



Social Media: Connection & Information

Hampton City Council

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Definition of social media

- forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

Merriam-Webster



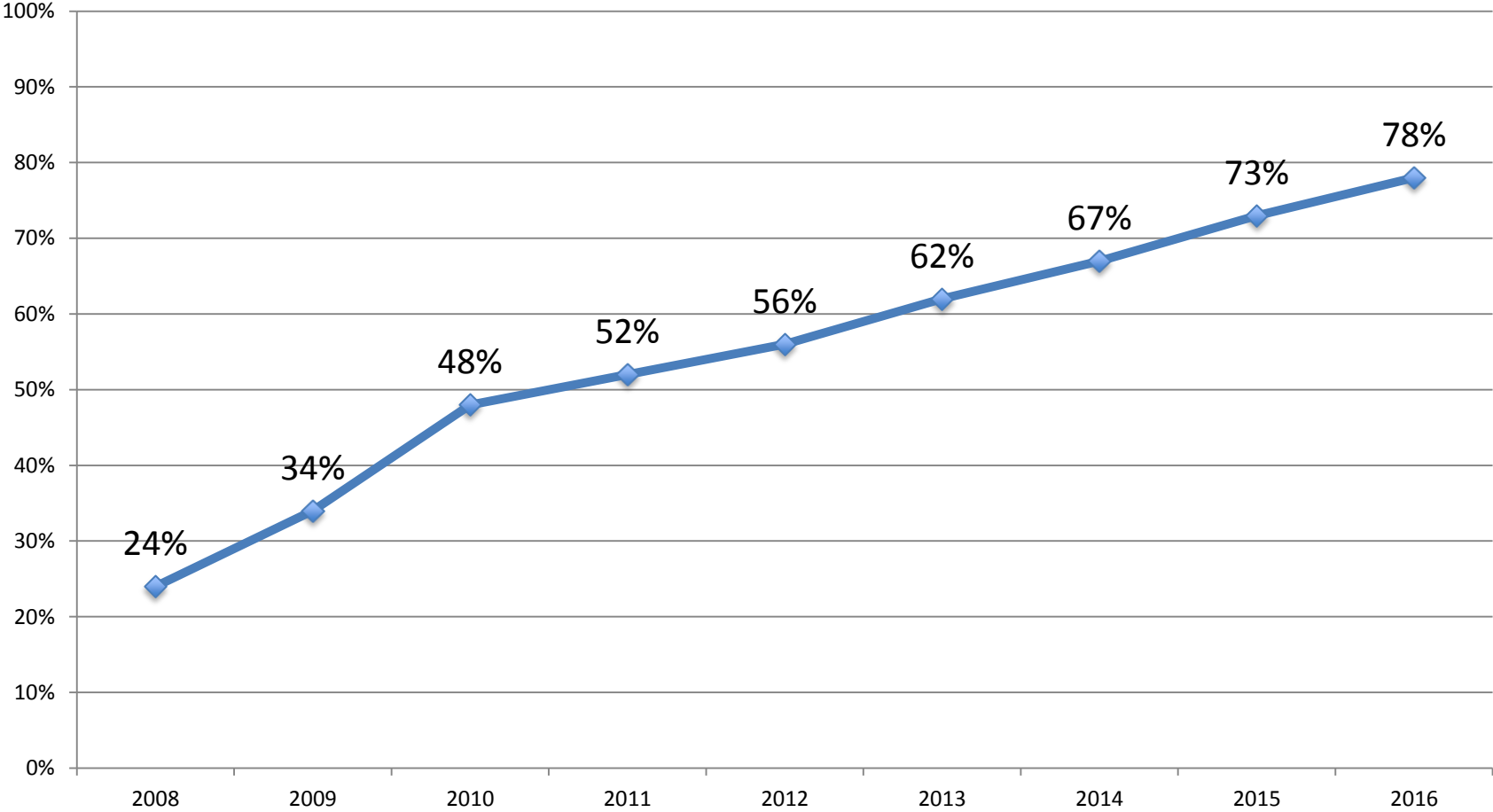




Why have social media?



