

McKINNEY Social Media

Inside the McKinney social media strategy and practices



CHOOSE HOW YOU *Stay Connected*

The City of McKinney keeps you in the loop with city news, events, updates and notifications delivered the way you want it.



LEARN. SHARE. **CONNECT.**

WEBSITE • WEEKLY E-NEWSLETTERS • NOTIFY ME
FACEBOOK • TWITTER • YOUTUBE • NEXTDOOR • MCKINNEY TV

www.McKinneyTexas.org/SocialMedia

Learn. Share. Connect.

Check out all the exciting ways you can stay engaged and connected with the city that is Unique by nature.



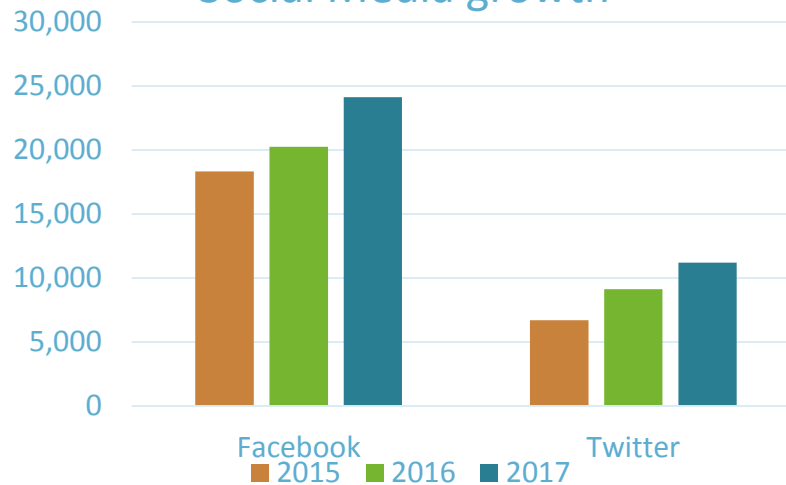
Why social media

- As social media soars in popularity, it becomes increasingly more important for local government to take advantage of the free platforms to better engage with citizens and other target audiences.
 - Facebook (24,265 likes)
 - Twitter (11,147 followers)
 - Nextdoor (26,749 members)
 - YouTube (931 subscribers)
 - Email (52,000)
 - Peak Democracy

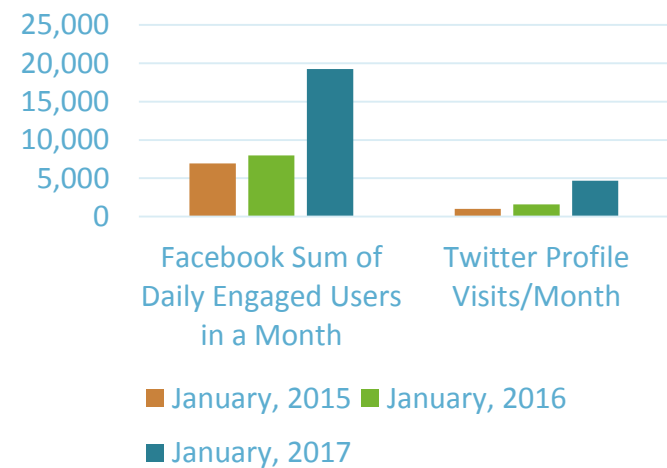


Then and now

Social Media growth



Engagement growth



What's the difference?

Facebook

- Connect on interests & have conversations
- Share reviews, photos, articles, and videos
- Demographic: 70% Women, Largest age group 35-44 (23%) | Half McKinney

Content:

- Event promotion, feel good stories, announcements
- Cross-promotion with city partners

Twitter

- Quick information, trending topics, happening now
- Media driven
- Demographic: 61% Women, Interests being business, politics and comedy

Content:

- #SeeMcKinneyWithMe, retweets
- Press releases, notices, reminders



What's the difference?

Nextdoor

- Private social network for your neighborhood community
- Easily targeted

Content:

- Press releases
- Mosquito spraying, Water Service Line replacement, Virginia Pkwy

E-Newsletter

- Weekly community E-newsletter

Content:

- Recent news, upcoming events, surveys
- “Catch all” for McKinney information

- Monthly “HOA E-Newsletter”

Content:

- Monthly/Seasonal topics (FOG, HHW, Alarm permits, etc.)
- McKinney Resident focused



What's the difference?

McKinney TV

- City owned and operated television station and production team

Content:

- City Council meetings and work sessions
- Planning & Zoning meetings
- McKinney EDC/CDC meetings

*All videos on YouTube are created by McKinney TV team

YouTube*

- Owned by Google, video views can influence google search engine results

Content:

- Mayor's Minute
- Informational videos (Airport finances, city budget, golf cart safety etc.)
- Promotional videos for city-operated functions and events (RWB, Oktoberfest, etc.)



Home base: the city website

- **January 1 – December 31, 2016:**
 - Total: 1,438,922 sessions, 3,574,240 page views
 - Monthly average: 119,910 sessions, 297,853 page views
- **July 1 – December 31, 2016** (new websites went live July 8)
 - Total: 922,620 sessions, 2,164,471 page views
 - Monthly average: 153,770 sessions, 360,745 page views
- **Oktoberfest**
 - Weeks leading up to Oktoberfest were 3-6,000 sessions per day.
 - Sept. 22 was 8,067, Sept. 23 was 12,495 and Sept. 24 was 13,288.



