



Social Media and Government

Justin V. Concepcion

Social Media and Government

What is social media?

- Social media is a way for people to create, communicate and share information.



Social Media and Government

The Foundation

Policy and
Rules

What is a social media policy and why is it important?

Content

How do you create content?

What is considered good content?

Outreach

Who is your target audience?

Where does outreach begin?



Social Media and Government

Policy and Rules

What is a social media policy?

- A code of conduct that provides guidelines for employees who post content to social media sites as part of their job or as a private person

Why it's important

- Protects the organization
- Boundaries for employees
- Promotes proper usage
- Creates a chain of command



Social Media and Government Policy and Rules

Why are social media administrators important?

- Chain of command is important



Social Media and Government Policy and Rules

Why are social media administrators important?

- Recovery
- Damage Control



Social Media and Government Content

Good Content is:

- Informative
- Engaging
- Fun

Avoid:


- Overcomplicated
- Non-relatable
- Boring

Goal: Sharing

facebook

Something "Fowl" at the Houston Police Academy

[Back to Album](#) [Previous](#) · [Next](#)



Houston Police Department
It seems that there are three ducks that want to be police cadets and have started attending the early morning roll calls. They will attend every morning at 0630 hours while each cadet shouts out roll call. Once roll call is complete the ducks march with them back to class. These cadets have their ducks in a row.

