

PRESENTATION

# May We Have Your Attention, Please?

## Strategies on Being Seen and Heard on Social Media

Featuring Brett White, Digital Media Officer  
West Hollywood, CA

# Welcome to the Agency-to-Agency Webinar Series!

More than 4,000 attendees in 2018-19!



December 2018:  
Building Support with Your Tax Base  
Simon VanDyk, Harris County ESD, TX



March 2019:  
How to Build Your Social Media Policy  
from Scratch  
Emily Garner, Public Information Specialist,  
Greenville Utilities Commission, NC



January 2019:  
Social Media During the Super Bowl  
Jordan Gilgenbach, Minneapolis, MN



April 2019:  
Social Media and FOIA in 2019  
Niquelle Allen  
Director and FOIA Officer,  
DC Office of Open Government



February 2019:  
Everything You Need to Know About  
Nextdoor  
Joseph Porcelli, Public Agency Lead,  
Nextdoor

May 2019:  
**Today's Webinar!**

# Housekeeping

- All attendees are on mute
- Feel free to use the question function to submit questions
- There will be time for Q&A throughout the presentation
- The webinar is being recorded and you will receive a copy via email

# Today's Agenda



**Today's Topic:**  
**May We Have Your Attention, Please?**  
**Strategies on Being Seen and Heard**  
**on Social Media**  
*(20 minutes)*

Presented by:  
Brett White, Digital Media Officer  
West Hollywood, CA



**Social Media CYA + Live Q&A:**  
Latest news & tips to Cover Your Agency,  
followed by Live Q&A with Brett  
\*\*\*  
*(To the end of the hour)*

Hosted by: Anil Chawla  
Founder & CEO  
ArchiveSocial

# About Our Speaker: Brett White

## About Brett



- Brett White specializes in the management of public-sector digital, social and emerging media and web services.
- He has been with the City of West Hollywood for over two decades.
- As Digital Media Officer, Brett has successfully launched and nurtured an award-winning social media presence that is recognized as unparalleled by cities across the nation.

# May We Have Your Attention, Please?

## *Strategies on Being Seen and Heard on Social Media*



   @wehocity

# Brett White

## Digital Media Officer



@yepthatbrett

We've been around  
since...forever.



**CityofWestHollywood**  @WeHoCity · 15 Dec 2008

Well, I guess we're live!





# The MESOZOIC PERIOD of Social Media



# And Today

40 accounts on a dozen platforms.



32,000 followers



26,000 followers



10,000 followers



1,000 subs

# The Organization understands.



(We gotchoo, fam!)

# In the Middle of it All







DEUTSCH

Los  
Angeles  
Times



facebook



You Tube

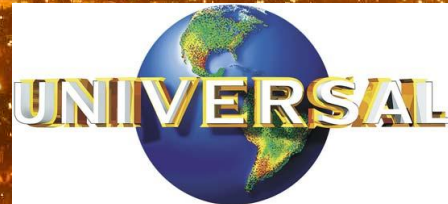
hulu

TMZ



tinder

THE  
*Hollywood*  
REPORTER



Can we have your attention, please?

# Give them something to look at.



# They give us something to look at.



**wehocity** West Hollywood, California

wehocity Yes, it snowed in #WeHo. 🌨️ Yes, it's socially acceptable that you got super excited and ran over to the window and stared into the distance while trying to stay composed so you didn't embarrass yourself, all while trying to snap a photo for the gram. 📸 #LASnow

Did you get a photo or video of the #LASnow? Tag us! #WeLoveWeHo ❤️

#snowinla #wehosnow #snowla #larain #laweather #socal #westhollywood #lapalmtrees #palmtree

View all 7 comments

humuhumunukanukuaupuaa It did not snow people. The lowest temperature it got in weho was 50°. It cannot snow unless the temperature is at least 50°.

❤️ 💬 📤

👤 Liked by lumostheunicom and 320 others

FEBRUARY 21

Add a comment...