Home base: the city website

- The difference?
 - Permanent home for information. Doesn't get lost in the time line like Twitter, Facebook, or Nextdoor
 - Unlimited room for information and detail
 - Traffic boosts google search results
 - Easy to share content on other platforms and link back to



Peak Democracy

- Goal is to increase transparency and engage residents on topics of budget, council priorities, city projects, development and even rumors
 - Priority List
 - Polls
 - Annotations
- Lives on the website
- Water Cooler Chat forum
- Various engagement exercises
 - Area plan portal
 - Budget



Objectives

- Provide opportunities for direct interaction with city administration and residents.
- Provide up-to-date city news
- Communicate city goals and accomplishments.
- Enhance community awareness.
- Manage communications daily and in times of crisis an accurate, expedient and professional manner.
- Highlight the unique nature of McKinney and promote community pride
- Coordinate, track, and maximize media relations at a local, regional and national level.
- Work with partners to raise McKinney's visibility and profile target markets through specific social media platforms.



Guidelines

- Provide residents and other users with the most up-to-date city news, and when it comes to events and fundraisers, they must be categorized as something partnered with the city or funded, operated, managed, etc., by the city.
- City news may also include stories of McKinney residents or employees who have achieved a great success, made a difference in our community, gone above-and-beyond the call of duty, or brought a smile to another person that day.



Community Partnerships

We have the objective to provide residents and other users with the most up-to-date city news, including events and fundraisers.

- We work with community partners to be in more places at once.
 - McKinney Fire attended the Veteran's Day
 - Communications attended the Gold Star Memorial ground breaking
 - Communications attended the Apex Centre ribbon cutting
 - MEDC attended the Service First Mortgage ribbon cutting
- Good stewardship of tax payers dollars



Guidelines continued

- Since each social media platform has varied demographics and audiences, not all content may be shared on all platforms in the same manner, if at all. Posts should add value to the specific platform for the benefit of strengthening the city's whole communications strategy.
- The voice on each platform will ultimately be different based on the goals we have defined, audiences we intend to reach, and demands or trends of the platform. The voice used on each platform should embody all of the previously stated in order to strengthen our brand presence online.



Core Values

- Show respect – Listen carefully, respond timely, and share helpful information.
- Be Reliable – Be available to answer questions and deal with problems.
- Add Depth – Converse when we have something beneficial to add. Share content that provides opportunities for residents to get involved.
- Build Community – Respond to comments by liking, retweeting, or replying. Share stories that show the unique nature of McKinney and promote community pride.



Brand Voice

- Voice - How we express our message.
 - Human.
 - Fun but not silly, confident but not cocky, informal but not sloppy, helpful but not overbearing, expert but not bossy, conservative but not old-fashioned.
- Tone - How we use our voice in different situations.
 - Personal as if we are speaking one-on-one.
 - Respectful by not allowing irritation to slip into our writing.
 - Fun by allowing humor to be used when appropriate and staying light hearted and kind.



Post: Join the McKinney Police Dept. today from 9-11 a.m. for Coffee with the Cops!

Complainant response: LOL those cops don't want to be there, nor do they care about what you have to say. This is cute though.

City Government: Hi NAME, we had a great time today at the café visiting with everyone. Hopefully next time you can join us. You mentioned last week you see the officers frequently in downtown. Feel free to stop and say hello anytime.



We respond to comments to live out our core values.

- Show respect by acknowledging the comment, delivering the message with patience and not being irritable in return.
- Be reliable by revealing we remember the commenter from previous experiences.
*We are human!
- Add depth and build community by inviting to get involved.
- Our voice was human and friendly with a tone that encouraged conversation and stayed lighthearted.



Post: Apex Centre group class schedule is now available online.

Complainant Comment: Any chance you will add more weight and high cardio classes? Also do you have details on your instructors listed somewhere?

City Government: Thanks for the comment. Great ideas! We will definitely forward your suggestions to the Apex Centre team.
Also, if you'd like to speak to an Apex staff member, here is their number: 972-547-APEX (2739)



We respond to comments to live out our core values.

- Show respect by acknowledging the comment
- Be reliable by letting the commenter know we are forwarding their message to the dept.



Post: (Photo) Splash pad at Dr. Mack Hill Park

Complainant Comment: Does it have a bathroom? Nope, that's why we don't go there. Small children and Nana's need them.

Complainant Comment #2: Deal Breaker. It's a shame.

Complainant Comment #3: Exactly...

City Government: There are plenty of parks to choose from in McKinney, including Al Ruschhaupt Soccer complex and Finch Park which both have splash pads and restroom facilities.

We hope you and your family will get outdoors, play and enjoy the beautiful scenery in McKinney!

[LINK to parks page]



We respond to comments to live out our core values.

- Show respect by acknowledging the comment
- Be reliable by being available to deal with the problem. This resident wants to enjoy the splash pads but may not realize they have other options!
- Add depth by informing the residents of more available parks and the resources to find them (i.e. the website).
- Build community by inviting all the commenters to explore our parks

