



# TACTICAL FOUNDATIONS

July 31, 2019



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

# GETTING STARTED

## ESSENTIAL USES OF SOCIAL MEDIA FOR THE PUBLIC SECTOR



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# ASSUMPTIONS

YOU MAY HAVE ONE OR MORE SOCIAL MEDIA ACCOUNTS

YOU ARE A ONE-PERSON SHOW OR SMALL TEAM OPERATION

YOU HAVE STANDARD PRACTICES

YOUR COMMUNITY MEMBERS PROBABLY HAVE FACEBOOK, TWITTER AND/OR INSTAGRAM ACCOUNTS

NEXTDOOR IS IN USE IN YOUR COMMUNITY

YOU HAVE ELECTED OFFICIALS ON SOCIAL MEDIA





## SETTING A SOCIAL STRATEGY

Set realistic social marketing goals to align with your organization objectives:

- 👍 Brand awareness
- 👍 Customer service

Determine how you will measure your social marketing efforts by the numbers.

Try to stay true to your strategy and brand despite many distractions.

Be flexible: Consume information. Watch the world. Integrate emerging trends into your strategy.

Stay in your lane.



## YOUR SUCCESS IS IN YOUR POLICY

You **MUST MUST MUST** have a social media policy.

Start one now if you don't have it.

Be specific in your policy:

Who can post?

What are our issues?

What are **NOT** our issues?

How will we handle trolls?

How will we handle inappropriate actions?

How often will we post?

How many accounts will we maintain?

What happens in a crisis?



## FACEBOOK | WHAT WE KNOW TODAY

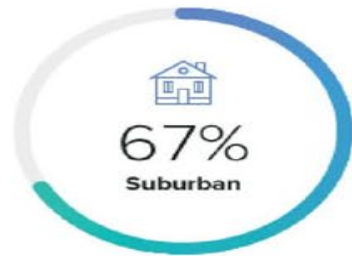
2.27 billion monthly active users

More than a quarter of the entire world population is accessing their Facebook account at least once a month.

Nearly 1.5 billion of those users are checking their accounts daily and 1.3 billion users are chatting with friends and family using Facebook Messenger.

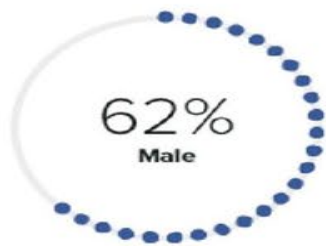


# FACEBOOK | WHAT WE KNOW TODAY

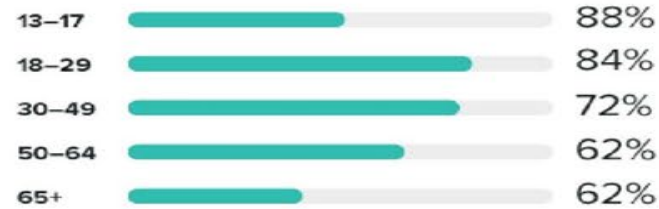


People in your community \*probably\* have an account.

Gender



Age



More women will see your posts.

Appealing to people of all ages.



FACEBOOK



AUDIENCE-READY  
LOW COST  
CONTROL YOUR MESSAGE



PAY TO PLAY  
TIME HOG  
BREEDS TROLLS  
CONSTANT CHANGE (ALGORITHM)



