



Social Media For Elected Officials

Everything from creating your new page, to Do's and Don'ts and having a social media comment policy.

Jen Crownover

Comal County Commissioner, Precinct 4

Steps to create your page



1. Facebook.com

Facebook.com/pages/create

NOTE: You do NOT need to create a separate account and login. One account, multiple pages.

3. Click Create a page

Your new page will allow you to enter your email, phone number, website, city or town, hours available.

Click NEXT.

2. Enter a page name

This is your office page where you'll also include a short bio and category.

>Government Official

Ex: Jen Crownover, Commissioner Pct 4

When creating a campaign page, select Political Candidate category.

Ex: Jen Crownover FOR Commissioner Pct. 4

4. Personalize it

Add your photo, your bio and a cover photo. You can even add an "action" button like "send a message".

5. Build your audience and then Click DONE

Invite your friends to like your page to start building an audience.

Then click DONE and your page is ready to go.

Remember:

Just one login can control all of your accounts—personal, campaign, office, and any other pages you have.

Keep it simple!

Define how your page will be used.

Keep your *personal*, *campaign* and *professional* pages *separate*.

Use this account, your professional or office account, to share information about your official duties with your constituents. Share your knowledge and provide information that matters to your audience.

Create a digital space that focuses on informed, positive engagement.

Reference: *Clark v. Kohlkorst*





Here are some DO's!

DO behave in a respectful manner in all social media interactions, just as you would in person.

DO!

1. Post consistently

You decide how often that should be. Once a day? Three times a week? That's up to you but don't let your page stay stagnant. Your constituents will look elsewhere for information.

Take advantage of scheduling tools like the "Meta Business Suite" to schedule posts in advance.

3. Show your personality

Ex: While working on budget, my grandson visited my office. I shared a picture of me with him on my desk while working. Raising the next generation of public servants. Humanize your political office.

2. Use your page as a tool.

Share information about road closures, emergency notifications, special events and any information that impacts the lives of your audience. You should also share news stories, important updates, sign-up links, and helpful information about your legislators.

4. Implement a Social Media Comment Policy

This is where you establish clear guidelines for commenters and moderators.

Ex: "We reserve the right to delete inappropriate comments." However, you must publicly post what categories of prohibited speech are subject to deletion.

5. Interact with people who have commented or asked a question

Respond to what someone else has posted. It can be as simple as saying thanks, answering a question, giving a thumbs up or making a respectful remark with the objective being a productive and positive conversation.





DO PROOFREAD BEFORE POSTING!

Read it over carefully making sure there aren't any typos, missing words, etc.

Also, make sure you're comfortable enough with your post, *that it could be on the front page of the local newspaper* with no problems.



36 comments 31 shares

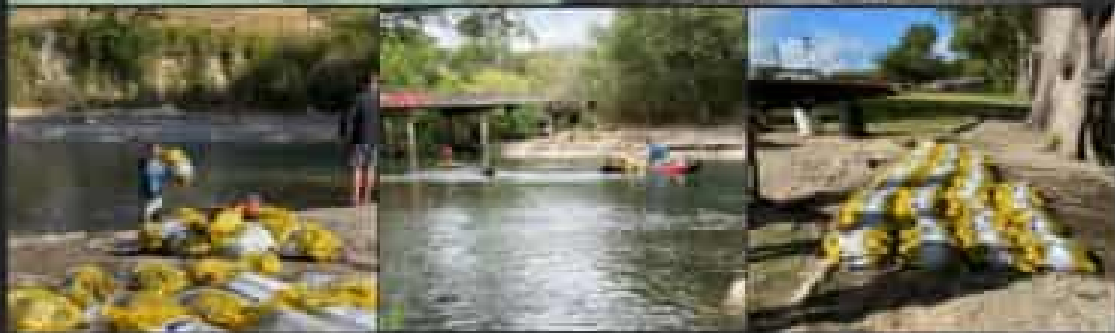
thx for keeping us in the loop! - Greg J.



Jen Crownever, Coral County Commissioner Pct 4

1h · 🌐

A lot of folks wonder what all WORD actually does in our County. Without them, managing the tourism would be nearly impossible! WORD is a very crucial part of what makes tourism in Coral County as smooth and successful as possible. ... See more

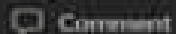


WORD of Coral County
6h · 🌐

The August SCUBA clean-up was a success. We appreciate everyone involved! Our contractor picked up a total of 74 FULL mesh bags. 🌊

Leah Little Garcia, Renee Sopchak Couch and 5 others

1 share



Post about:

- Work happening in your area
- Give kudos to hardworking staff
- Utilize opportunities to educate folks about lesser-known entities in the community
- Tag other entities for greater reach



**Show off project progress!
Praise your employees.**

Post what you're up to

BUT be smart with the semantics.