% of U.S. with a social network profile



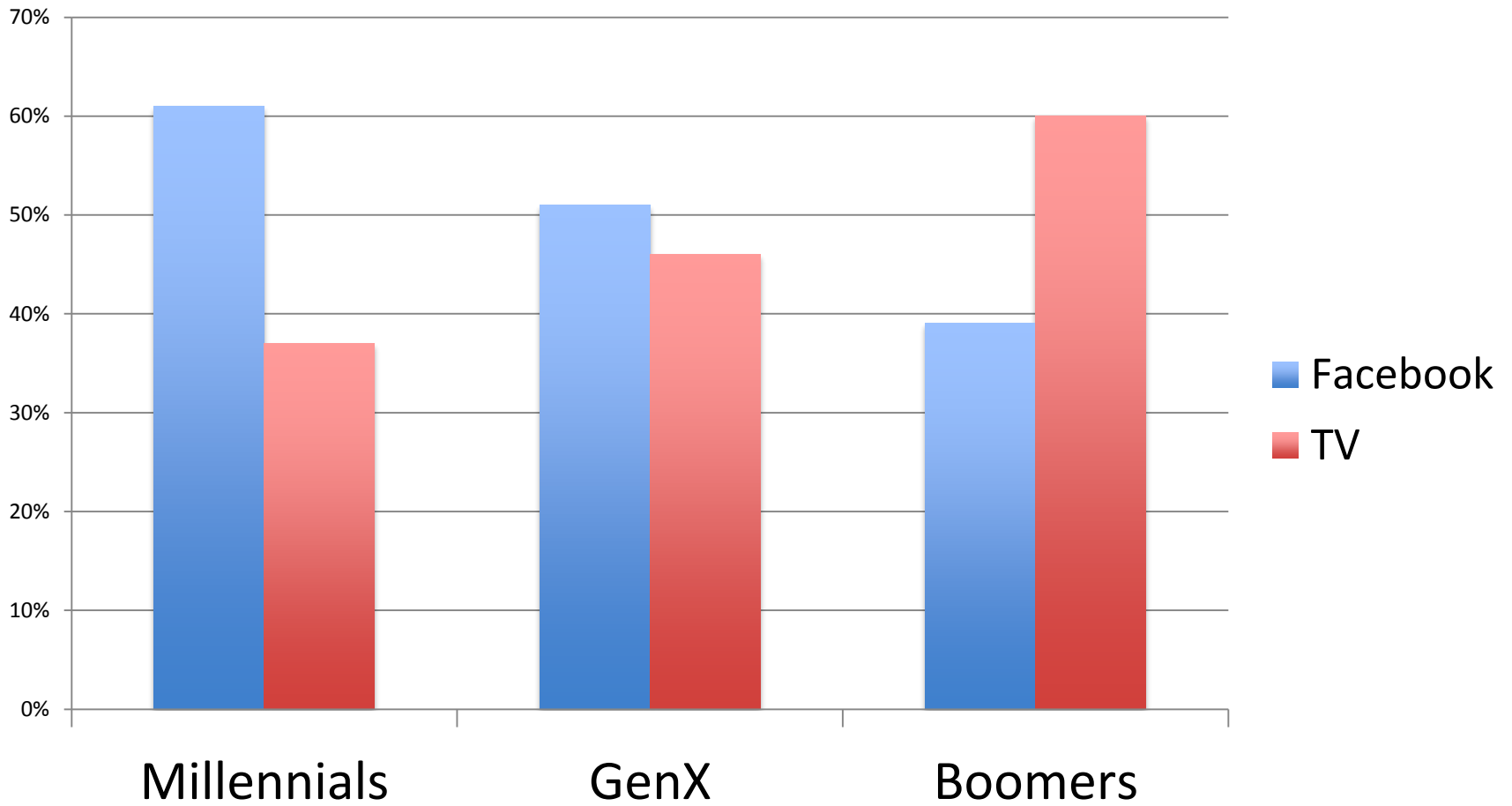
Edison Research, Triton Digital published on Statista

62% of U.S. adults get
news on social media.