**wehocity** West Hollywood, California

wehocity Rain, rain, go away... come again another day! ☔️ #WeHoSunset

📷 Share your favorite photos from around #WeHo with #WeLoveWeHo for the chance to be featured! ❤️

#westhollywood #lasunset #sunset

christofw Thanks @wehocity! We love you and your sunsets! ❤️

michelwindt #nin #downnit

❤️ 💬 📤

👤 Liked by wehoarts and 116 others

JANUARY 31

Add a comment...



# Give them something to laugh at.



Perhaps nobody walks in L.A.  
But we sure do here in #WeHo!



Stay cool #WeHo!  
Our Plummer Park Cooling Center is Open.

# Give them something to laugh at.



**CityofWestHollywood**   
@WeHoCity · 5 Dec 2018

↻ 5    ❤️ 13    ▼

You know the drill #WeHo: Momentarily lose our minds, take a deep breath, regroup, and then proceed to drive like we've seen rain before. We've got this! 🙌🏻🌂🚗🚗 #LARain



**NWS Los Angeles**  @NWSLosAngeles

Light to moderate rain is expected to continue through Thursday. East winds will reduce the amount of rainfall, but 0.25 to 0.50 inches of rain for most coastal and valley areas and up to an inch for mountains and foothills could be possible! #SoCal #CAwx #LARain #LAwx



**CityofWestHollywood**  @WeHoCity · 6 Jul 2016

↻ 11    ❤️ 26    ▼

Don't be a crappy dog guardian #WeHo. WHMC, Chapter 9.48.030 states you must pick up after your pet.

# We speak snark.



Replying to @TomiLahren

Welcome to the epicenter of the #Resistance.



1:38 PM - 7 Jan 2018

31 Retweets 126 Likes



3 31 126



**Ron Jeremy** @RealRonJeremy · 13 Sep 2018

I was trying to keep it under wraps..A month ago I was struck by car while walking on the Sunset strip in @WeHoCity . Luckily my [REDACTED] stopped the car. I am in a lot of internal pain and use a cast most of the day but I am getting better. [pagesix.com/2018/09/12/ron...](https://pagesix.com/2018/09/12/ron...) #GAE #Page6 #NYFW



**Ron Jeremy struck by a car before NYFW debut**

The car ran over his foot.

[pagesix.com](https://pagesix.com)



33



8



105



**CityofWestHollywood** @WeHoCity · 13 Sep 2018

Replying to @RealRonJeremy

Is it wrong that we just want to be in the comment thread on this? Speedy recoveries, **Ron!** 🙏





# Give them something to be proud of.



 **wehocity**  
West Hollywood Park

116 likes 9w

wehocity #LoveWins today and we're here to celebrate that fact with you #WeHo. 😊😊  
😊

theabbeyweho ❤️ ×  
andrew.camacho13 @restored\_soul80 ×  
joshuatoenjes @ssdot ×  
ssdot @sunshineLove703 ×  
sunshineLove703 @ssdot amazing ×  
aineashford @brianvannn 🙌🙌🙌 ×

❤️ Add a comment... ○○○

Top media Tweet earned 7,933 impressions

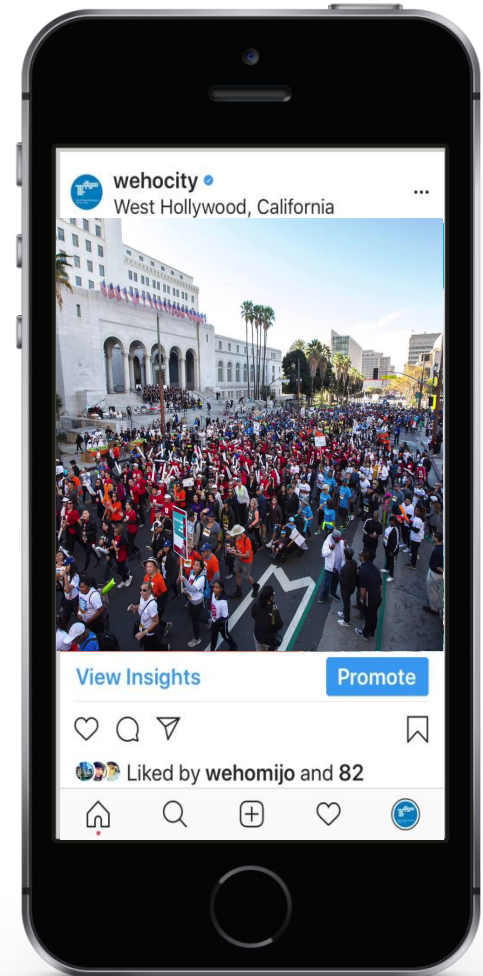
#DecisionDay Rally today at 6pm at West Hollywood Park. Spread the word #WeHo!!  
#LoveWins [pic.twitter.com/zxTsBFDueu](https://pic.twitter.com/zxTsBFDueu)



