



CITY OF  
TACOMA PDS

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SOCIAL MEDIA  
PLAN



# GOALS OF SOCIAL MEDIA PLAN

- Identify PDS goals
- Identify plan
- Highlight model jurisdictions
- Highlight best practices for platforms
- Logistic recommendations



# GOALS OF PDS SOCIAL MEDIA ACCOUNTS

- Reach out to community
- Push out information
- Inform public about upcoming projects
- Encourage back-and-forth interaction
- Market Tacoma to newcomers

# TARGET PLATFORMS

→ Facebook 25+



→ Twitter 18-30



# WHY THESE PLATFORMS?

Facebook and Twitter:

- Largest social media networks
- Ease of back-and-forth communication
- Broad audience

# BEST PRACTICES

## Twitter:

- Instantaneous updates
- Emergency communication
- Short info blasts

## Facebook:

- Longer, more informative posts
- Event sharing

An aerial photograph of a city, likely Denver, Colorado, with a prominent snow-capped mountain peak in the background. A large, semi-transparent blue diamond is centered over the city. Inside the diamond, the text "COMPARING TO OTHER JURISDICTIONS" is written in white, uppercase letters. The city below shows various buildings, streets, and parking lots. A sign for "PYTHIAN TEMPLE" is visible on a building in the lower center.

COMPARING TO  
OTHER  
JURISDICTIONS

# OTHER JURISDICTIONS

Primary Examples:

- Los Angeles
- Seattle

Other examples:

- Honolulu
- Tacoma
- Untapped



- Graphics
- Hashtags
- Concise information



**LA City Planning** @Planning4LA · Oct 5

Feat Project: Adams&Grand in #SoutheastLA OK'd by Planning Commission on 8/10. 296 units — 25 for Very Low Income households. #Planning4LA



1

6

8

- Informational
- Hashtags
- Original content



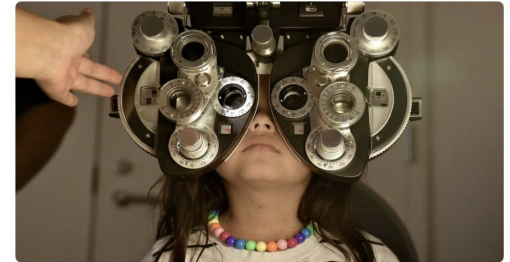
- Multilingual
- Interconnected
- Original content



**SeattleNeighborhood** @SeaNeighbo... · 5h ▾

무료 치과, 안과 & 건강관리: 시애틀/킹 카운티 클리닉, 2017년 10월 26- 29일 장소: 시애틀 센터

[@seattlecenter seattlecenter.org//nas/content/l...](https://seattlecenter.seattlecenter.org//nas/content/l...)



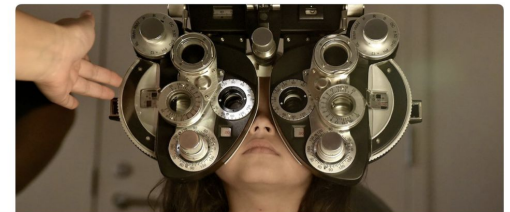
♡ 2



**SeattleNeighborhood** @SeaNeighbo... · 5h ▾

免費牙科, 視力及醫療保健: 西雅圖/金郡診所, 2017年10月26日至29

[@seattlecenter seattlecenter.org//nas/content/l...](https://seattlecenter.seattlecenter.org//nas/content/l...)



