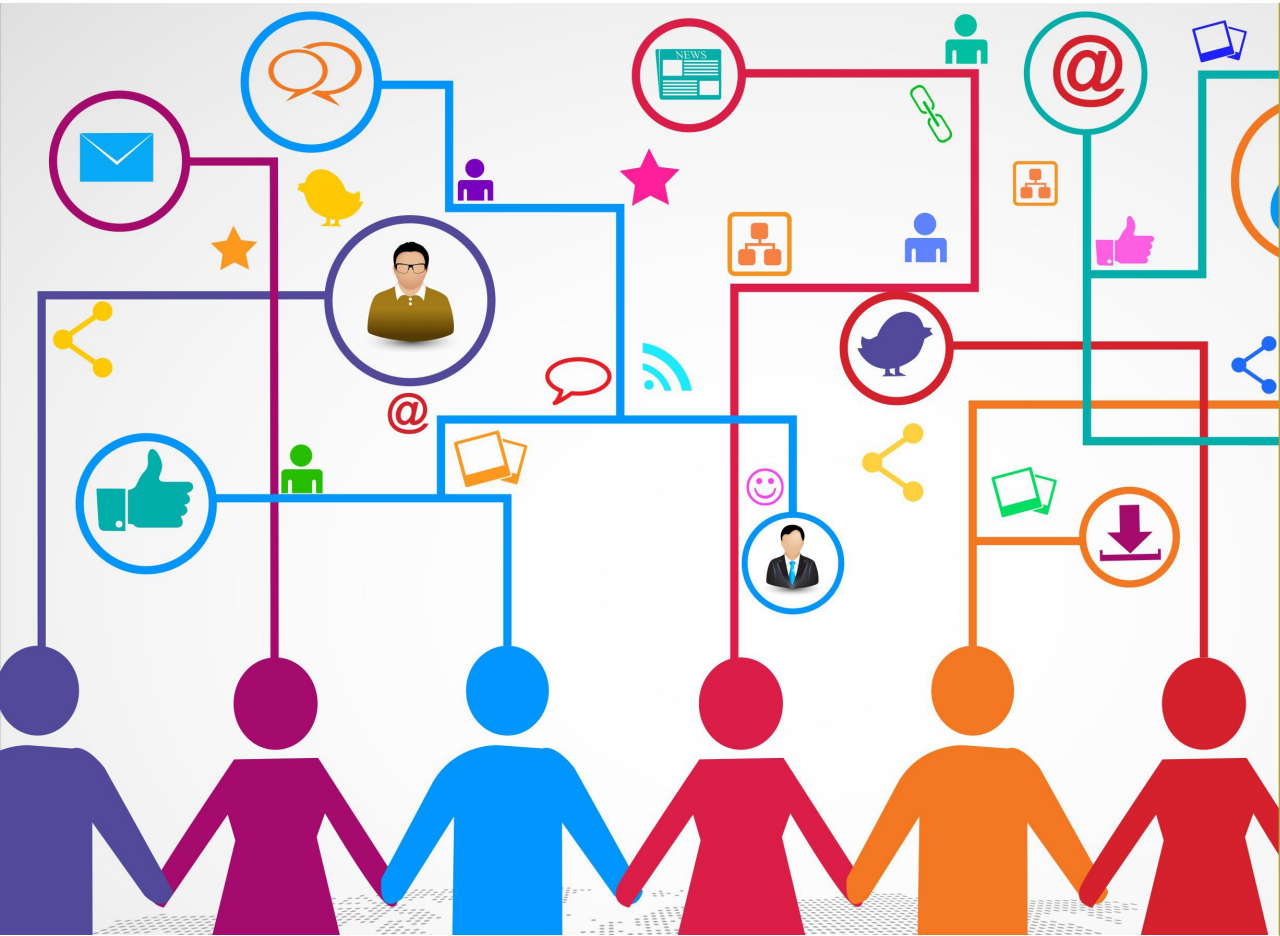
SEPARATE PROFILES

Personal

Elected Official

Campaigning Politician





Profile Management

Archiving

More Profiles:

More Monitoring



WHAT NOT TO DO

Instagram

DELETE
BLOCK



DELETE!