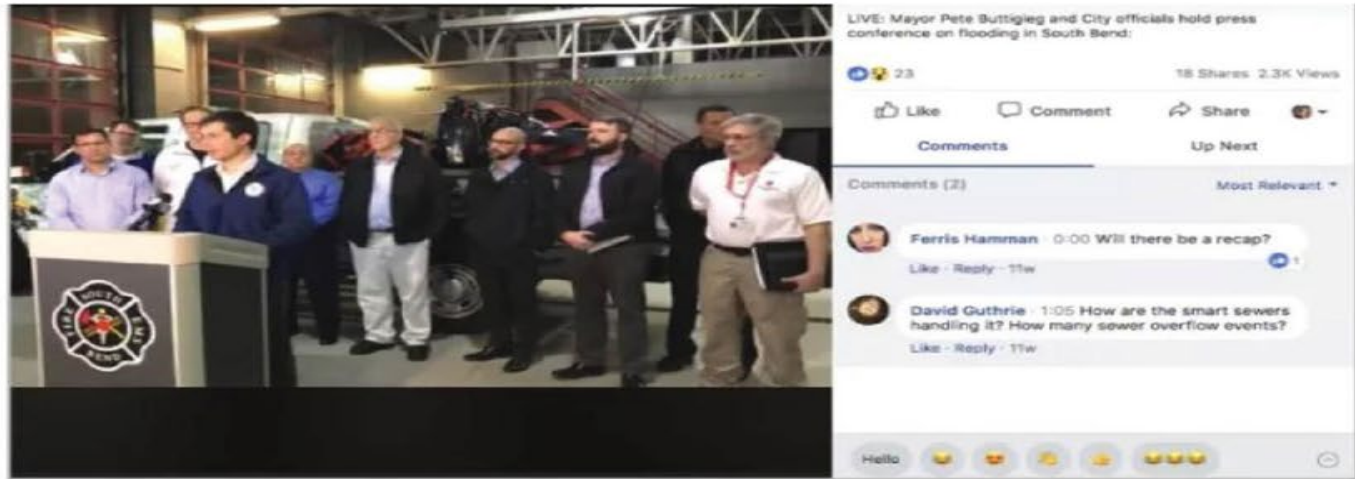


# FACEBOOK

Inform and educate

Create trust by being transparent

Experiment:





## TWITTER | WHAT WE KNOW TODAY

Not the same as Facebook or any other platform.

OPINION: Avoid the temptation to duplicate posts.

A favorite with its established users.

Most popular with people in their 20s; demographics show the platform is preferred by those in younger age ranges.

Good for quick updates and news/action alerts.

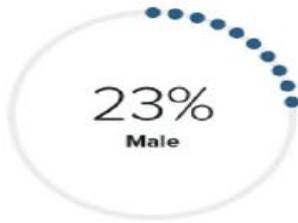
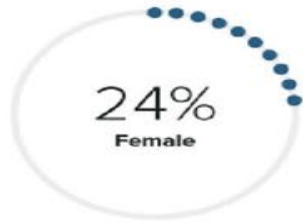


# TWITTER | WHAT WE KNOW TODAY

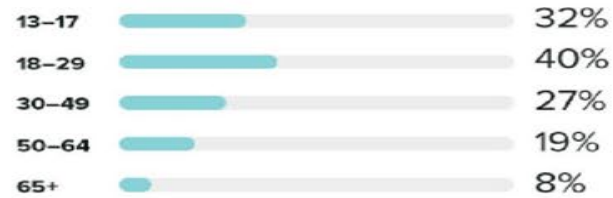


Not as widespread,  
but users are loyal.

Gender



Age



Equal use among men  
and women.



## TWITTER



POTENTIAL WIDER, FASTER EXPOSURE  
PACE OF INFORMATION  
NO-TO-LOW COST  
LESS RELIANT ON VISUALS



ACCOUNT ANONYMITY  
CHARACTER LIMIT (BETTER, BUT STILL)

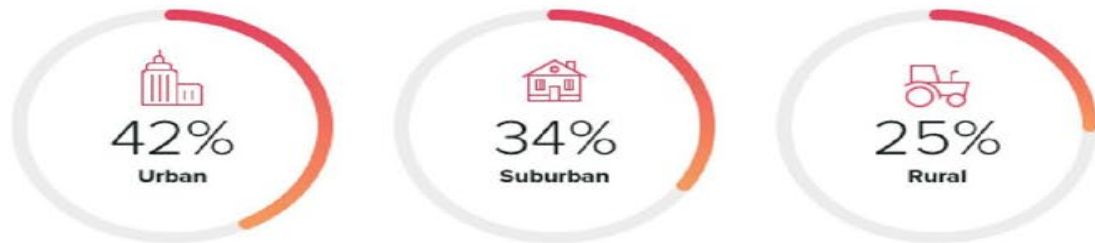


# INSTAGRAM | WHAT WE KNOW TODAY

One billion monthly active users

Second most-popular (after Facebook)