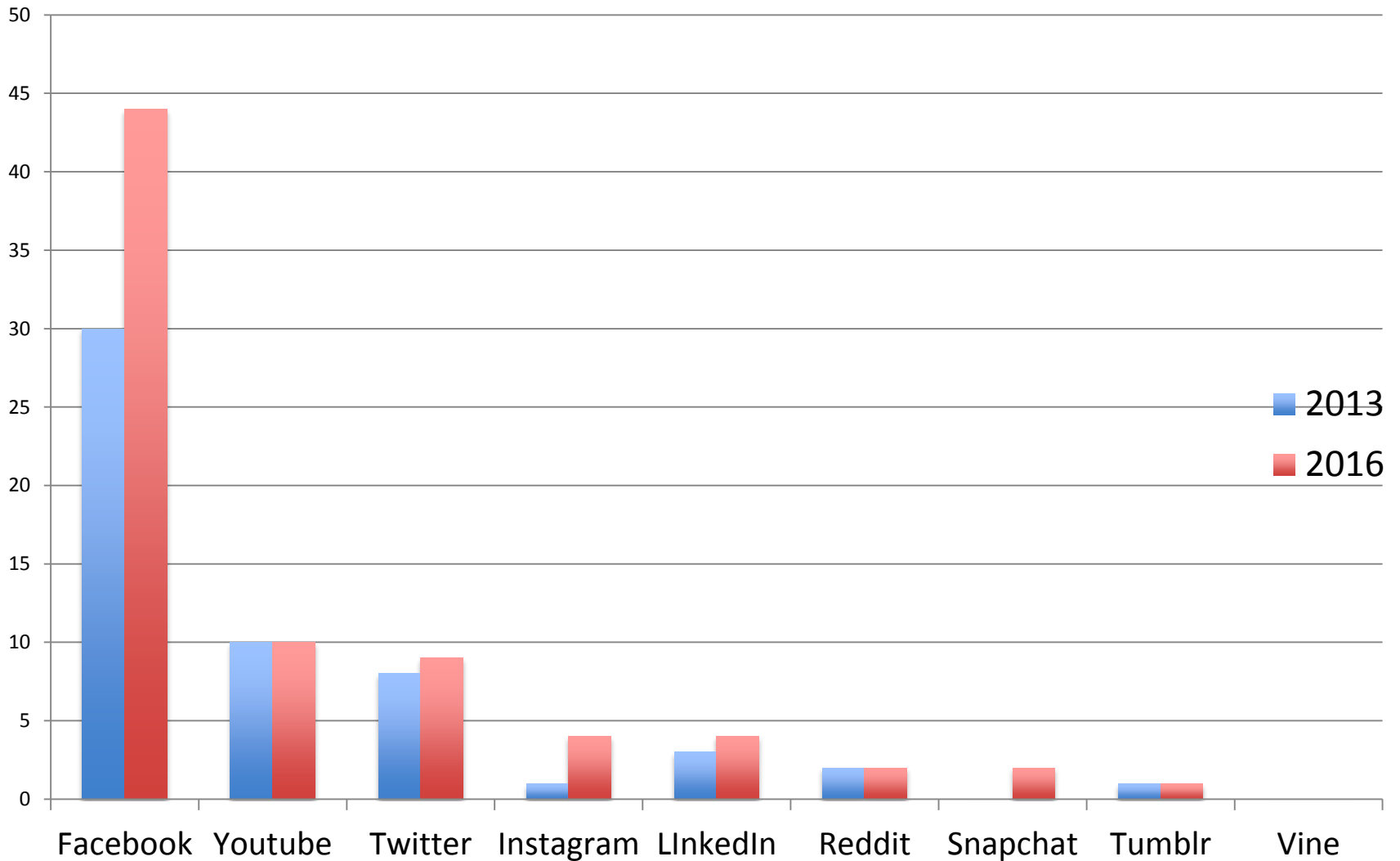
18% do so often.