- Trending hashtags
- Local appeal
- Original content



Seattle Office of Planning and Community  
Development



September 28 at 11:45am · 🌐

Collins Field House football team, Central District, 1950. Courtesy of the Seattle Municipal Archives. #ThrowbackThursday



Like

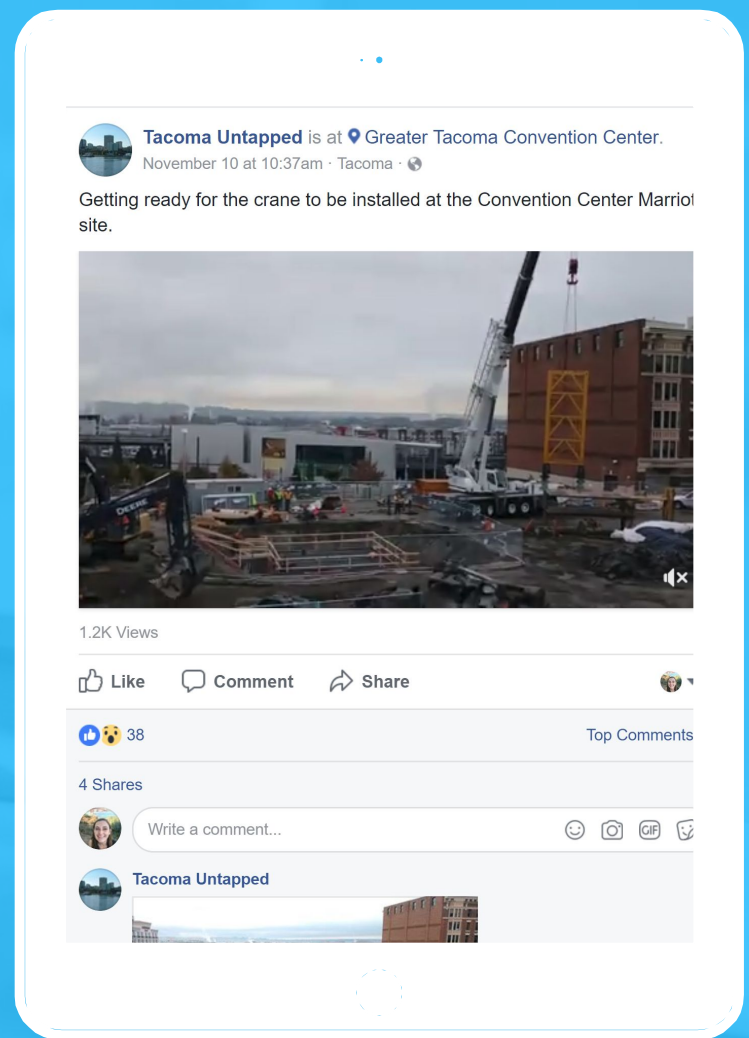


Comment



Share

- Video content
- Real time updates
- Original content





# JURISDICTION RECOMMENDATIONS

- 1-2 Part-time curators
- Post 1-2 times a day
- Pay attention to posting time i.e. morning
- Be transparent
- Post about current issues/projects



# PROMOTING YOUR SOCIAL MEDIA ACCOUNT

- Post about current projects
- Business cards
- Email signatures
- Link to social media on PDS website
- Facebook promotion

# INTERCONNECTIVITY

- Work with other departments to cross promote content
- Use other applications to ensure consistency throughout social media platforms
- Hootsuite





# POSTING

- Recommendations for content
  - Material must be concise
  - Details-who, what, when, where, why?
  - Engaging graphics or photos
- Examples of content to post about in Tacoma
  - Annie Wright School Expansion
  - Tacoma Mall Neighborhood Subarea Plan



# SHARING A VARIETY OF CONTENT

- Relevant news articles
- Youtube videos
- Embedding media
- Cite sources



# IMPORTANCE OF METRICS

- Engagement - How many people are interacting with content
- Reach - How many people is the content reaching
- Gauging your effectiveness with various social media accounts



# FACEBOOK INSIGHTS



Overview










- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- People
- Messages

Page Summary Last 7 days

Export Data

Results from Nov 20, 2017 - Nov 26, 2017  
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

