

## **Web 2.0 and Social Networking at Skagit County**

### **Goals:**

- Provide the constituents as many choices as possible, allowing them to decide how they would like to access the latest information and news from Skagit County government.
- Insure all platforms used encourage and promote that the latest information can be found at SkagitCounty.net
- Any chosen technologies should prevent constituents or anyone else from directly “responding” or “commenting” on news and information that is posted. There are plenty of alternative, non-government entities that provide venues for blogs and discussion. Individuals with real concerns either already know how to reach the departments and individuals in the county to assist them, or can easily find out who to reach and how via SkagitCounty.net
- Determine the best tools to use based on what tools the consistency uses.
- Automate as much as possible and insure any tools used conform to applicable public disclosure, transparency and information retention strategies.

### **Background:**

- Listserv signup is available for those that would like updates via email. Most listserv announcements are posted as Press Releases including road closures and information regarding emergencies when needed.
- Skagit21 local television broadcasts important information and meetings. They switch to broadcasting the Emergency Information web page in an actual emergency. The Emergency Information webpage is updated from the Emergency Operations Center during a crisis.

### **Social Networking Tools:**

- As the diagram below illustrates, Skagit County Press Releases and Emergency Information pages are provided as RSS Feeds. The Press Release page is updated daily, sometimes many times in one day and is the point for the latest news and information from Skagit County.
- By subscribing the chosen Social Network platforms to the County press releases, those platforms are kept up-to-date automatically with the latest headlines. The nature of RSS Feeds directs anyone accessing those feeds and needing more information back to the full article on the Skagit County website.

### **Access to the options:**

- www.SkagitCounty.net has the latest headlines and provides links from the front page to all of the information tools including the social networking tools, list server, RSS feeds and Skagit21 Television.
- The press release page <http://www.skagitcounty.net/apps/Common/xmlwiz/default.aspx> contains information to subscribe to RSS feeds. <http://www.skagitcounty.net/rss>
- Links are provided for quick access to the social networking platforms as well.
  - o [www.SkagitCounty.net/Ning](http://www.SkagitCounty.net/Ning)
  - o [www.SkagitCounty.net/Facebook](http://www.SkagitCounty.net/Facebook)
  - o [www.SkagitCounty.net/Twitter](http://www.SkagitCounty.net/Twitter)

### **Summary:**

By updating the News and Emergency Information web pages, which update the RSS Feeds, any update is then automatically posted on Ning and Facebook, and also Tweeted. Constituents can use the service of their choice, one they likely already subscribe to, to get the latest News and Emergency information from Skagit County.

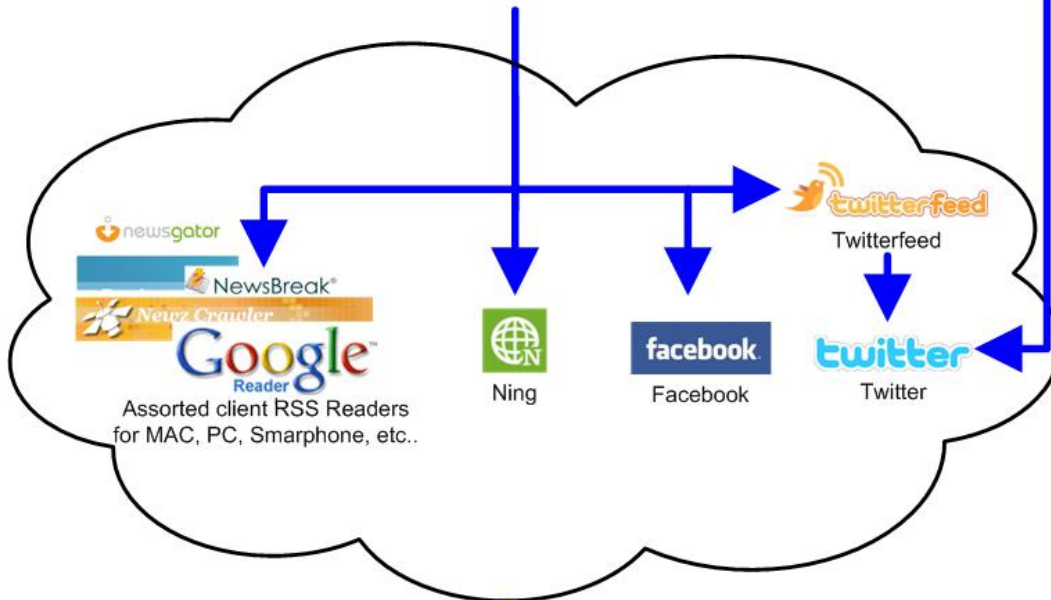


SkagitCounty.NET  
Press Release Page



<http://www.skagitcounty.net/Home/XML/scnews.xml>

Additional Tweets can be sent via a special email address or by just logging into the Twitter account



Smartphone, iPhone, Cell Phone  
Blackberry, Mac, PC, Desktop, Laptop