2016 survey by Pew Research Center

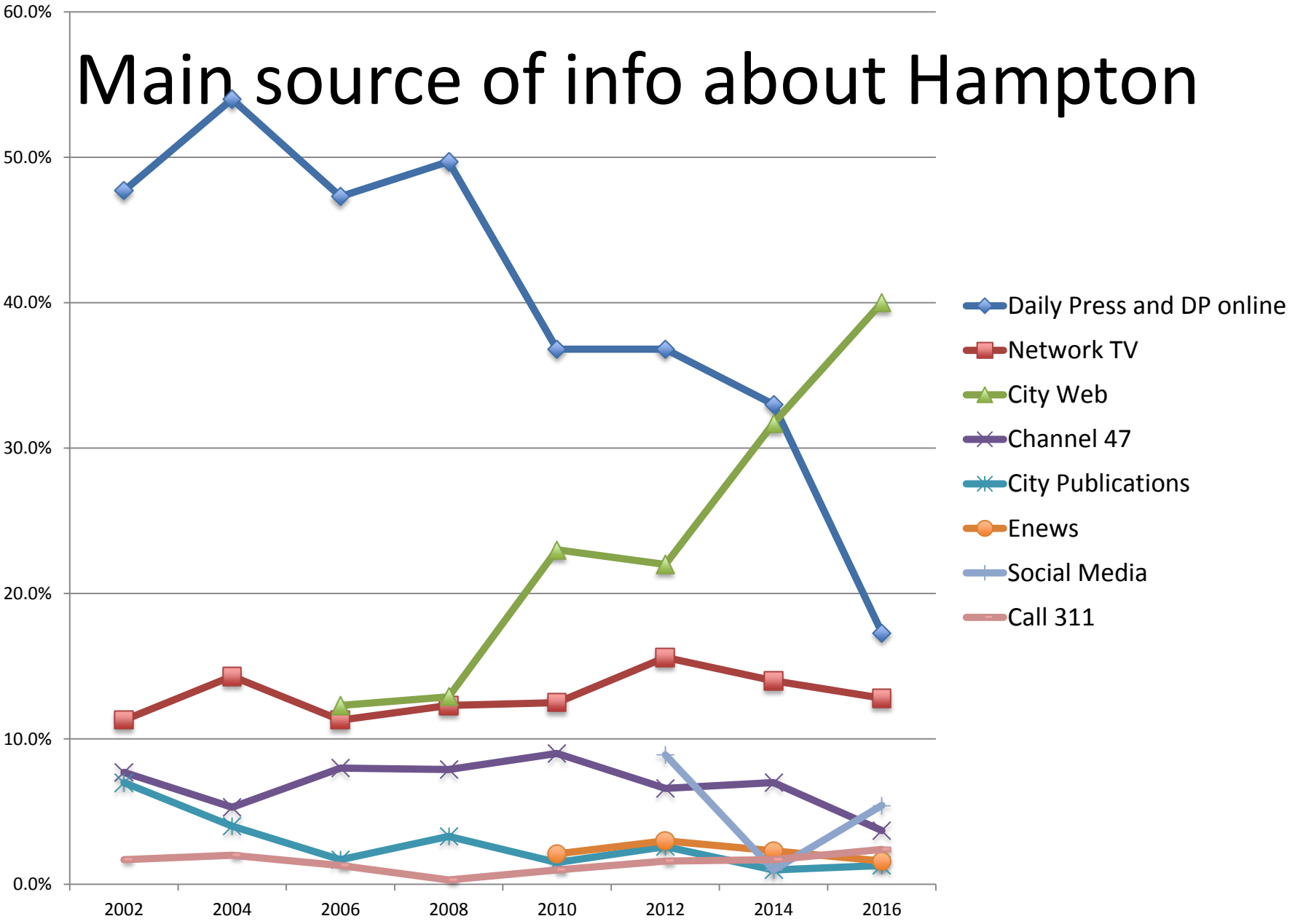
Where people get their news: Traditional vs. social media