Posting

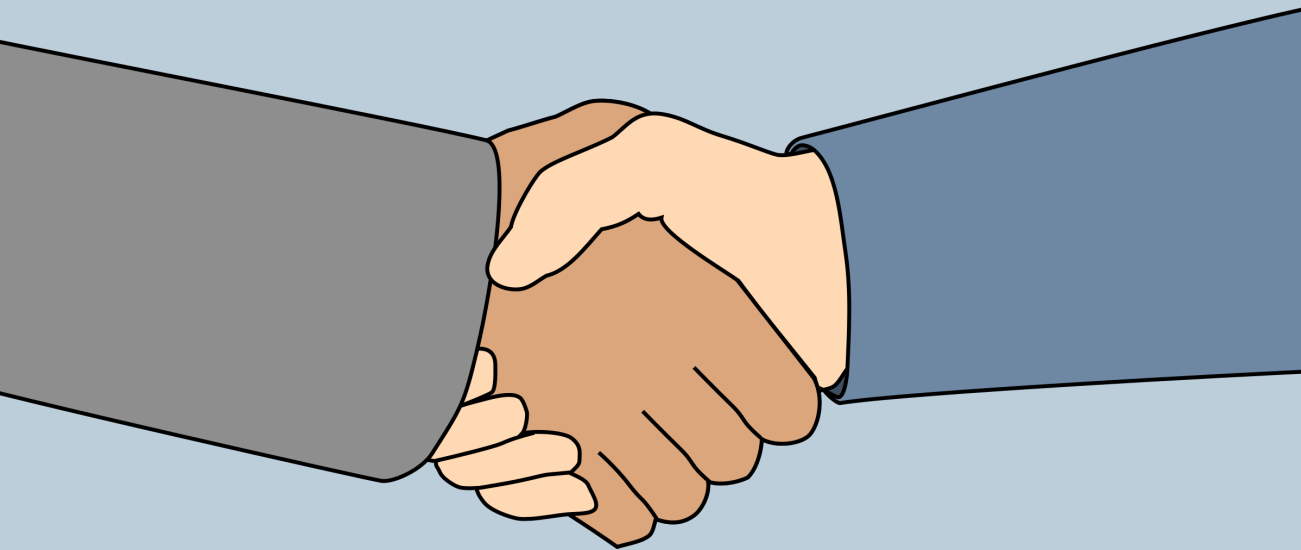
BUILDING TRUST

You build trust

BEFORE the event,

not **WHEN** it happens.