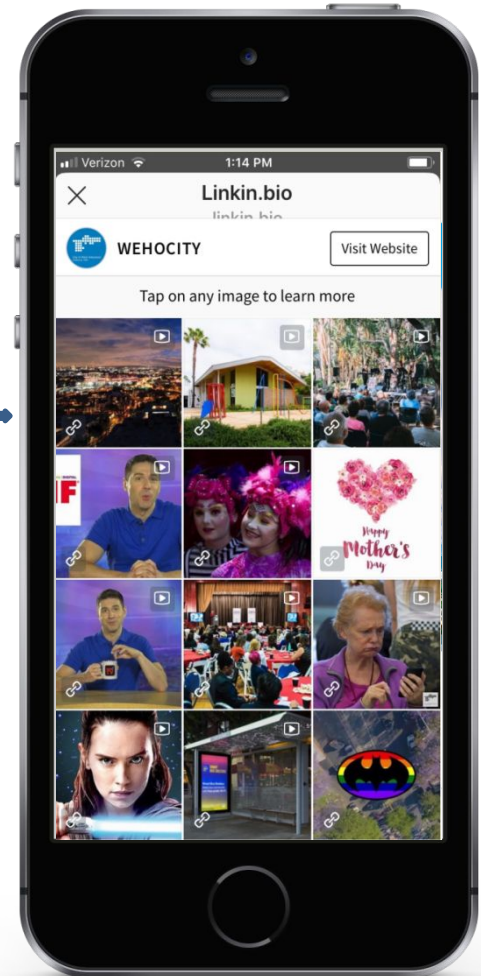
↩️ 2 ↻ 80 ★ 90

We keep things moving.

We keep things moving.



# Click Through to our Website via Linkin.bio





Video is Queen!  
(Or King...your choice.)



# Live-ing the Vida Loca



## Livestream from LA PRIDE in West Hollywood and #ResistMarch



City of West Hollywood  
Government was live.

about 2 years ago · 🌐

✓ See First



485,317

People Reached

13,060

Engagements



View Promotion



1.5K

304 Shares 135K Views



Like



Comment



Share



Up Next

Comments

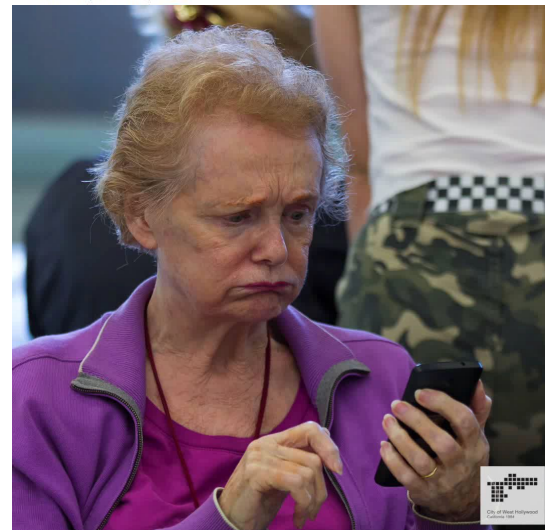
# Privately Inspired



**CityofWestHollywood** @WeHoCity · May 7

Last week we hosted a smartphone workshop for our thriving senior community to kick-off #SeniorMonth in #WeHo! Their reactions were priceless! 🥰