Social media as source of news: Percent of adult population

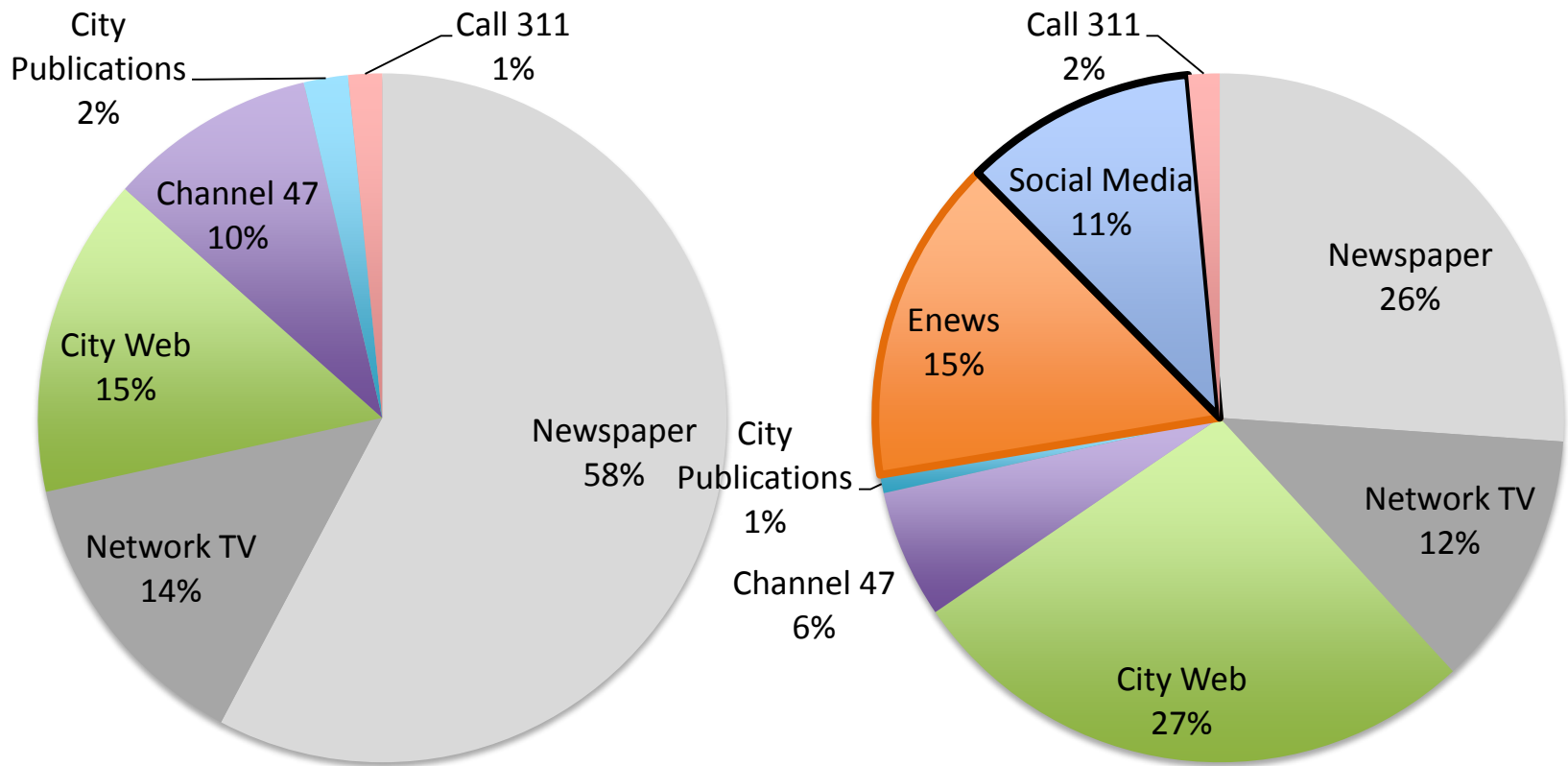


Main source of info about Hampton

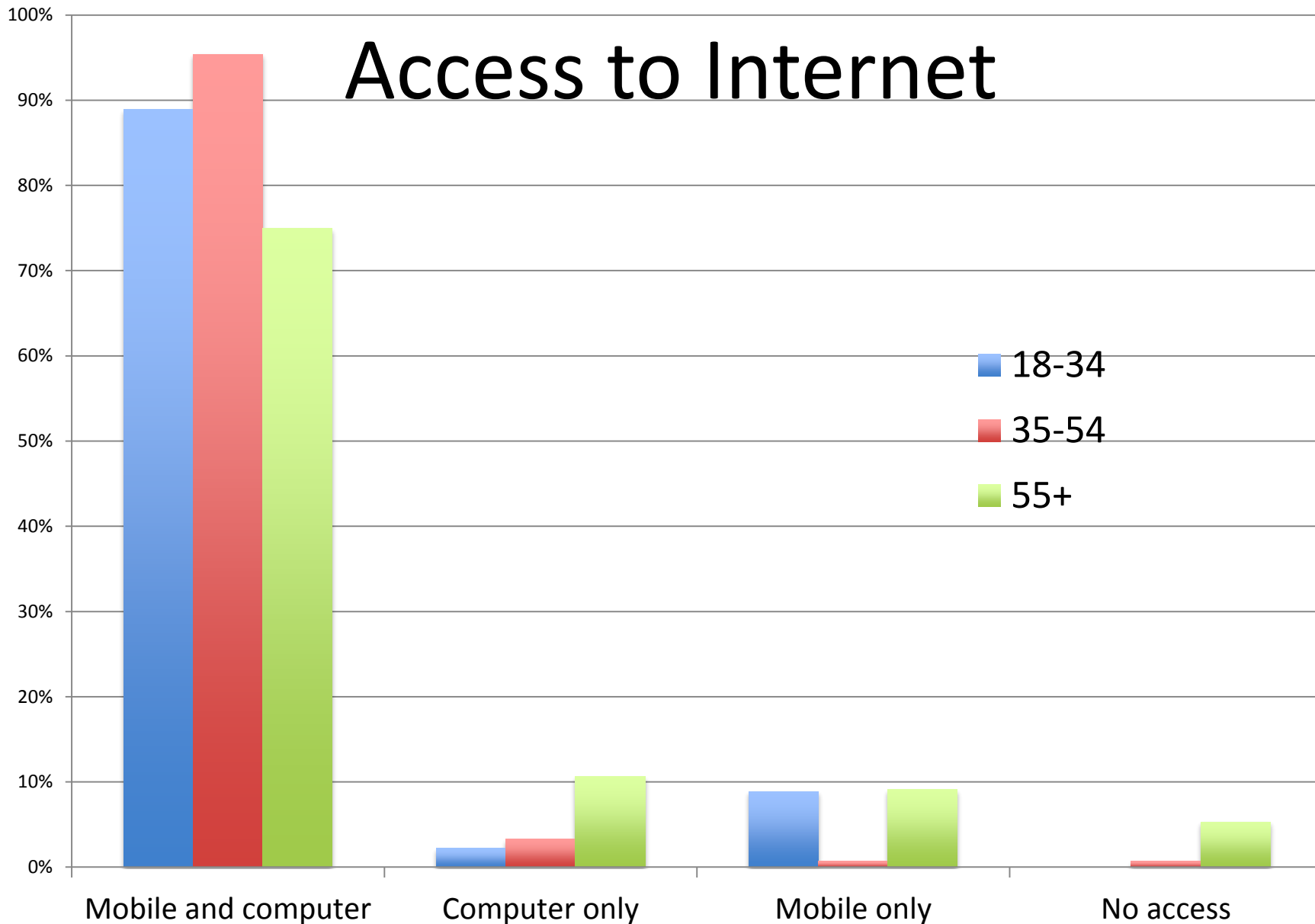


Source: Hampton citizen surveys

Main source of info about Hampton City government: 2006 vs. 2016



Access to Internet





Social media challenges



Who is (and isn't) in the conversation?



