Using Social Media for Public Awareness

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City of Louisburg
Public Works Director/City Engineer
What is Social Media

• A way to communicate using computers, smart phones and tablets and the internet

• Types of Social Media
  – Facebook
  – Twitter
  – Pinterest
  – YouTube
  – Blogs
Why Use Social Media?

- It’s Fast
- It’s Cheap
- It’s Easy
- It’s Effective
It’s Effective

Here is a look at how the number of active users on Facebook has grown:

<table>
<thead>
<tr>
<th>Active Users</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 million</td>
<td>End of 2004</td>
</tr>
<tr>
<td>5.5 million</td>
<td>End of 2005</td>
</tr>
<tr>
<td>12 million</td>
<td>End of 2006</td>
</tr>
<tr>
<td>20 million</td>
<td>April 2007</td>
</tr>
<tr>
<td>50 million</td>
<td>October 2007</td>
</tr>
<tr>
<td>100 million</td>
<td>August 2008</td>
</tr>
<tr>
<td>150 million</td>
<td>January 2009</td>
</tr>
<tr>
<td>175 million</td>
<td>February 2009</td>
</tr>
<tr>
<td>200 million</td>
<td>April 2009</td>
</tr>
<tr>
<td>250 million</td>
<td>July 2009</td>
</tr>
<tr>
<td>300 million</td>
<td>September 2009</td>
</tr>
<tr>
<td>350 million</td>
<td>End of 2009</td>
</tr>
<tr>
<td>400 million</td>
<td>February 2010</td>
</tr>
<tr>
<td>500 million</td>
<td>July 2010</td>
</tr>
<tr>
<td>608 million</td>
<td>End of 2010</td>
</tr>
<tr>
<td>750 million</td>
<td>July 2011</td>
</tr>
<tr>
<td>800 million</td>
<td>September 2011</td>
</tr>
<tr>
<td>845 million</td>
<td>End of 2011</td>
</tr>
<tr>
<td>901 million</td>
<td>March 2012</td>
</tr>
<tr>
<td>955 million</td>
<td>June 2012</td>
</tr>
<tr>
<td>1.01 billion</td>
<td>September 2012</td>
</tr>
<tr>
<td>1.06 billion</td>
<td>December 2012</td>
</tr>
<tr>
<td>1.11 billion</td>
<td>March 2013</td>
</tr>
</tbody>
</table>

Source: Facebook Inc.
Consider a few facts from a new survey from Allstate and the National Journal (2012)

- 64% of U.S. adults are active on social media
- 79% of social media users are likely to seek the opinions of others before buying goods or services, and 64% of them have changed their minds because of those opinions
- 59% of social media users say a company’s social media activities make the company appear “accessible and responsive”
- 64% of social media users want to see companies use social media for customer service.
• One other plus of social media – people will do whatever it takes to stay connected to social media, especially in an emergency.
• Power may be out but people will still use their phones to text, email, and check Facebook
• Many use their car to keep their phone charged.
Type of Page

- Energy/Utility
- Government Organization
Facebook Account

- Use Existing Account
- Create a New Business Account
New Business Account

Create a New Business Account

I already have a Facebook account

Email: anytowngascompany@gmail.com

New Password: ********

Date of Birth:
Month: [ ] Day: [ ] Year: [ ]

Please enter your own date of birth. Why is this required?

Security Check:
Enter both words below, separated by a space.
Can't read the words below? Try different words or an audio captcha.

Text in the box:

What's this?

I have read and agree to the Terms of Use and Privacy Policy

Sign Up Now!

Problems signing up? Check out our help pages
Confirm Your Email Address

Thanks for signing up on Facebook! We just sent you a confirmation email to anytowingascompany@gmail.com.

Please note that your sign up will not be complete until you click the link in that email.

Click on the confirmation link in the email to complete your sign up.

Go to Gmail now
Set Up Anytown Gas Company

1 About
2 Profile Picture
3 Add to Favorites
4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

Website (ex: your website, Twitter or Yelp links) Add Another Site

Is Anytown Gas Company a real organization, school or government? Yes No

This will help people find this organization, school or government more easily on Facebook.

Visit Help Center

Save Info
Add Profile Picture/Cover
811 - Know what's below. Call before you dig.
Anytown Gas Company

NATURAL GAS TIP:
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.

If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112)
If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.
Status Options
Status Options

- Pin to Top
- Change Date
- Highlight
- Hide from Page
- Delete
- Embed Post

NATURAL GAS TIP:
Your nose knows the distinct odor of natural gas is odorless, an odorant has been added you can detect a gas leak. If you smell gas, immediately call the Anytown Gas Company (785-111-1111) or oncall (785-111-1111). If you smell gas in your home DO NOT use your neighbor’s house or use your cell phone in the home.