I got to speak at the XYZ
Rotary Club meeting today.

vs.

Thank you to the XYZ Rotary
Club for inviting me to present
updates about the exciting
projects our County is working
on to better serve YOU!
It was great discussion and
fellowship.

Gratefulness vs bragging



Food for thought:

We have many local partners, agencies, and non-profits. Share their posts and they'll probably share yours, too. If shared posts are updated, yours will automatically be updated as well.

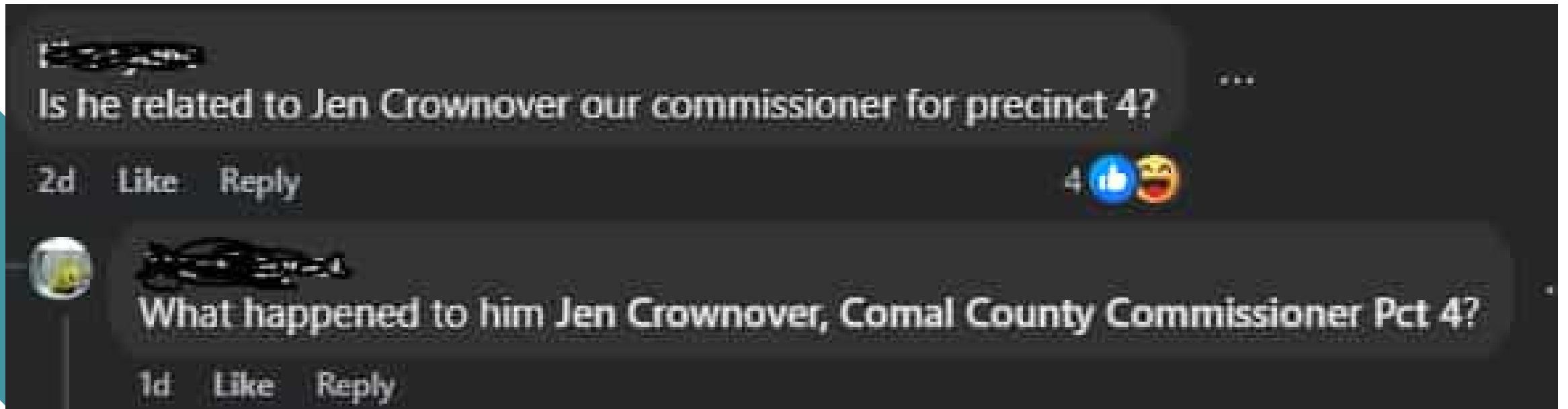
The point of social media is to share credible information.





Here are some **DON'Ts!**

Don't feed the trolls.



Trolls generally come in different varieties:

- **Political**
- **Petty**
- **Personal**

Just DON'T

Engage in back-and-forth arguments

Social trolls aren't really interested in a fair or reasonable response. Stay calm, and if a response is merited, respond with professionalism. Keep in mind that some negative comments come from a place of misinformation. When you respond just stick to the facts, correct misinformation and avoid excessive engagement.

Sometimes, no response is even needed.

Your allies will usually stand with you. This is when an audience that is engaged is important.