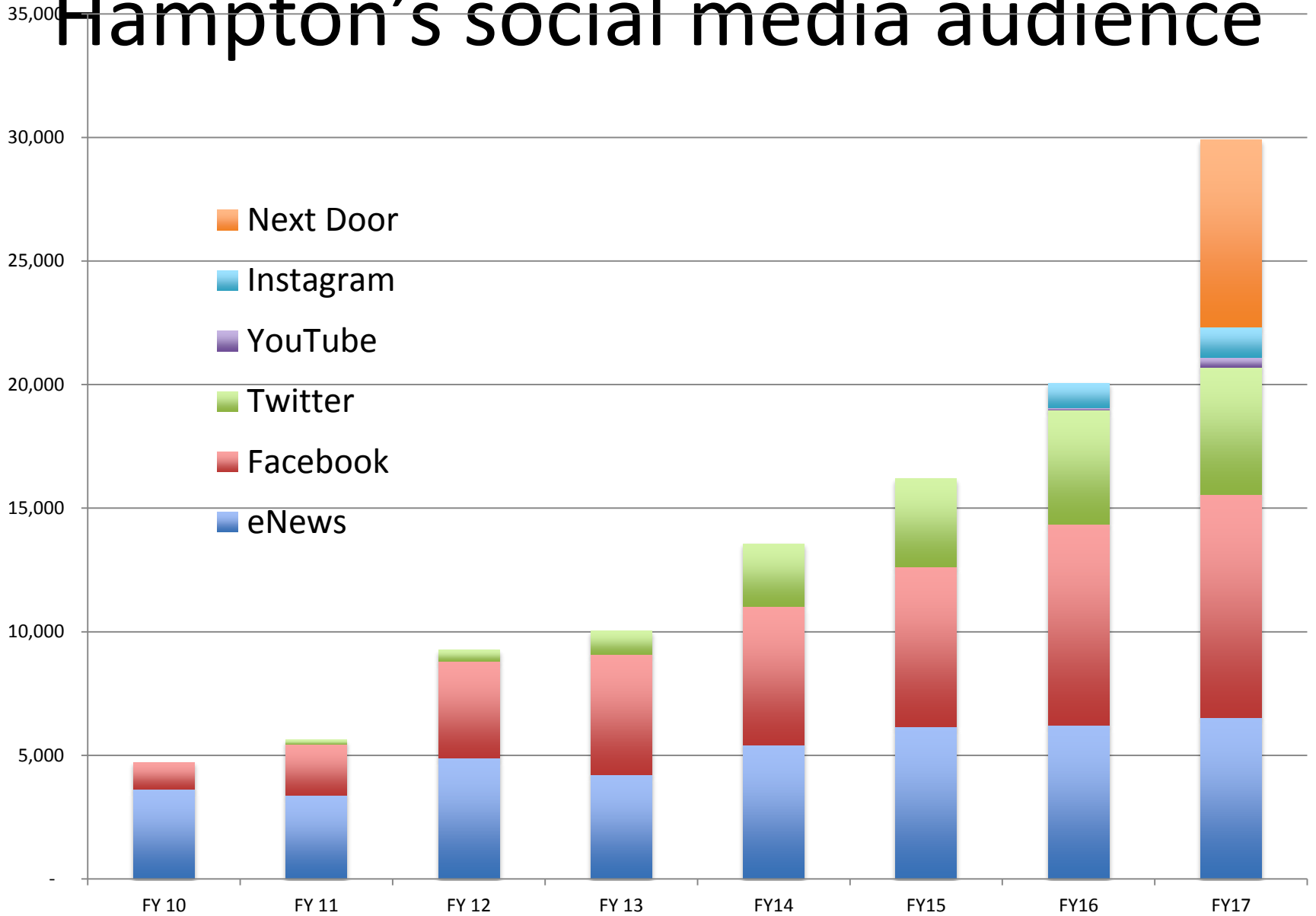
Of those who get news on at least one of the sites, a majority (64%) get news on just one – most commonly Facebook.

About a quarter (26%) get news on two of those sites.

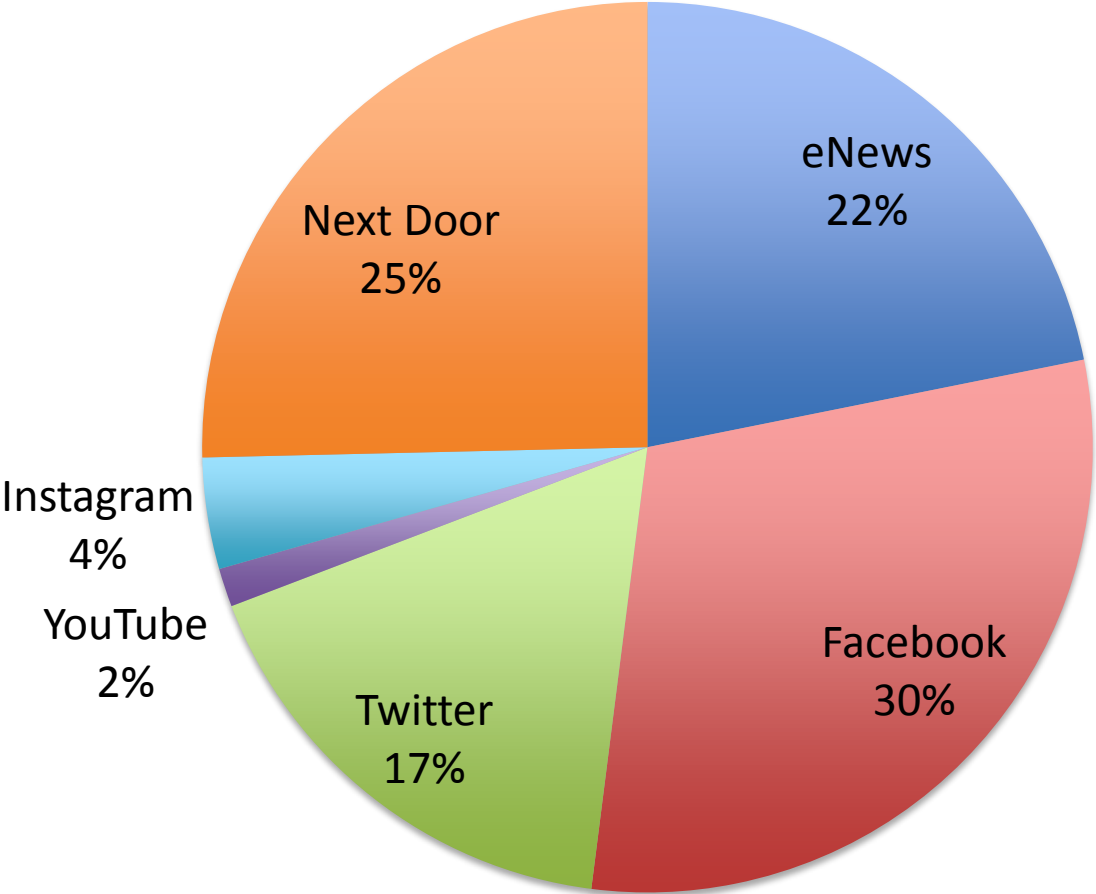
Just one-in-ten get news on three or more.

