Hello!

- Sama Reid
- Marketing & Communications Officer – LGA of SA
- Bachelor of Marketing and Communications,
- Advanced Certificate in Advertising & Graphic Design.
- She worked at the City of Port Adelaide Enfield for 17 years as the Publications Coordinator covering council, tourism & events marketing, communications & media management.
- While at the LGA, Sama has been responsible for coordinating the marketing, communications and social media for the LGAs marketing campaigns the most recent of which was the LG Elections.
Social media topics covered

- What are you doing with social media
- How’s your community using social media
- General tips and traps
- Specific tips and traps for Council Members
- Questions
Social Media

“Don’t be left in the dark”
What are you doing?
1. So how many people here have Watched a YouTube Video? Hands up

2. How many people have a Facebook account for:
   • Use with Family?
   • Use as Council Member/Candidate?

3. How many have a Twitter account and
   • Use as Council Member/Candidate?

4. How many have a LinkedIn account?

5. Any Other Social Media you’re into?
Online Branding

Do you like what they are saying about your brand?
your brand better...
People care more about how their social graph ranks products and services than how Google ranks them.
78% of consumers trust peer recommendations
• Facebook is great for networking with people you know, connecting to people you used to know, finding new friends, contacts and followers.

• *Twitter* is an online social networking service that enables users to send and read short 140-character messages called "tweets". Twitter is great for corporates, media, politicians.

• Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them.

• *Pinterest* is a web and mobile application company that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks (boards).

• *Hootsuite* is a social media management system for *brand management* created by *Ryan Holmes* in 2008. The system’s user interface takes the form of a *dashboard*, and supports social network integrations for

• *Tumblr* (stylized in its logo as *tumblr.)* is a *microblogging* platform and *social networking* website. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

• *Ning* is an online platform for people and organizations to create custom social networks.
Ning offers customers the ability to create a community website with a customized appearance and feel; feature sets such as photos, videos, forums and blogs; plus integration with other social media sites in the one dashboard so you can monitor, schedule and analyse all from the one application.
Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.
Aust. Stats

- Facebook 13m
- YouTube 12.5m
- Tumblr 4.8m
- LinkedIn 3.7m
- Twitter 2.5m
- Instagram 1.6m
Instagram & Pinterest
Hootesuite
General tips/traps?

1. Speed/Responsiveness/Workload/Monitoring
   [In 2011 Qantas launched a twitter promotion called Qantas Luxury offering Qantas pyjamas to the best tweets describing an ideal luxury inflight experience. The problem was that it came less than a fortnight after Alan Joyce had grounded the entire Qantas fleet for 3 days disrupting 100,000 passengers. Within two hours the promotion was being swamped by sarcastic and acid responses including someone whose response was that their idea of luxury was not missing their father’s funeral. Within 4 hours it was being reported in mainstream media as a disaster and within 6 hours someone had re-captioned the much parodied scene from the Hitler film “Downfall” to be Alan Joyce going berserk about whoever had approved the social media campaign. Don’t let anyone tell you social media is free or easy.]

2. Direct/Broadcast/Mainstream Media
   [Social media is more complex than other mediums as it can be direct, broadcast, interactive and as in the Qantas case it can generate mainstream media coverage. You have to understand the medium you are working with and all the possible variables]

3. Privacy/Bullying/Harassment/Discrimination
   [Normal laws apply and you can breach someone’s privacy, bully or harass or breach anti-discrimination laws on social media]

4. Intellectual Property/Copyright/trade practices
   [You can also breach intellectual property laws, copyright or trade]
practices requirements on social media]

5. **End User Licence Agreement**
   [This is the 64 page rules you click past when you first sign up for Facebook, Twitter or whatever product you are using. The key element to remember is that you don’t own it like you can own a web page, you are a user on their product working to their rules that they can change at any time]

6. **Defamation**
   [Just like in conversation on paper, radio or TV, you can defame someone on social media – unlike those other formats you provide an electronic form of your defamation which others can easily copied as evidence]

7. **Integrity/Respect**
   [And just like other mediums your judgement is on the line in how you use social media. Others will judge your integrity and respect based on how you use social media.]
Council tips/traps?

1. LG Act Part 3 Role of Members
   - [So your requirements under the Local Government Act don’t change and you must act honestly, with reasonable care and diligence, must not improperly use information for advantage, or improperly use your position for advantage]

2. Code of Conduct
   - [I won’t go through the code again as I know you heard from various people yesterday including the Ombudsman and the ICAC Commissioner, but it’s worth noting that a Councillor has already been cited for a breach of the code as a result of use of social media]

3. Criminal Law Consolidation Act/ICAC
   - [Again I won’t go through the fraud and corruption requirements but it would not be smart to seek or take a bribe via social media]

   - [You should not divulge confidential information using social media]

5. Council Policy
   - [You should abide by any Council policy regarding public statements or social media – keeping in mind that a breach of Council policy can be a breach of the Code of Conduct. You should make it as clear as possible in whatever social media you use that you are (unless a Mayor) representing your own view, not those of the Council.]

• [You should be careful not to do anything which might compromise Council safety or security
  – either by advising how to gain physical access to buildings or with any IT security passwords etc.
You should also be careful – not to imply you are providing emergency management advice to the community unless you are copying or retweeting current advice from Police, MFS/CFS or SES.
During the recent Sampson Flat bushfires as Councillor triggered a debate about whether there were enough or appropriate designated safe havens
– as the emergency event was not over the discussion bordered on information which members of the community who regard Councillors as people in authority or with privileged information might have misunderstood.
SA Councils have no role outside their own operations in providing such advice to the community and so you could be placing yourself at great risk by expressing your own views. Forwarding official information is of course something useful you can do.]

1. State Records Act
• [Lastly you should be mindful of requirements on Councils to manage official records appropriately. (reference circular on this)
You should advise your Council of any social media accounts you operate and liaise with Council’s records staff to ensure they are able to access your accounts for records storage purposes.
There are some smart tools which can be used such as a service called “backupify” and others to help.

Now most of these tips and traps apply to almost all forms of communication you use so they shouldn’t discourage you from using social media.

However you do need to remember and understand the technical side of each form of social media you use.

You will all have heard of people who accidentally push that innocent button on Facebook which sends a friendly “join me on Facebook” message to everyone in your contacts database which in turn exposes you to your employer and what you did at the pub on Friday night or worse.
“You can never go wrong by investing in communities and the human beings within them.”  Pam Moore (@pammktnut)
Learn more: great free resources

- **300 Awesome Free Things** – free online tools, resources & apps
- **Social media today** – online community for people that need to understand the latest in social media. [www.socialmediatoday.com](http://www.socialmediatoday.com)
- **Social media examiner** – online social media magazine, with great start up resources and tips. [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)
- **CommsgodigitalBlog** – a blog by a Senior Digital Adviser in Local Government in QLD. Great tips particularly for LG audience
- **Symphony 3 Blog** – a blog by an experienced digital agency that works with local government
  [www.symphony3.com/blog](http://www.symphony3.com/blog)
- **Mashable** – website dedicated to social media news
  [www.mashable.com/social-media](http://www.mashable.com/social-media)
Thanks!

Any questions?

Contact:
sama.reid@lga.sa.gov.au
08 8224 2029