GOVERNANCE PROFILE

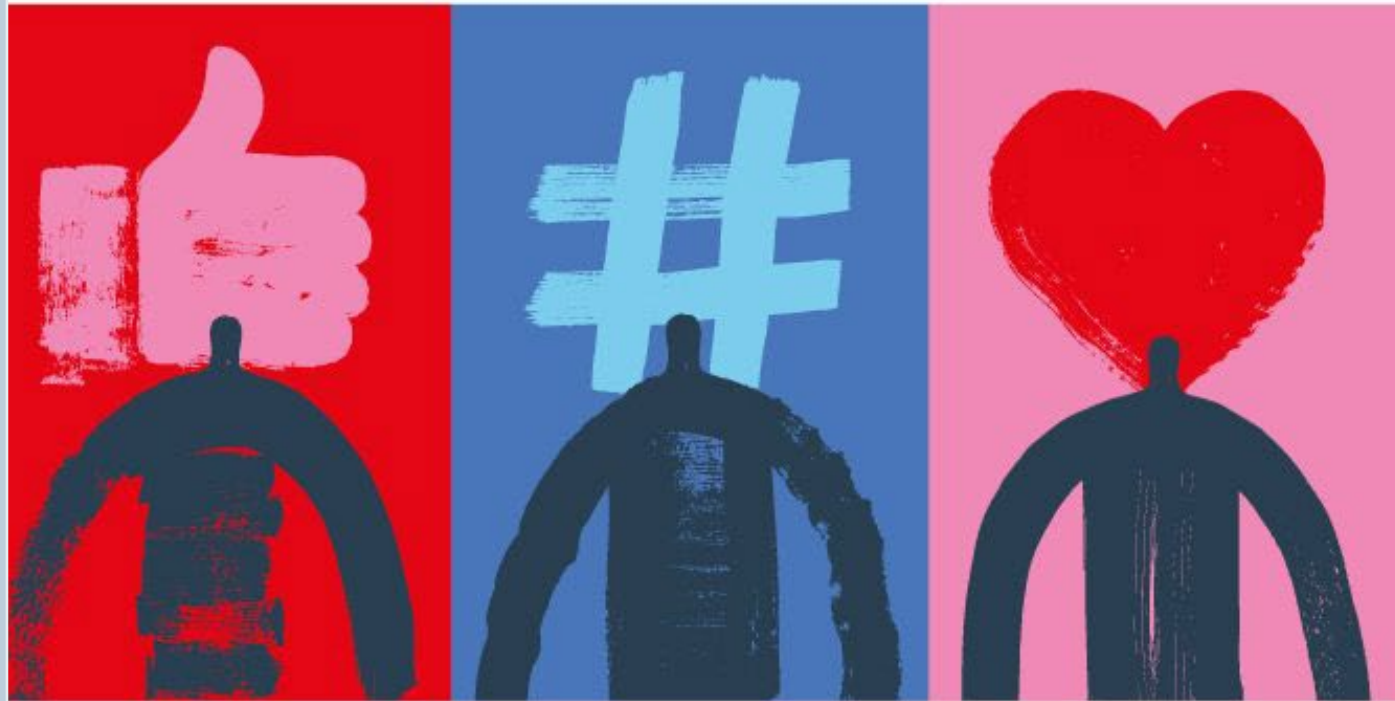
What you do at the meetings
What you do in the community
What you do with your family

INCREASE YOUR REACH

Hashtags

Sharing your posts & others

Tagging



HIERARCHY

Follow it if they
open the EOC!



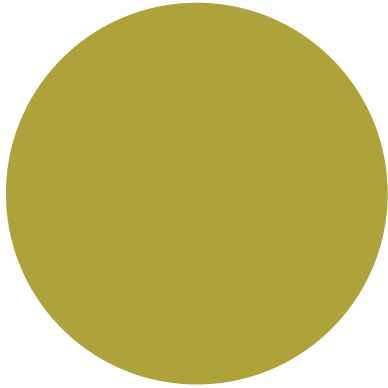


Already know what
you will post

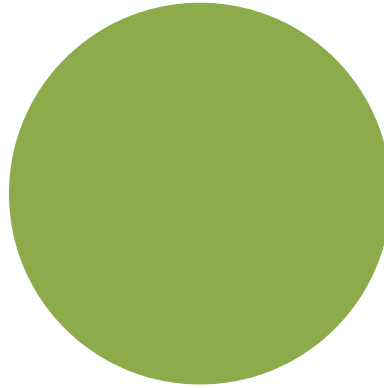
1. Shelters
2. Maps
3. Calming message | personal experience
4. Support the work of EOC communications



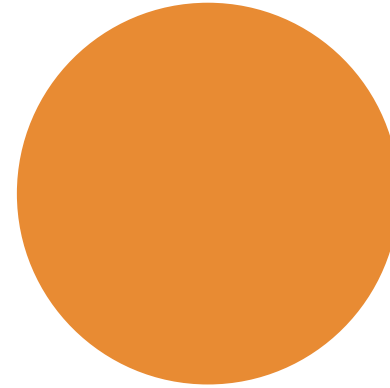
TAKEAWAYS



SEPARATE PROFILES
TIPS TO UNDERSTAND PROFILE
MANAGEMENT
DON'T BLOCK OR DELETE .



BUILD TRUST BEFORE
AN EVENT
THREE BUCKETS FOR
POSTING
INCREASE YOUR REACH



FOLLOW THE HIERARCHY
POST SHELTERS | MAP INFO
CALMING MESSAGES | YOUR
EXPERIENCE
SHARE THE OFFICIAL WORD .

THANK YOU



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