Here's a quick recap! 📺



WEHO NOW: Senior Smartphone Workshop

# We're easily influenced



The WeHoans EP 1: "DREW"

william bell i  
Subscribe 522,224  
200,204  
Add to Share More 9,365 216



Pretty Boys - A Public Service Announcement  
2,962,288 views

47K 1.3K SHARE SAVE

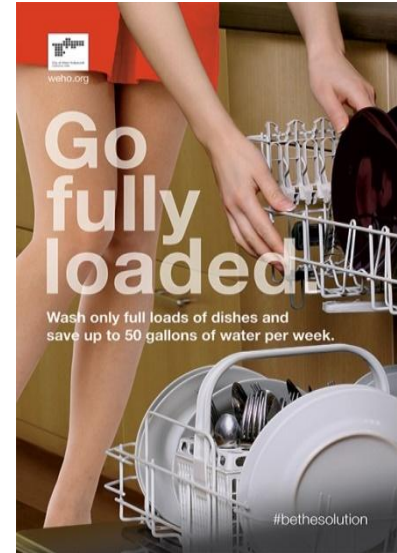
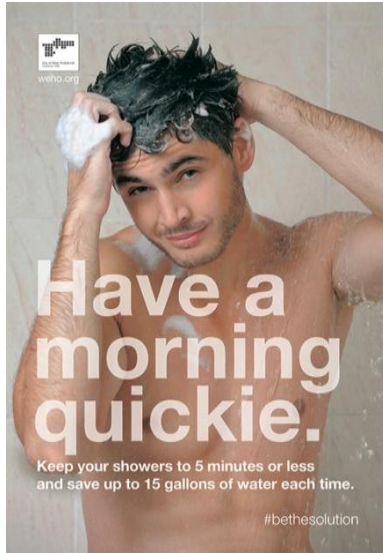


Alice in WeHoLand - a public safety announcement  
1,957,774 views

40K 612 SHARE SAVE

Millions of views for a collection of PSAs.

# We know our audience.



And we know them well.



# Where the People Are



**The New York Times**  @nytimes · 3m

Joachim Olsen, a current member of the Danish Parliament, paid \$450 to run an ad on Pornhub. The goal was to reach voters "where they are," he said.



Danish Politician Seeks Voters 'Where They Are': On a Porn Site  
Facing brutal competition during concurrent election campaigns, a governing party lawmaker drew attention by placing an ad where others ...  
[nytimes.com](https://www.nytimes.com)

# We know our audience.



**WeHo Pickup**

October 17 at 8:30pm · 🌟

I know. It's shocking. But, really, you can ride me as long as you want—  
and get off whenever you want! #GoWithIt #WeHoPickUp



Maybe too well.

# We pay attention.



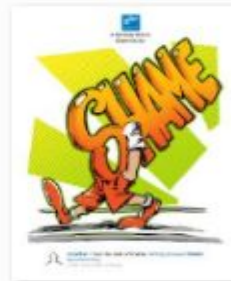
CityofWestHollywood  @WeHoCity · 4 May 2018

Ride sharing to/from your favorite #WeHo cantina? Remember - The Drop is with you...always (or at least between the hours of 6 p.m. and 3 a.m.) #Maythe4thbewithyou #StarWarsDay Learn more about our designated ride share curb zones: [w.who.city/ePqN30jOVNo](https://w.who.city/ePqN30jOVNo)



