

Social Media



National Association of Regional Councils
2010 Annual Conference
June 16, 2010

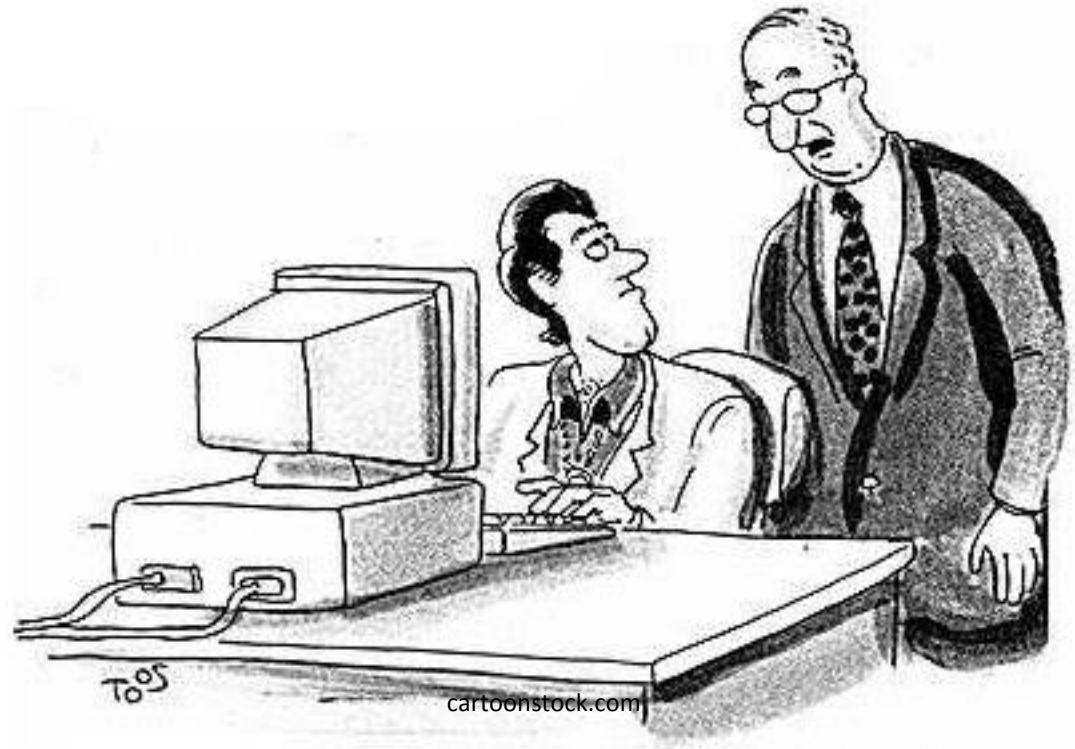
What is social media?



Software tools that allow groups to generate content and engage in peer-to-peer conversations and exchange of content.



Fears of Social Media



"What's going on with this? It's not like I can't find anything on the Internet!"

Social Media **isn't a fad**, it
is a fundamental shift in
the way we
communicate.

--Socialnomics09

Social Media Revolution



Social media as a tool



Gatekeeper ?



Communication Policies



Elements of a policy should include:

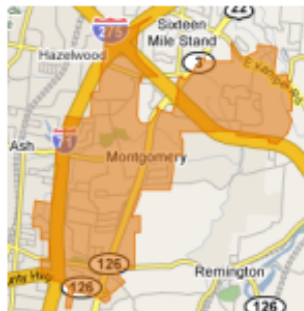
- Branding
- Definitions
- Disclaimer
- Enforcement/Accountability
- Engage/one-way communication
- Procedures
- Responsibility

Montgomery Examples



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Open City Hall is an on-line forum for civic engagement. Read what others are saying about important Montgomery topics, then post your own statement. City officials will read the statements and incorporate them into their decision process.

When you post your first statement, you will be asked for your name and home address. This confidential information is only used...

[READ MORE](#)

Topics

[Your Montgomery Story »](#)

"Montgomery, the City where _____." When talking to family, friends and business associates, how do you fill in this phrase reflecting today and the future?