Delete or Block opposing opinions just because

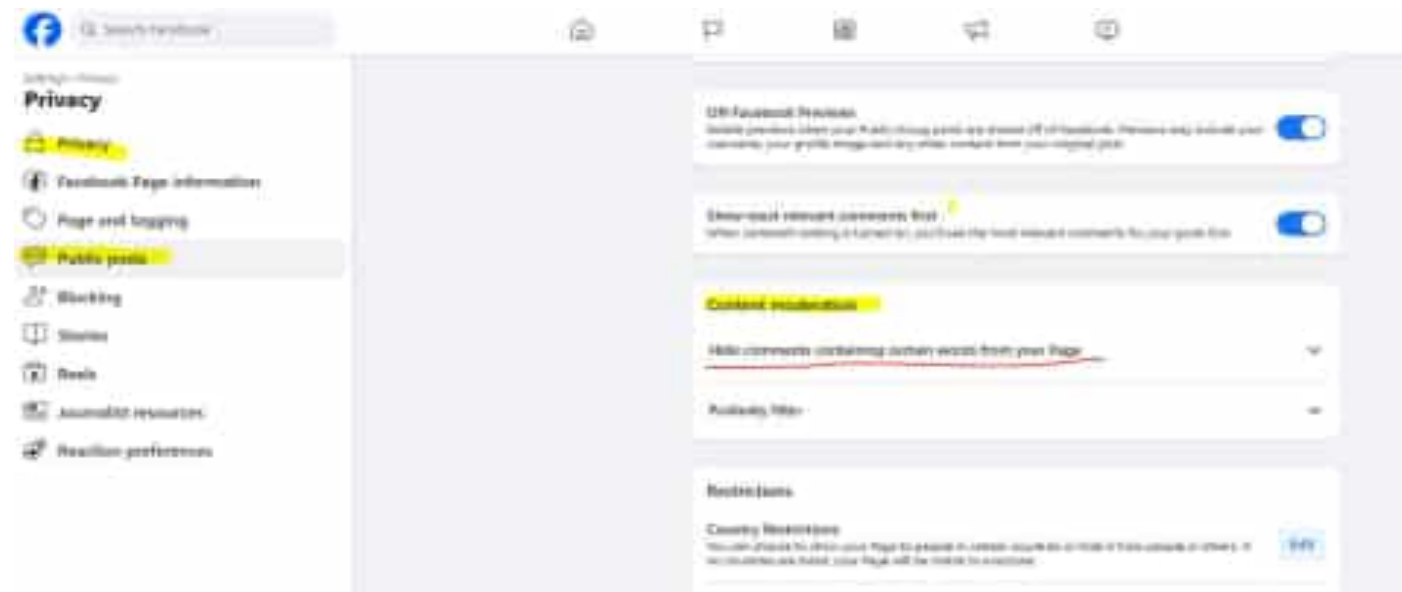
Not everyone is going to agree with you. If a constituent shares an opposing view, respectfully, just leave it alone. Only delete if the comment goes against your posted social media comment policy.

Let the public know you respect an opposing opinion and embrace the chance to ask questions.

DO NOT let comment deletion become the norm for your page.

Privacy setting for public posts

1. Settings
2. Privacy
3. Public Posts
4. Scroll down to Content Moderation
5. Hide comments containing certain words



Best Practices

Always use pictures

Visual content, like photos, video and infographics grab attention and lead to engagement.

Proofread!

Be relatable and use language that's easy to understand.

Review insights and data

Know your audience and when they are online. Use tools such as “insights” to see what days, times and posts got the most engagement on your page.

Respond to messages

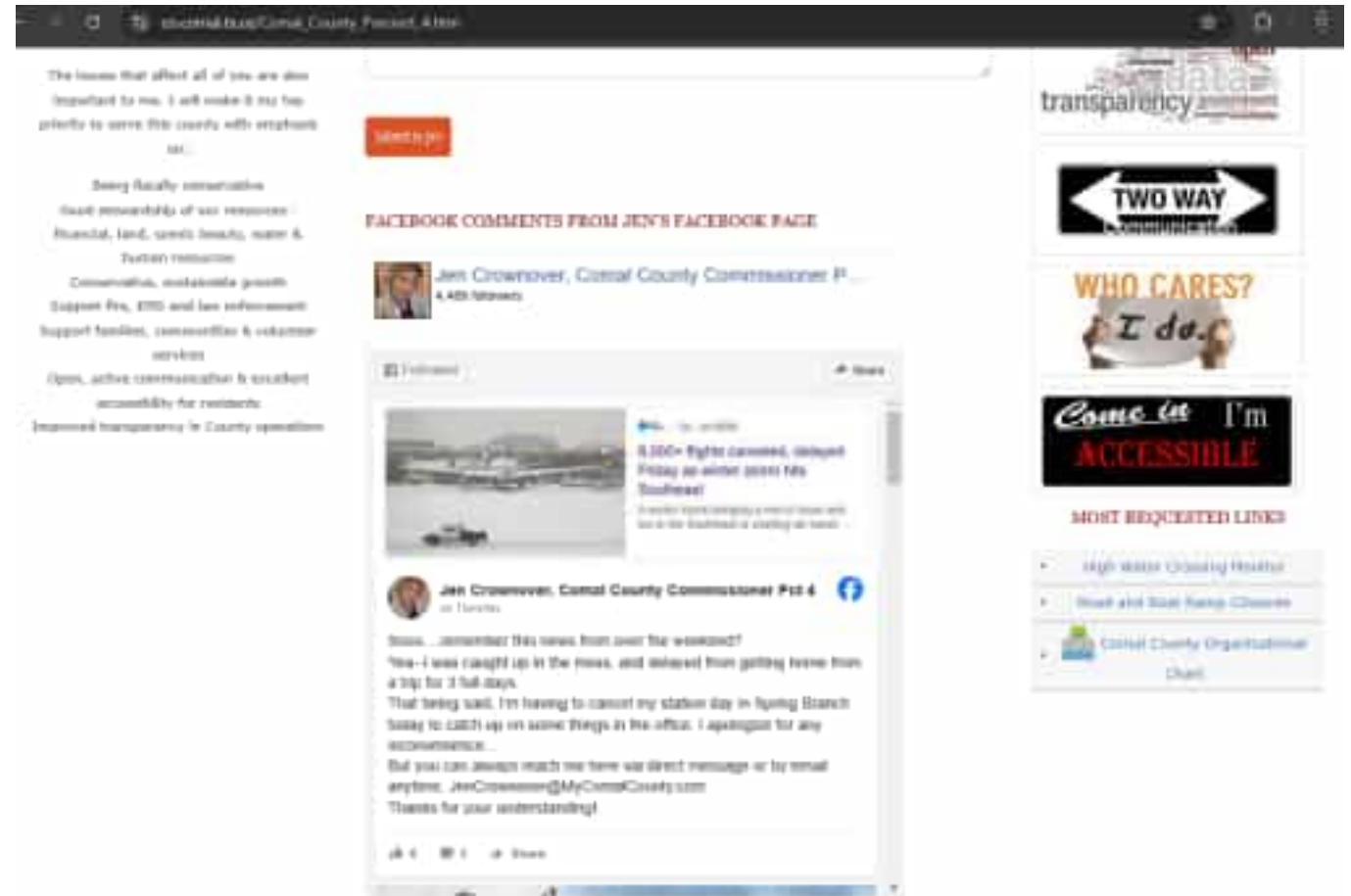
Be sure to respond in a timely manner. This lets constituents know you are interested in the community and take your responsibility seriously.

