

Friends, Faux Pas, Tweets & Traps

How Elected Officials Can Use Social Media
& Comply with the Law



Resources

Social Media
Wikipedia.com
YouTube.com



Blogs
o Blogger.com
o WordPress.com
o LiveJournal.com

Social Networking
o Facebook.com
o LinkedIn.com
o mySpace.com

Microblogs
o Twitter.com
o Koornk.com
o Rejaw.com
o Tumblr.com
o Ping.fm

Photo Sharing
o Flickr.com

Public Sector Information

Public Sector Marketing 2.0 - Fresh insights on government, association and non-profit marketing in a Web 2.0 world. <http://www.mikekujawski.ca/>

- **GovLoop** - A social networking site for government employees. <http://www.govloop.com/>
- **GovTwitDirectory** - Listing of governments using social media, primarily Twitter. <http://newthinking.bearingpoint.com/2008/11/20/govtwit-directory/#state>

Helpful “how-to” sites:

- Twitter - <http://business.twitter.com/twitter101>
- Facebook - <http://mashable.com/2009/09/18/facebook-newsroom/>
- **CommonCraft** - Website with short, animated video about social media. Quick, easy-to-understand overviews of why and how to use different types of social media. <http://www.commoncraft.com>

Outline of a Twitter page

The image shows a screenshot of a Twitter profile page for 'CityofTacoma'. At the top left is the Twitter logo and a small bird icon. To the right are 'Login' and 'Join Twitter!' links. A yellow banner contains a welcome message and a 'Join today!' button. The profile header includes the City of Tacoma logo and name. The main content area shows three retweeted tweets. The right sidebar displays profile statistics (671 following, 1,152 followers, 56 listed), a 'Tweets' section with 493 items, a 'Following' list of user avatars, and an RSS feed link.

twitter Login Join Twitter!

Hey there! **CityofTacoma** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? **Join today** to start receiving **CityofTacoma's** tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)

 **CityofTacoma**

RT @SoundTransit: Tacoma Link Light Rail will operate until 1 a.m., New Year's Eve, Decembe... <http://bit.ly/62sB5v>

about 19 hours ago from TweetDeck

RT @tpchdnews: Three H1N1/Swine flu vaccine clinics in Pierce County today <http://bit.ly/8ugNTJ>.

8:57 AM Dec 30th from TweetDeck

@ZestyJenny Yes, the fog really was that bad down in the Tacoma Tideflats this morning, so that was why you were hearing fog horns

4:11 PM Dec 29th from TweetDeck in reply to ZestyJenny

RT @tpchdnews: Pierce County H1N1/Swine Flu Pharmacy and Clinic list has been updated at <http://bit.ly/8ugNTJ>.

10:45 AM Dec 29th from TweetDeck

RT @PierceCo: Details just released about the procession returning

Name CityofTacoma
Location Tacoma, Washington
Web <http://www.cityof...>
Bio Nestled on the shores of Puget Sound in Pierce County, Tacoma is Washington's third-largest city.

671 following 1,152 followers 56 listed

Tweets 493

Favorites

Following



[View all...](#)

 [RSS feed of CityofTacoma's tweets](#)

Outline of a Facebook page

facebook Home Profile Friends Inbox Settings Logout Search

City of Bellevue, Washington

Become a Fan

Wall Info Photos Boxes Video My Flickr

City of Bellevue, Washington Just Fans

City of Bellevue, Washington
Uploaded 1 photo to Flickr
5 minutes ago via My Flickr · Comment · Like · Visit Flickr

City of Bellevue, Washington
Woman dies in downtown condo fire
A 66-year-old woman died Sunday evening in a fire in her apartment in a downtown condominium complex. Bellevue fire crews, who were able to confine the fire to the first-floor apartment at Windsor House, on the 400 block of 100th Avenue Northeast. The...
Tue at 12:24pm · Comment · Like · Share