# We draw for them.

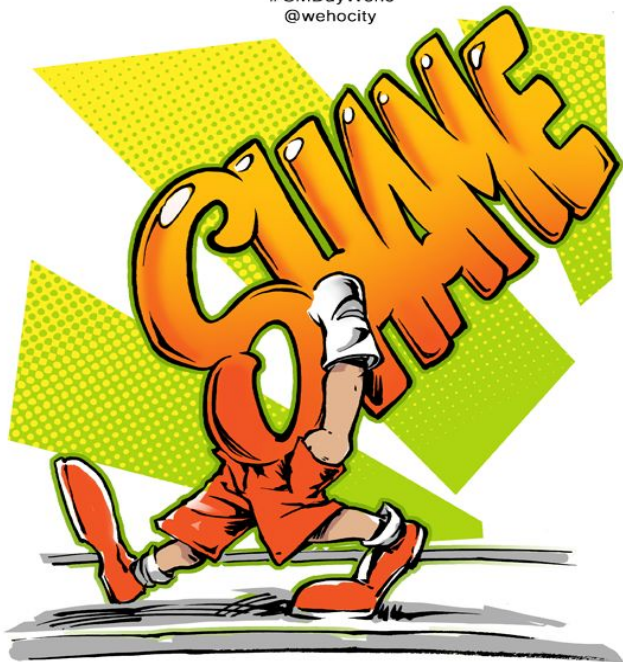
Mashable  
SOCIAL  
MEDIA  
DAY



Mashable  
SOCIAL  
MEDIA  
DAY



#SMDayWeho  
@wehocity



**nicadler** I love the walk of shame. #thingsyouseeinWeHo  
#goodmorning

13 Mar from Twitter for iPhone



#SMDayWeho  
@wehocity



**Ashlee Adams** @ashleeadams · May 5  
straight from the plane to the gay bars haha #weho

Expand

Cool story, bro.

Our reputation for being a progressive and liberal juggernaut means we're in the news...again.





# West Hollywood votes to remove Trump's Walk of Fame star - but there's a snag

**City's divisive decision is largely symbolic and provides a talking point for conservatives angry at the left**



# Stormy Daniels Day in the City of West Hollywood





# We Tend To Attract Attention



# We played it loose but wised up

## The Extent of our Record Keeping

- Saved email notifications
- Screen shots





Dashboard

Configure

Browse

Search

Report

Export

## Export data

Run an export now or schedule an export to run on a recurring basis. Recent exports can be downloaded from the export history below.

This export will contain all records in your archive from the specified time period. If you would like to export a subset of records, you can perform an advanced search on the Search tab and generate an export from the search results.

Export now

Schedule recurring export

Export data

**Provide a name for the export and select the content to include. Please note the export may take several minutes. You will receive an email containing instructions on how to download the ZIP file when the export completes.**

Export Name

cannabis

Email To

bwhite@weho.org

Date Range

4/6/2019

-

5/6/2019

Export As

☒ PDF

☐ Excel (CSV)

☐ HTML

Advanced Options

☒ Organize records in subfolders based on account and content type

☒ Include details for each record such as IDs, content types, and tags

☒ Include supporting files (e.g. images, videos) for each record

☒ Include raw source for each record

☒ Include digital signature tokens for each record

Start export



[Edit search](#)  
[Save search](#)  
[Tag results](#)  
[Export results](#)

#### ▼ Accounts

@WehoCity (121)  
 City of West Hollywood  
 Government (22)  
 WehoTV (8)  
 wehocity (4)  
 West Hollywood Women's  
 Leadership Conference &  
 Network (3)  
 WeHo Arts (2)

#### ▼ Tags

edited (16)  
 deleted (5)  
 hidden (1)

#### ▼ Twitter

All (121)  
 Tweets (59)  
 Mentions (56)  
 Likes (6)

#### ▼ Facebook Page

All (35)  
 Timeline posts (18)  
 Videos (6)  
 Photos (5)  
 Event discussions (2)  
 Photo comments (2)  
 Event details (1)  
 Timeline comments (1)

#### ▼ Instagram

All (4)  
 Media (3)  
 Media comments (1)

#### ▼ Matching Dates

December 2018 (36)  
 April 2019 (19)  
 May 2018 (15)  
 August 2015 (14)  
 January 2018 (13)  
 August 2017 (11)  
 August 2016 (8)  
 July 2017 (8)  
 April 2018 (8)  
 November 2017 (6)  
 more