KEEP THEM SEPARATE!

Create a separate page for your *personal life*, your *campaign/reelection*, and your *office page*. Keep them in separate lanes, doing separate jobs.

More Best Practices

Pipe your Facebook feed onto your County website, so that constituents without social media can still see your up-to-the-minute updates.



- Home
- Messages
- Metrics
- Invite Residents
- Events
- Agency
 - Neighborhoods
 - Directory
 - Add Staff Members
- Help
 - Resource Hub
 - Settings
 - Help Center
- Help - Guidelines - Legal - Privacy
- About - Jobs - News - Blog
- © 2022 Nextdoor

Search Nextdoor

Viewing posts from your agency Filter

Carroll County Commissioner Precinct 4
County Commissioner Precinct 4 (en Commissioner • 17 Aug)

With the current drought, and emergency declaration (because of the dry conditions) it might be a good time to make sure your cell phone is registered to your residence (regardless of billing address/etc) for emergency notifications. Go to our Emergency Management page (<https://www.co.carroll.tx.us/EMC.htm>) and enroll in the Regional Emergency Alert Network. You can also register on behalf of relatives in their respective homes, too. Then, in the case of an emergency (Gas leak, a fire, an alert will be sent...very similar to Amber Alerts). For questions, please contact our Emergency Management Coordinator (info on the link).