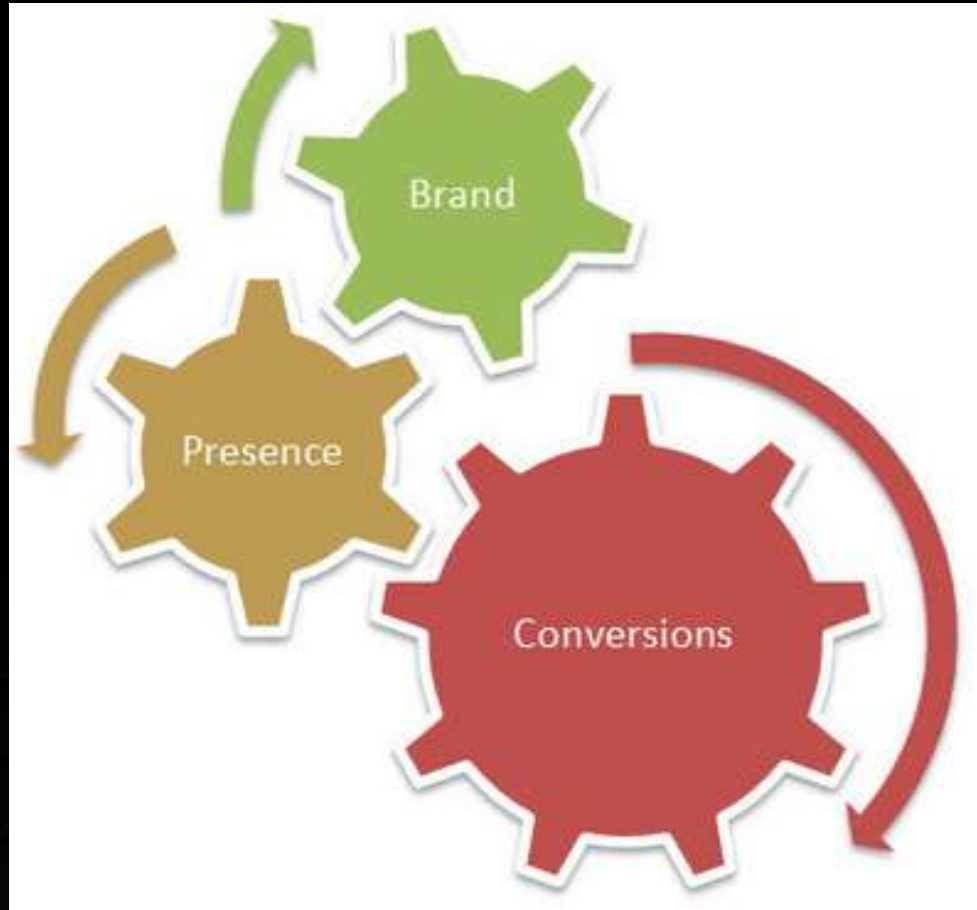
Like · Comment · Share · July 8, 2010

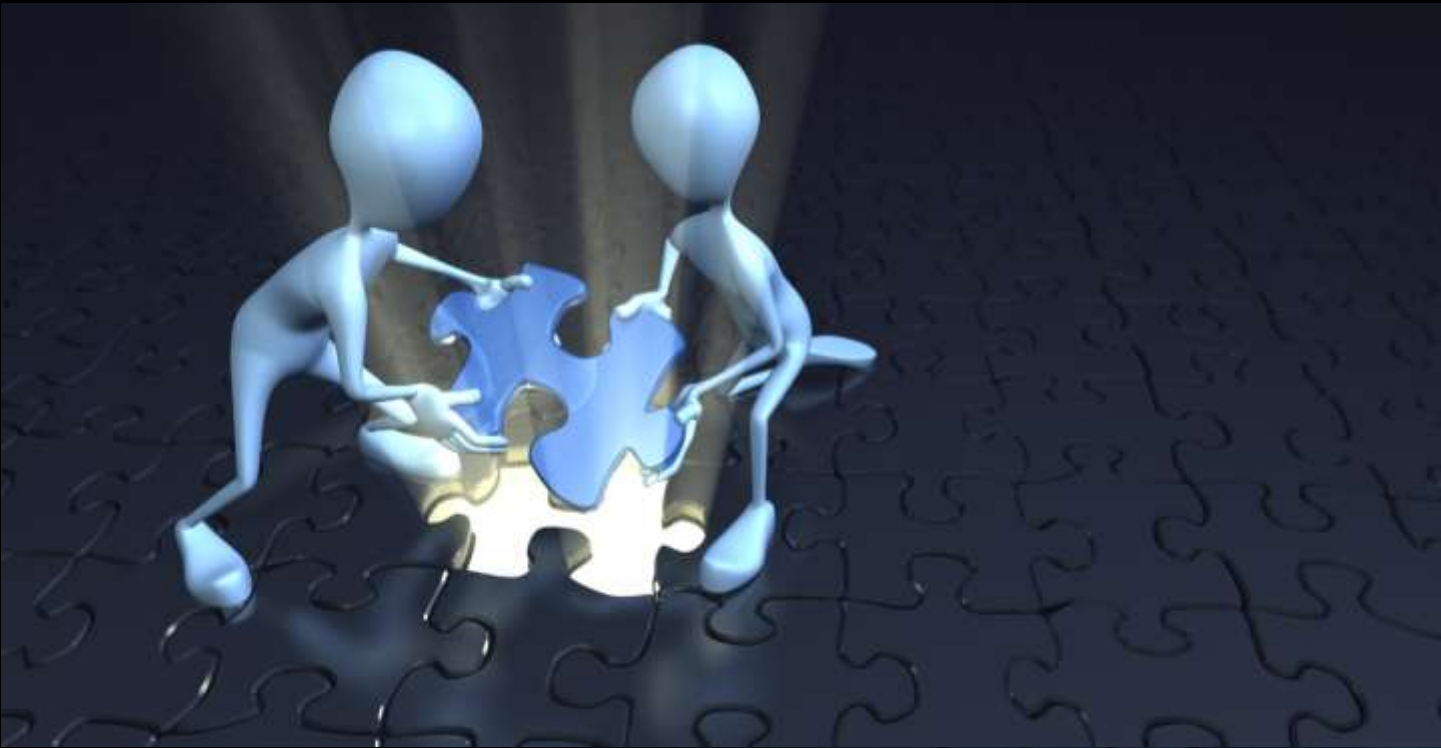
Title: Something "Fowl" at the Houston Police Academy
Shared with: Public

Report Video

[About](#) · [Since](#) · [and](#) · [158](#) others like this

Social Media and Government Outreach





Justin V. Concepcion

Mayor's Office of Communications
City of Houston

832.393.0808

Justin.Concepcion@houstontx.gov
[@JVConcep](#)