<p><b>Actions on Page</b></p> <p>November 20 - November 26</p>  <p>We don't have data to show you this week.</p>	<p><b>Page Views</b></p> <p>November 20 - November 26</p> <p>1</p> <p>Total Page Views ▼80%</p> 	<p><b>Page Previews</b></p> <p>November 20 - November 26</p>  <p>We don't have data to show you this week.</p>
<p><b>Page Likes</b></p> <p>November 20 - November 26</p>  <p>We don't have data to show you this week.</p>	<p><b>Reach</b></p> <p>November 20 - November 26</p> <p>1</p> <p>People Reached ▲100%</p> 	<p><b>Recommendations</b></p> <p>November 20 - November 26</p>  <p>We don't have data to show you this week.</p>
<p><b>Post Engagements</b></p> <p>November 20 - November 26</p> <p>4</p> <p>Post Engagement ▼56%</p> 	<p><b>Videos</b></p> <p>November 20 - November 26</p>  <p>We don't have data to show you this week.</p>	<p><b>Page Followers</b></p> <p>November 20 - November 26</p>  <p>We don't have data to show you this week.</p>

**YOUR PAGES**

- Tacoma PDS

**CONTACTS**

- Friend's Name
- Friend's Name
- Friend's Name
- Friend's Name
- Friend's Name
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- Friend's Name

Search [ ] [ ] [ ]

## Actions on Page

November 20 - November 26



We don't have data to show you this week.

## Page Views

November 20 - November 26



1

Total Page Views ▼ 80%



## Page Previews

November 20 - November 26



We don't have data to show you this week.

## Page Likes

November 20 - November 26



We don't have data to show you this week.

## Reach

November 20 - November 26



1

People Reached ▲ 100%



## Recommendations

November 20 - November 26



We don't have data to show you this week.

## Post Engagements

November 20 - November 26



4

Post Engagement ▼ 56%



## Videos

November 20 - November 26



We don't have data to show you this week.

## Page Followers

November 20 - November 26



We don't have data to show you this week.





Tacoma Planning and Development Services

Page | Inbox | Notifications | **Insights** | Publishing Tools | Help

**Overview**

- Promotions
- Followers
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- Posts
- Events
- Videos
- People
- Messages

**Your 5 Most Recent Posts**

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/15/2017 9:04 pm	Make sure to check out these signs around the neighborhood,	📄	🌐	86	26 0	<a href="#">Boost Post</a>
05/11/2017 1:30 pm	Don't have plans Saturday morning? Come on out to the U-	📄	🌐	89	5 1	
05/06/2017 11:26 am	Great turnout for today's neighborhood cleanup.	📄	🌐	424	19 2	<a href="#">Boost Post</a>
05/01/2017 12:50 pm	**Date Change! The Community Cleanup has been moved from	📄	🌐	407	8 0	<a href="#">Boost Post</a>
04/15/2017 9:16 pm	Keep an eye out around the neighborhood for these new	📄	🌐	252	81 1	<a href="#">Boost Post</a>

[See All Posts](#)

**Pages to Watch**  
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) | Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
<b>1</b> <b>Seattle Department o...</b>	557	0%	4	326
<b>2</b> <b>Los Angeles Departm...</b>	852	0%	6	70
<b>3</b> <b>Tacoma Untapped</b>	4.2K	0%	0	0
<b>4</b> <b>City of Las Vegas Gov...</b>	106	▼0.1%	0	0
<b>5</b> <b>City of Tacoma Gover...</b>	11.5K	0%	0	0
<b>YOU</b> <b>Tacoma Planning and ...</b>	673	▼0.1%	0	0

Keep up with the Pages you watch. [Get More Likes](#)

[See More Pages](#)

YOUR PAGES: Tacoma PDS
















CONTACTS: Friend's Name (multiple entries)

About | Create Ad | Create Page | Developers | Careers | Privacy | Cookies | Ad Choices | Terms | Help

Facebook © 2017

## Your 5 Most Recent Posts

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares i

Published	Post	Type	Targeting	Reach	Engagement	Promote
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05/11/2017 1:30 pm	 Don't have plans Saturday morning? Come on out to the U-			89 <span style="color: orange;">■</span>	5 1 <span style="color: blue;">■</span>	
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Reactions, Comments & Shares *i*

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YOU 6  Tacoma Planning and ...	673 	▼0.1%	0	0 

Keep up with the Pages you watch.

