
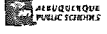


" Social Media + Communications"
Sat Dec 3, 2011
9:45-10:45 Am in Texas Room



FMI: It's Never Too Much Information




How you can create strong relationships with the public you serve by using a wide range of social media tools



A world filled with voters





- ❖ Weekly email updates
- ❖ Facebook followers
- ❖ Twitter and newsy tweets



Why torture yourself?

- ❖ Solicit input from your constituents
- ❖ Quell rumors immediately
- ❖ Create a certain level of trust with your constituents by keeping them informed
- ❖ Mobilize constituents on a particular topic
- ❖ Protect yourself!



Email: It's all in the details

- ❖ How much is too much?
- ❖ The "Golden Rule" of communications
- ❖ What is most important?
- ❖ How many details do you want to offer on your position?
- ❖ Give links to more information if someone is interested



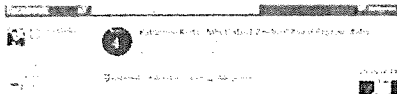
Twitter: This bird doesn't fly too much



- ❖ What is your main reason for using Twitter?
- ❖ What do you post?
- ❖ How often do you post?
- ❖ 140 words



Facebook: Up close and personal



- ❖ An extension of my Board campaign
- ❖ A place for pictures and the "human touch"
- ❖ What do you post?
- ❖ You can choose who to invite into your group



Rules of Decorum

THANK YOU!
For Complaining.
No, really.

- ❖ Professional
- ❖ Courteous
- ❖ Remember, you've got to still be able to work with the district officials you write about!
- ❖ Keep the personal out of it

ALBUQUERQUE PUBLIC SCHOOLS

Being vocal has its rewards...

- ❖ Constituents learn who you are
- ❖ You're the boss
- ❖ Hot-button issues can be addressed quickly


...and it hurts

- ❖ Grow alligator skin
- ❖ Learn how to be generous to a critic
- ❖ And there's always the **DELETE** button

ALBUQUERQUE PUBLIC SCHOOLS

Time is valuable

- ❖ Time commitment
- ❖ Constituents' input can be shared with board members
- ❖ Connecting district officials with the constituents



ALBUQUERQUE PUBLIC SCHOOLS

Thank You!

For more information:

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