



# USING SOCIAL MEDIA TO ENHANCE (NOT HARM) YOUR PUBLIC IMAGE

Presented by:

Kim Sellers

Public Information Officer, Town of Mooresville, NC

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# PUBLIC IMAGE (Your Brand)

...a name, symbol or design that  
**identifies** and **differentiates** a  
product from other products.

You are exposed to more  
than 3,500 brand messages  
everyday.



What are the perceptions associated with these brands?





# MEDIA: Traditional & Social

The means of communication, as radio & television, newspapers, magazines and social internet sites that **reach** or **influence** people **widely**.



# KNOW YOUR OPTIONS

- ▶ With 1.44 billion monthly active users, Facebook is the market leader for social networking sites.
- ▶ Considering the high-volume, fast-paced nature of Twitter, you should expect a younger demographic.
- ▶ Boasting a community of over 300 million users sharing over 60 million photos every day, Instagram is one of the rising stars of social media.
- ▶ According to LinkedIn, there are more than 347 million members. The higher average income of users and working mindset of the network make it an ideal social network for businesses.



# KNOW HOW TO USE IT

Sanitation crews hard at work today!



2,870 people reached

Boost Post

Like · Comment · Share

4 Shares

Nancey Grant, Jill Parker Welborn, Bonnie Doll and 141 others like this.



Write a comment...



Emily Leonard Duncan Thank you for your hard work!

Unlike · Reply · 1 · 20 hours ago



Carolyn Gregory Upton Thanks for coming back down the street to get mine!! I didn't think you would be out today. The driver was very nice.

Unlike · Reply · 2 · 20 hours ago



SHA Mechanical Inc Great job! Sure don't envy you today.

Unlike · Reply · 1 · 21 hours ago



Charlene Richard They even came down and got my trash can in front of the garage!!

Unlike · Reply · 2 · 21 hours ago



Diane Keller They should be commended for working on this day 😊

Unlike · Reply · 5 · 22 hours ago



Jennifer Rogers Goins Thank you!!!!

Unlike · Reply · 1 · 22 hours ago



Harold Stewart we have the best workers that work for the town of Mooresville you guys and gals are the best.

Like · Reply · 11 hours ago

1&relevant\_count=1

Thanks!



Town of Mooresville NC

Published by Joseph Sheok 17 · February 17 ·

Beautiful view of downtown this morning!



30,384 people reached

Boost Post

Like · Comment · Share

Kobeyeh Riley, Allison Dorr Kraft, Kristen VanWormer and 810 others like this.

270 shares

# KNOW WHAT TO SHARE



**City of Raleigh**

October 11 at 3:24pm · 🌐

Reminder: the city is waving Yard Waste Center fees for removal of Hurricane Matthew storm debris until Oct 22

<http://www.raleighnc.gov/.../Comm.../Articles/MatthewUpdate.html> ...



👍 Like

💬 Comment

➦ Share



**Wilmington NC** @CityofWilm · 2h

Working on cleaning up your yard? Bag up your smaller debris for quick pick-up! More tips on proper clean-up here [bit.ly/storm\\_debris](http://bit.ly/storm_debris)



1





# KNOW HOW TO HELP



WilmingtonFD @WilmingtonFD · Oct 8

Be careful out there. Lots of flooding. The Cape Fear River overflowing on Water St



125 96



WilmingtonFD @WilmingtonFD · Oct 8

Take a minute to unplug appliances, especially the larger ones. Electrical surges can spark fires.



City of Fayetteville @CityOfFayNC · Oct 13

The City has contracted to remove [#limbs](#) and flood-damaged [#debris](#) at curbside. Collection begins Monday, Oct. 17. [FayettevilleNC.gov/debris](http://FayettevilleNC.gov/debris)



10 4

# KNOW WHEN TO BE TOUGH

Yesterday at 1:38 PM · 🧑

This is not water and its darn tasty.



**Mooreville Police Department**

October 20, 2013 🌐

While responding to a call for assistance from another officer, one of Mooreville Police Department's officers fired non-fatal shots at a dog when the dog aggressively approached him. The dog is being treated. MPD is investigating the circumstances of the incident. There will be no comments regarding information posted on social media sites until the investigation has been completed and reviewed. (While differing comments and views are **allowed** to be posted on this page, any posts that are profane, abusive or threatening to the family of the animal or the MPD will be deleted.)

Like · Comment · Share

👍 20 💬 84 ➦ 13 Shares



2,868 people reached

**Boost Post**



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# POLICY

A definite course of action selected from alternatives in light of given conditions to **guide** and determine present and future **decisions**.

**HAVE A POLICY**  
**KNOW YOUR POLICY**  
**SHARE YOUR POLICY**



# A FEW TO CONSIDER

<http://www.firelawblog.com/2014/12/04/houston-firefighter-trouble-facebook-rant/>

[https://www.youtube.com/watch?v=3hpDYL6hF\\_E](https://www.youtube.com/watch?v=3hpDYL6hF_E)

<http://www.wsoctv.com/news/news/special-reports/9-investigates-city-workers-caught-slacking/nkHBh/>

<https://www.youtube.com/watch?v=ae5wtZYLQbU>



# SOCIAL MEDIA FOR EDUCATION

<https://vimeo.com/170034453>

<https://vimeo.com/165032078>





# SOCIAL MEDIA



The Good, The Bad,  
The Ugly,  
The Necessary



# QUESTIONS?