1 - 10 of 160 results for Advanced Search Sort by

**WEHO TIMES** @TheWeHoTimes  
 YOU CAN'T SMOKE POT WHEREVER YOU WANT! @wehocity launched "Weed Like You to Know" PSA to raise awareness about cannabis consumption. It's not legal to light up in public. Tagging... wehotimes.com/weho-is-raisin...  
 14 days ago

**City of West Hollywood Government** 15 days ago · €

Happy Holidayze, WeHo! ♥

Weed like you to know that the City of West Hollywood supports legal cannabis consumption, but it can't be consumed everywhere! Get the full hit here <http://w.cho.city/UdSY30ou2bT>

Celebrate responsibly! 🍷 #420Day



**Rajesh Ranjan Karn Amazing**  
 2 days ago

**Weed Like You to Know**

**wehocity** Happy Holidayze, WeHo! ♥ Weed like you to know that the City of West Hollywood supports legal cannabis consumption, but it can't be consumed everywhere! Get the full hit by clicking the link in our bio! Celebrate responsibly! 🍷 ----- #weho #westhollywood #420day #appyholidayze #holidayze #cannabis #cannabisconsumption #weed #marijuana #marijuanaconsumption #420  
 15 days ago



   @wehocity

# Brett White

## Digital Media Officer



@yepthatbrett



Go forth and be interesting.





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SECTION



# SOCIAL MEDIA CYA

(CYA = Cover Your Agency, of course)

# From the news...

## The Cost of Blocking Constituents on Social Media

### Lawmakers' decision to block constituents on social media costing taxpayers over \$75,000

POSTED 6:08 PM, MAY 15, 2019, BY JOE ST. GEORGE

FACEBOOK TWITTER LINKEDIN PINTEREST EMAIL PRINT <MORE



DENVER -- When you don't like someone or something on social media, what do you do? Perhaps you block them? It's only natural in this day in age of social media controversy.

Turns out politicians do it too -- and it is costing taxpayers tens of thousands of dollars.

That's because courts have ruled politicians cannot block constituents on social media, yet many Colorado officials have been caught doing so.

"Social media platforms are really the new town halls these days," said Sara Neel, an attorney with the Colorado ACLU.

Neel, along with the ACLU, recently sued State Sen. Ray Scott (R-Grand Junction) for blocking a constituent on his social media pages.

"Just as a politician couldn't kick somebody out of a town hall, they can't block somebody on a social media platform like Facebook or Twitter," Neel said.

The FOX31 Problem Solvers discovered taxpayers have paid for more than \$75,000 in settlements over the last year as a result of lawmakers blocking constituents online.

CASE #1



## Key Takeaways:



Colorado courts have ruled politicians cannot block constituents on social media



However, the practice of blocking on social media continues to be common



3 separate cases in Colorado have cost more than \$75,000 in settlements over the last year as a result of lawmakers blocking constituents online

# CYA Success Story: A real records request

## Miami Gardens, FL

Individual blocked on social media issued a records request for:

1. All social media between himself and the City
2. All Twitter content since he was blocked
3. All Twitter DMs from all time

# Are you Covering Your... Agency? We can help.

We're happy to hop on the phone to help you:



Learn about the public records requirements for social media in your state



Find out which agencies near you are already archiving social media



Hear about real records requests and legal situations near you

---

SECTION

# Q & A

# Q & A

How do you keep boring government information from being boring on social media? Or should you?

*Should you? Absolutely. How do we do it? I covered a lot of that in my presentation, but generally by masking the boringness with an eye catching graphic, GIF or video and clever phrasing, humor and emojis.*

What are some ways to be creative when you work in the conservative culture of state government and are sometimes promoting somewhat boring information?

*By and large, the vast majority of what we put out there is boring. It comes with the territory. Good rule of thumb? Think of what would catch your attention and go from there.*



# Q & A

Should we post the same information on a variety of channels, or should each channel have its own look?

*If we're posting regarding one of the 250 or so news releases we put out every year, we typically post that information on multiple platforms. That said, Facebook is not Twitter and Twitter is not Instagram. We craft our posts to specifically fit each platform. Playing on and adjusting to the limitations and benefits of each.*

How much emphasis should we put on creating our own video content? What equipment do you use?