Pew Research

Hampton's social media audience



Current social media audience



Website

#1 source of information about city

2.5 million unique visitors FY16

4 million page views FY16

9,476 subscribers to alerts

One-way communication

Searchable

94% satisfaction



E-news

Two weekly emails

Emergency communications

Hampton news (Mondays)

Events (Thursdays - subscribers beyond city)

98.6% satisfaction



Twitter

FY16 stats:

- 288,631 impressions
- 5,986 engagements

In the first six months of FY17, we've had as much interaction as all of FY16

Heavily used by media

Evenly split male-female



Facebook

FY16 Hampton stats:

- 3.1 million impressions
- 1.4 million users
- 67% female

Hampton VA-Gov is a “Page”

Doesn't work like a person

Can't see newsfeeds, even of those who are fans of the page

Can't join groups

Even if “tagged,” can't always see post

Can't see comments on “shares”



YouTube

418 subscribers

FY16 stats:

- 55,095 views
- 369 videos added
- 174,595 minutes

Where are people watching us?

- Computer: 47%
- Phone: 37%
- Tablet: 11%
- TV/game console: 5.4%



Instagram

Fastest-growing social media platform

Most popular social media for news for ages 18-29

Most popular social media for news among people who aren't white

Visual medium

Hampton stats:

- 74% female
- 32% are ages 25-34
- 30% ages 30-44



Nextdoor

Local only; membership is by address only & verified

Members can see only their neighborhood and some limited nearby areas

Grants special access for city and police to post to any neighborhood or the whole city



Nextdoor

“As a city government agency Nextdoor user, it is highly frustrating to not be able to see what the community is talking about on Nextdoor. ...We can post announcements, but we can't see what people are talking about, what's important, and we can't weigh in on it ... you can only talk at people in the community, you can't listen.” – *California city user*



How to speak so we can hear you



If you have a point of view to express

- It's probably more complicated than a 140-character tweet, Facebook post or Instagram photo
- Take the time to send an email to council@hampton.gov
- You can better explain your views and you can get a response

If you have a quick question

- Twitter message us @cityofhampton
- Send a Facebook message to our page Hampton, VA-Gov (@HamptonVA); staff will respond as quickly as possible
- If you want to draw attention to something, or think your question is one lots of people want to see, post on our Facebook page Hampton, VA-Gov (@HamptonVA); staff will respond as quickly as possible

We can't hear if you

- Create or respond to posts on Next Door
- Post in Facebook groups (the city is a page and can't join)
- Post on your Facebook page and tag us
- Reply on a friend's Facebook post, even if you both are "fans/friends" of the city's page

If you don't see our posts

To view your News Feed preferences:

- Click in the top right corner of any Facebook page
- Select **News Feed Preferences**
- To adjust your News Feed preferences:
- Click **Prioritize who to see first** to make posts from people or Pages appear at the top of your News Feed.