City of Bellevue, Washington
Garbage rates to go down
At a time when rates on most services are going up, Bellevue residents and businesses will see a slight reduction in their garbage rates, effective Jan. 1...
December 23 at 4:38pm · Comment · Like · View Feedback (1) · Share

City of Bellevue, Washington
Ice escapades part of magic
Bellevue's "Magic Season" has arrived, with the Garden d'Lights at the Bellevue Botanical Garden and the Group Health Ice Arena at Downtown Park both drawing crowds. ...
December 23 at 4:38pm · Comment · Like · View Feedback (1) · Share

City of Bellevue, Washington
Uploaded 18 photos to Flickr
See More

Information
Location:
450 110th Ave, NE
Bellevue, WA, 98004
Phone:
425-452-6800
Mon - Fri:
8:00 am - 5:00 pm

Fans
6 of 469 fans See All
Efrain Osorio Michelle Mains Claire Dupin De Saint-Cyr
Joe Guinasso Prashant Gupta Crandall Arambula

Comment Policy

Create an Ad
Begin your New Career
Learn about Graphic Design programs at The Art Institute of Pittsburgh - online division. The journey begins now.
Like

Myrtle Beach Golf at MBN.com
Golf at mbn.com your #1 website for Tee Times & Packages on all area courses. FANS can get 50% off Prime deals- but book by 1/31/2010
Become a Fan

More Ads

ons [Icons] Chat (Offline)

Integrated Example

The collage features several key elements:

- Twitter Banner:** A row of circular icons with a rainbow and a bird, followed by the Twitter logo and a message: "Hey there! cityofprosserwa is using Twitter. Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving cityofprosserwa's tweets." A green "Join today!" button is also present.
- Website Header:** The text "PROSSER, WA" in a large serif font, with the tagline "Birthplace of the Washington Wine Industry" below it. A search bar is visible on the right.
- Facebook Page:** A screenshot of the City of Prosser Facebook page. It includes a "Sign Up" button, the text "City of Prosser is on facebook", and a list of posts. One post is highlighted with a yellow background and contains the text: "City of Prosser Impact Your Community - Volunteer Ads: http://tinyurl.com/yczb96h".
- Promotional Graphics:** A weather forecast for Prosser, WA showing "Snow 34°F" and "RealFeel: 34°F". Another graphic says "Volunteers Needed! Click here for more information".

Prosser utilized three types of media to recruit volunteers

Seattle's Social Media Policy

SEATTLE.GOV | City Services | Departments | Staff Directory | About Seattle.gov | City Contacts | Site Map

SEARCH: Go

Business | Community | Arts & Rec | Climate | Government | Public Safety | Transportation | Utilities | Visiting

About Seattle.gov

- History
- Policies and Planning
 - Mission Statement
 - Budget and Staffing
 - Strategic Plans and Reports
 - Legislation, Policies and Standards
 - Computer Literacy
 - Website Statistics
 - E-Government
- Contact Us
- Awards
- eDemocracy

City of Seattle Social Media Use Policy

Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Seattle departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City of Seattle has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

General

- All City of Seattle social media sites posted by executive departments will be subject to approval by the Mayor's communications director.
- The City of Seattle's websites (Seattle.gov, SeattleChannel.org, SeattleCenter.com, SPL.org, etc.) will remain the City's primary and predominant internet presences.
 - The best, most appropriate City of Seattle uses of social media tools fall generally into two categories:
 - As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 - As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
 - Wherever possible, content posted to City of Seattle social media sites will also be available on the City's main webs.
 - Wherever possible, content posted to City of Seattle social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City of Seattle.
- As is the case for City of Seattle's web sites, departmental public information staff will be responsible for the content and upkeep of any social media sites their department may create.
- Wherever possible, all City of Seattle social media sites shall comply with all appropriate City of Seattle policies and standards, including but not limited to:
 - Acceptable Use of City Digital Equipment, Internet Access, Electronic