*IMO, as much as you can. Video is where it's at. For our main City account, we use higher-end equipment because we're lucky enough to be able to do that AND have staff that can use the equipment properly. But it is absolutely NOT a necessity. Authenticity should be the primary focus, not quality.*

# Q & A

Do you follow a social media post schedule? How do you gather content?

*Our social media outreach is typically situated at the end of the information pipeline and is generally guided by the 250 or so news releases we put out there every year. We fill in the gaps with other content. That said, our social media specialist has a content calendar that is so complex, I can't even make heads or tails of it – but that's only because he's brilliant and I'm an idiot.*

What's the best way to coordinate postings between different departments?

*We're a little less coordinated than some other agencies. We sort of let the other Divisions do their own thing. That said, when required, we simply use email, Dropbox, tagging, and cross posting functionality as needed.*

# Q & A

How to deal with negative comments?

*If it's a legit comment coming from a legit concern or issue, give them an answer along with an offline means to follow up – whether that be a phone number or an email. Don't drag the back and forth out too much in the public eye.*

*If you think they're trolling, ignore it. Social Media 101 – Don't feed the trolls.*

Is there any "troll-proof" content? ;-)

*Troll proof content? Nope. We work for the people. Everything is fair game.*

# Q & A

What social media metrics are important to you to measure, and what tools do you use to measure them?

*For us, the most important metrics are reach and growth. Although we report on all the basic metrics, we're not required to quantify our efforts. Our organization understands that social media is as important as traditional media, if not more so.*

*For tools, we use whatever is inherent to each platform. We also download metrics quarterly and keep them in a database.*

# Q & A

How do you plan your strategy ahead of time to post at the best time?

*Content wise, the “ahead of time” is tied to when our PIO puts the new release out. We get active from there. For actually posting times, we rely on analytics derived from the various platforms and schedule accordingly. If it’s content we plan on boosting, it doesn’t matter. The ads will take care of it.*

How much time weekly do you spend working on your social media accounts?

*More than a full-time job.*

# Q & A

What are your best tips and tricks for people who don't have a lot of time or any money to spend on social media?

*Single best piece of advice is to try anything and everything with what you currently have to work with. This will eventually give you some hard data to help you make a case for additional staffing and/or resources.*

What are some programs you recommend for creating social media content?

*We typically go for a little sleeker production value with our content, only because that's what we're competing with. So we use Final Cut Pro and Premiere (depending on who's doing it...we're a house divided) for video and Photoshop for graphics. Also, Canva is a great online graphics platform for very little money.*



# Q & A

Which one gets the most engagement, still photos or videos?

*Our videos tend to garner more engagement than graphics or still photos do. But sometimes you never know what's gonna catch on.*

What is the ideal number of posts per day and per week?

*The number of posts per day depends on the platform. For us, we average once per day on Insta and Facebook, while we throw 6 -10 tweets on a daily basis.*

How do you get more engagement and positive likes?

*By knowing your audience and crafting your content accordingly. Also, focus on the long game. The more you post and engage from your account, the more engagement you'll get in return...eventually. None of this stuff happens overnight, however.*

# Q & A

What has been your most successful campaign(s) for engagement and reach.

*The PSAs with the influencers I referenced in the presentation. We've done approximately 6 of those and have reached millions and millions of people and garnered tremendous media coverage as well.*

Also do you repurpose your graphics across platforms, and if so, do you vary their look apart from size?

*Sometimes, especially if we intend to boost or run ads with them. Those darn 20% text rules on Facebook can be troublesome, specifically.*

# Q & A

Any suggestions for pitching creative social media ideas to conservative bureaucrats who are nervous about controversy and public information requests?

*Baby steps. Start slipping more small creative ideas into your game plan that can fly under the radar and wouldn't cross the threshold of requiring permission. Demonstrate to your officials that these types of ideas work. You may find they'll then be more open to bigger ideas. You're the social media professional in your employment arrangement. So take the reins and show them that.*