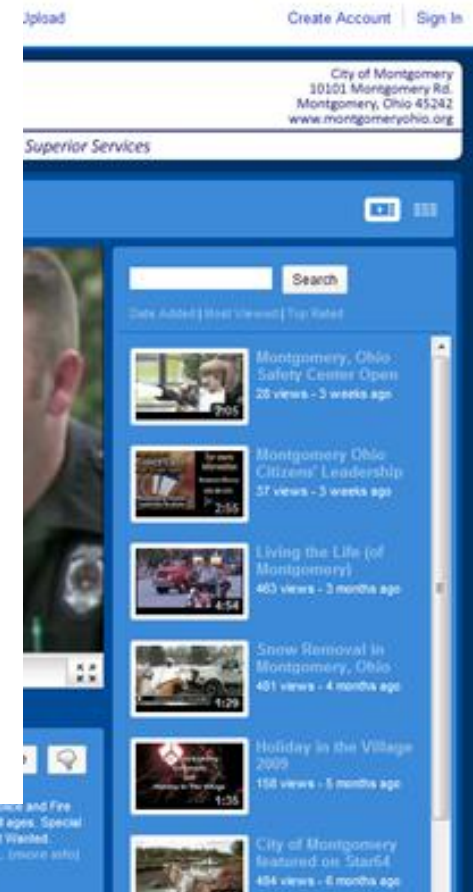
[The Montgomery Bulletin: What do you read? »](#)

How can the content of the Montgomery Bulletin be more useful? How much of The Bulletin do you read each month and what are your favorite topic areas?

[Your Civic Involvement... »](#)

How do you participate in the success of the community? If you are active in the community, why are you? If not, why not? What would encourage you to get involved?

Pioneer Park improvements are now beautiful stones have been added around spot for fishing, and the asphalt pathway restrooms and the pond. Check it out!



The Fall annual Safety Center Open House was held on April 24, 2010 and was sponsored by the Montgomery Police and Fire Departments. Tours of the Safety Center were provided along with fire safety demonstrations and booths for all ages. Special events included prize drawings, free food and refreshments, a bounce house and live music provided by Most Wanted. <http://photos.montgomeryohio.org> (more info)

[View comments, related videos, and more](#)

Decatur Examples



Where to next?

Infrastructure
Green Space
Diversity
Local Economy
Growth & Development
Walking
Affordability
Education
Agriculture
Biking
Parking
Annexation?
Traffic
Community
one person, four meetings, equals 10 years worth of great ideas
CO₂
[(1) x 4] = 10

Where To Next?

2010 STRATEGIC PLAN UPDATE

CITY OF DECATUR, GEORGIA



Questions and Answers



ICMA Knowledge Network





ICMA
Leaders at the Core of Better Communities

ICMA
UNIVERSITY
PRESS
RESULTS NETWORKS
INTERNATIONAL

Knowledge Network


Home
People & Places
Groups
Questions
Topics
Documents
My Profile
Inbox
Help

KNOWLEDGE NETWORK VISION


Committed to fostering excellence and innovation in local government, the Knowledge Network is an online community built on the following ideals: rich content, social networking and knowledge exchange, partnering, and global scope.

▶ Learn more...


WELCOME...



Perego, Martha
Director of Ethics & Advocacy, ICMA
Washington, DC




Wolff, Timothy
Village Manager,
Village of Lake Isabella
Weidman, MI



Antil, Pamela
Assistant City Manager, City of Palo Alto
Palo Alto, CA

FEATURED GROUP


Sustainability




A group for discussing what "sustainability" means for local government and our profession.
[Learn More...](#)

Sign in


QUESTIONS & ANSWERS




ICMA Southern mini-conference
0 answers




Transparency in Government Policies and Procedures
3 answers



MINICIPALITY TRAINING COMPETENCY INDEX
0 answers



MUNICIPALITY QUALITY SYSTEM
0 answers



Voluntary Reduction by Vendors, Suppliers, etc

GROUPS

Knowledge Network Beta Testers
A group for volunteer Knowledge Network Beta Testers to report ...
50 members

First Time Administrators
This members-only, Knowledge Network group is a meeting place for ...
36 members

Public Library Innovations
Once considered quiet havens for study and research, modern public ...
11 members

Sustainability
A group for discussing what

HOT TOPICS

- Management
- Public Works
- Public Safety
- Community Development
- Economic Development
- Performance Measurement
- Career Resources
- Planning
- Smart Growth
- Fire

▶ Browse topics...