Get More Likes

See More Pages

# TWITTER ANALYTICS



28 day summary with change over previous period



Dec 2017 - 3 days so far...

TWEET HIGHLIGHTS

**Top Tweet** earned 20.1K impressions  
 This Wednesday has us super excited because today we have a Planning Commission Meeting! Today we will be focusing on temporary zoning measures and transportation 🚗

3 19

View Tweet activity

View all Tweet activity

**Top mention** earned 19 engagements



SHO REIST @shoreist · Dec 3

Shoutout to @TacomaPDS and @CityofTacoma for making historical landmark! Very cool 🙌 facebook.com/zrgLwucIPUC90...

8

View Tweet

DEC 2017 SUMMARY

Tweets 2 Tweet impressions 23.3K

Profile visits 278 Mentions 4

New followers 13

**Top Follower** followed by 1.03M people



Kat Stowely

@katstowely FOLLOWS YOU

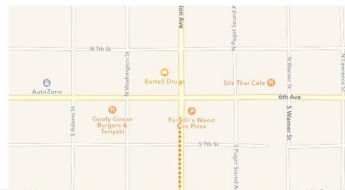
#UrbanPlanner and Citizen of Tacoma

View profile

View followers dashboard

**Top media Tweet** earned 1,229 impressions

We are excited to announce that construction on 6th Ave & S Union Ave will begin on March 27th! #Tacoma



### 28 day summary with change over previous period

Tweets

92 ↓ 8.9%



Tweet impressions

239K ↑ 3.0%



Profile visits

4,573 ↓ 31.3%



Mentions

183 ↓ 17.6%



Followers

2,707 ↑ 108



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DEC 2017 SUMMARY

Tweets

**2**

Tweet impressions

**23.3K**

Profile visits

**278**

Mentions

**4**

New followers

**13**

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Dec 2017 • 3 days so far...

#### TWEET HIGHLIGHTS

#### Top Tweet

 earned 20.1K impressions

This Wednesday has us super excited because today we have a Planning Commision Meeting! Today we will be focusing on temporary zoning measures and transportation 🚗

↻ 3   ❤️ 19

[View Tweet activity](#)

[View all Tweet activity](#)

#### Top Follower

 followed by 1.03M people

**Kat Stowely** ✓

@katstowely [FOLLOWS YOU](#)

[#UrbanPlanner](#) and Citizen of Tacoma

[View profile](#)

[View followers dashboard](#)

#### Top mention

 earned 19 engagements

**SHO REIST**

@shoreist • Dec 3

Shoutout to [@TacomaPDS](#) and [@CityofTacoma](#) for making \_\_\_\_\_ a historical landmark! Very cool 😊  
[facebook.com/zrgLwuciPUC90...](https://facebook.com/zrgLwuciPUC90...)

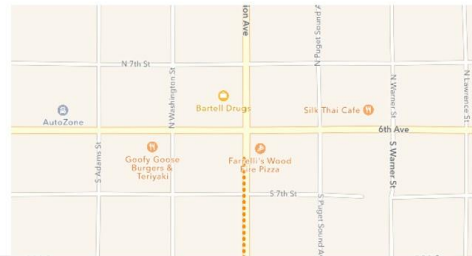
❤️ 8

[View Tweet](#)

#### Top media Tweet

 earned 1,229 impressions

We are excited to announce that construction on 6th Ave & S Union Ave will begin on March 27th! [#Tacoma](#)





# IN CONCLUSION





Thank  
You!



Questions?