Call before you dig.
Pinned posts are Page posts that admins have chosen to display prominently at the top of their Page. A pinned post always appears in the top of a Page's timeline and has a flag in its top-right corner. A post a Page admin pins to the top of their Page will remain there for 7 days. After that, it will return to the date it was posted on the Page’s timeline.

Posts from people who like a Page are not eligible to be pinned posts. Page admins can only pin posts created by the Page.
Pinned Post

Anytown Gas Company

Community Page

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About

811 Knows Ct

Photos

Likes

Status Photo / Video Event, Milestone

Write something...

Anytown Gas Company changed their cover photo.

September 13

Call before you dig.

NATURAL GAS TIP:
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.

If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112)

If you smell gas in your home DO NOT use the home phone, go to your neighbor’s house or use your cell phone outside of your home.

Like Comment Share

Ritelwburg Censide likes this.

Write a comment...
Highlighted Posts let users amplify their status updates by expanding them to widescreen.

Highlighted Posts will always appear on users’ timelines, while other posts will become hidden over time.

Highlighted Posts are free for all users and Pages.

A user or page admin can highlight any kind of post on their own Page including status updates, photos, offers, videos and questions.

Users can un-highlight a post at any time, and the post will revert back to its normal size.
NATURAL GAS TIP - 
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak. 
If you smell gas, immediately call the Anytown Gas Company 
DAY (785-111-1111) OR NIGHT (785-111-1112) 
If you smell gas in your home DO NOT use the home phone, go to your neighbor’s house or use your cell phone outside of your home.

Ritalousburg Cassida likes this.

Write a comment...

Ritalousburg Cassida Great Tip! 
Like · Reply · September 13 at 10:29am
Deleting a Post
How to Like a Page

[Image of a Facebook page for Anytown Gas Company with a Like button highlighted]
How to Like a Status
How to Comment

Step 1: Write a comment
- Open the Facebook page of the company.
- Scroll to the post or status update you want to comment on.
- Click on the 'Comment' button.
- Type your comment in the text box that appears.
- Click 'Post'.

Example Comment:
Great Tip!!!
How to Share

NATURAL GAS TIP - Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak. If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1121)

If you smell gas in your home DO NOT use the home phone, go to your neighbor’s house or use your cell phone outside of your home.

Share

Great Tip!!!
Admin Panel

- Show or Hide
City of Louisburg Facebook

- Started November 30, 2009
- Used to Post a Variety of Items
  - City Events
  - City Projects
  - Job Openings
  - Utility Work
  - Other Public Notices
- First Natural Gas Post August 20, 2010
- Currently 1306 Likes
- Louisburg Population: 4,300
- www.facebook.com/LouisburgKS
Examples of Natural Gas Posts

- **NATURAL GAS TIP**
  - Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
  - If you smell gas, immediately call the City of Louisburg Gas Department DAY (837-5371) OR NIGHT (837-5373)
  - If you smell gas in your home DO NOT use the home phone, go to your neighbor’s house or use your cell phone outside of your home.

- **NATURAL GAS TIP**
  - IF YOU SMELL GAS CALL FAST!! AN EMPLOYEE IS ON CALL 24 HOURS A DAY. DAY(837-5371) OR NIGHT(837-5373)
  - HOW TO RECOGNIZE A LEAK
  - * SIGHT—A dense fog, mist, or white cloud, bubbling in water and creeks, or discolored vegetation
  - * SMELL—A distinctive gas odorant
  - * SOUND—Whistling, hissing or roaring noise.

- **DIG SAFELY!!!!**
  - For Your Safety and the Safety of Others
  - CALL BEFORE YOU DIG!!
  - Don’t take a chance with your life or someone else’s, you never know what is under the ground!
  - Call KANSAS ONE CALL at 1-800-DIG SAFE (1-800-344-7233) or call 8-1-1
  - OR visit them on the web at WWW.KANSASONECALL.COM
City of Louisburg Facebook

- No Info on Views of Natural Gas Posts until August 2011

<table>
<thead>
<tr>
<th>Date</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2011</td>
<td>260</td>
</tr>
<tr>
<td>December 2011</td>
<td>190</td>
</tr>
<tr>
<td>April 2012</td>
<td>255</td>
</tr>
<tr>
<td>August 2012</td>
<td>456</td>
</tr>
<tr>
<td>December 2012</td>
<td>403</td>
</tr>
<tr>
<td>April 2013</td>
<td>142</td>
</tr>
<tr>
<td>August 2013</td>
<td>488</td>
</tr>
</tbody>
</table>
Actual Results on Facebook
Questions
• Rita Cassida
• 913-837-5371
• cassida@mokancomm.net