Emergency Management | Carroll County
CarrollCountyTX.us

Posted to Subscribers of Carroll County Commissioner Precinct 4

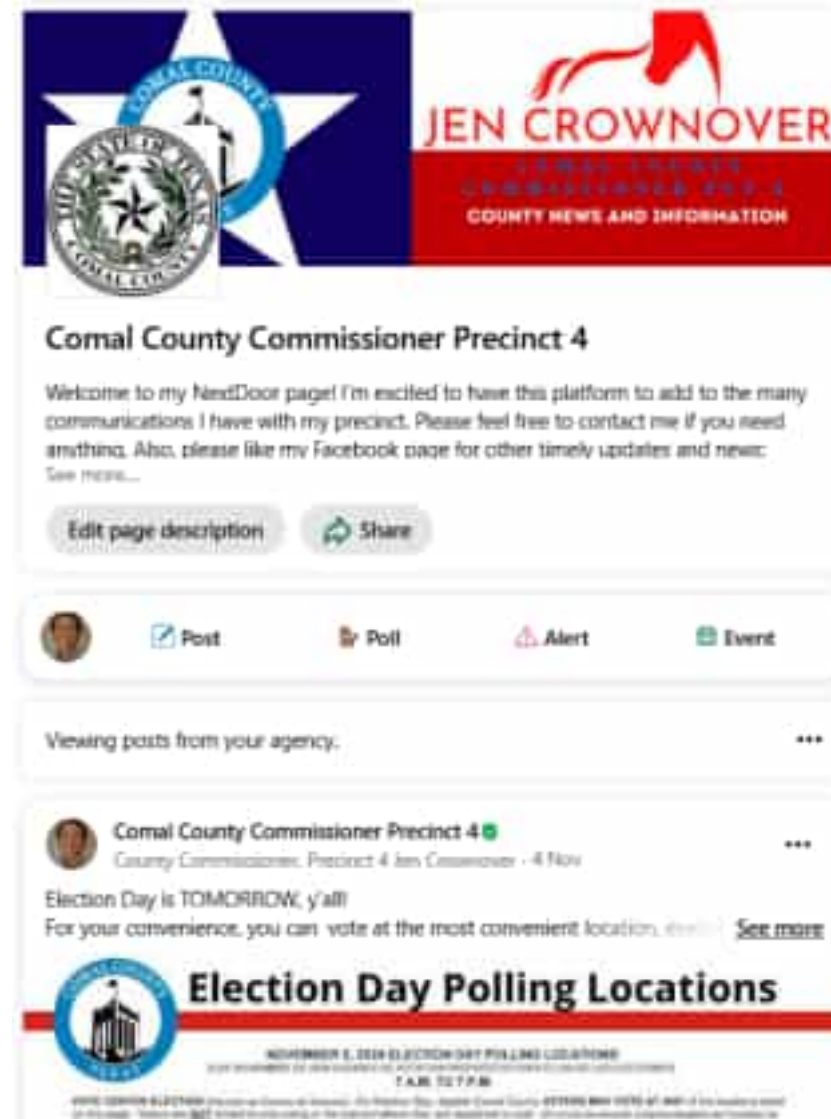
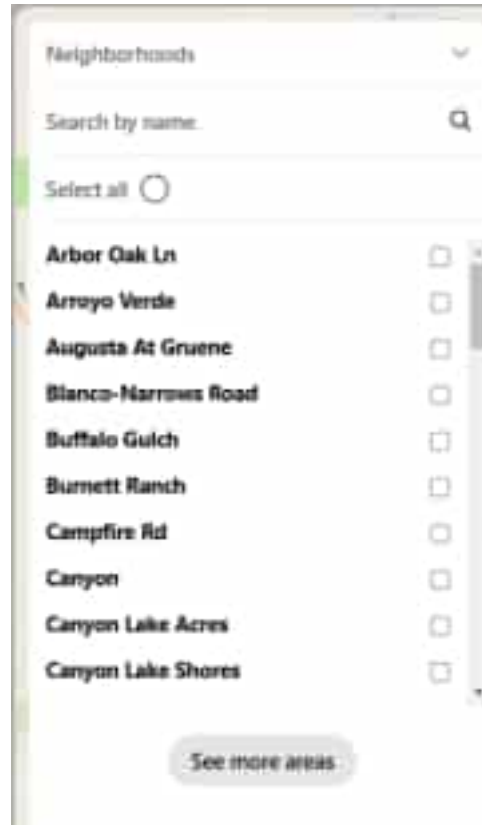
👍👎 11 - 4,822 Impressions ❤️ Like 💬 1 Comments ➦ Share

Don't forget about NextDoor

Great tool for targeted information.

<https://business.nextdoor.com/en-us/public-agency>

NextDoor can have a bigger reach than other socials, and you can post to your entire precinct, a specific area, or individual neighborhoods.



Summary

Choose your platforms

Data shows the largest demographic for Facebook is ages 25-44. Instagram is 18-34. Sound young? Maybe, but those constituents are going to share your information with older relatives.

Nextdoor – It's a networking app

Not exactly a social media platform but great for sharing targeted information. Most users are 45 -64. But those 65 and older are still very active. (19.41%) With Nextdoor you can share information, such as a street closure, to a very targeted area.

Engage with your audience

Remember, aside from sharing info the most important reason to have social media is to engage with your constituents. Keep your followers informed and respond to questions or comments.

Don't feed the trolls

Don't engage in back and forth arguing. That only raises engagement levels for all the wrong reasons.

Review settings for content moderation.

Post your social media comment policy

Respect varied opinions but keep your page positive and informative.

A social media comment policy gives you the right to delete comments that are off topic, profane or threatening.



Questions?

Thank you!

Jen Crownover

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