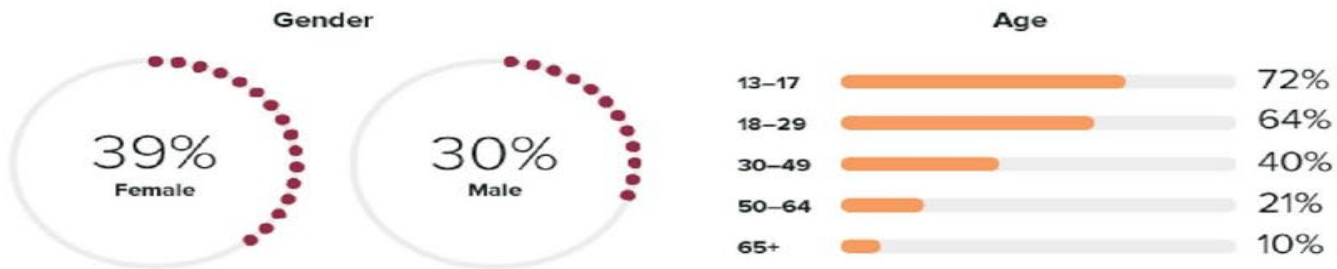
## Location



Owned by Facebook.



# INSTAGRAM | WHAT WE KNOW TODAY



Where the young people have gone.

Slightly more women than men.



## INSTAGRAM



USER-GENERATED CONTENT  
EQUIPMENT (PRO AND CON)  
FILTERS AND FUN EDITING  
IDEAL FOR COMMUNITY SHOWCASING  
USE PEOPLE TOO!  
BITE-SIZED VIDEO



DOESN'T HYPERLINK  
EQUIPMENT  
TIME

Neighborhood-level social media

Communication is outbound

Resident vs. non-resident

Transitioning from public safety to community accounts

Often more civil, but not always...

Not the same as Facebook, but residents use it that way.

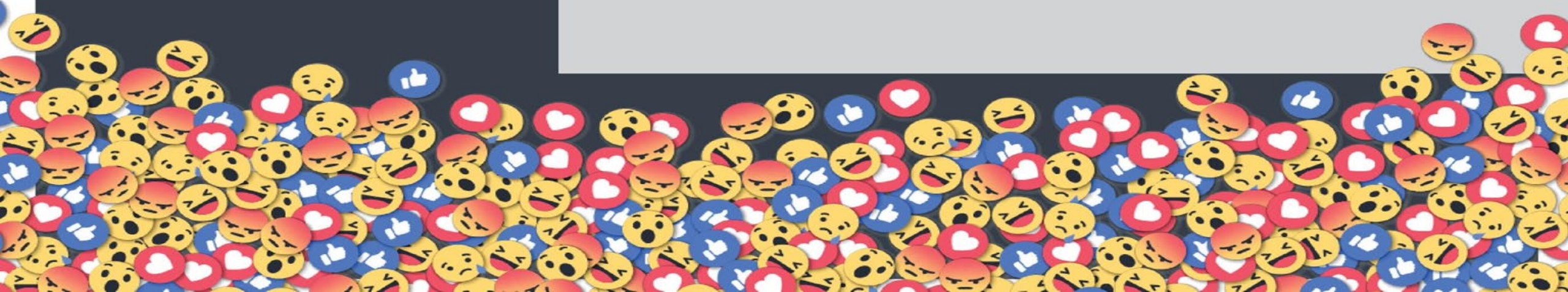


# GETTING TACTICAL

THE WESTERVILLE EXPERIENCE

HIGHLIGHTS (OR LOWLIGHTS) FROM  
OTHER ACCOUNTS

ALWAYS DO WHAT WORKS BEST  
FOR YOU AND IS CONSISTENT WITH  
YOUR POLICY.



# BE PROFESSIONAL.



Optimize your profile. Certify.



Create a calendar to avoid a random appearance.



Pair imagery with words.



Size your photos before you post.

Find resources to help you  
[sproutsocial.com/landscape](https://sproutsocial.com/landscape)  
[www.canva.com](https://www.canva.com)



## BE ATTENTIVE.

Apply your customer service creed to social.

Answer questions, visitor posts, etc.

Handle trolls delicately.

Social listening is important.





## SHARE GOOD CONTENT.



### BEST PRACTICE

News, profiles and events

Public safety information

Program and service updates

Content from other sources

Historical information and images (“Throwback”)

Images and videos

Interesting statistics

Motivational quotes

Humor

Hashtags



## SHARE AN APPROPRIATE AMOUNT OF CONTENT.



Don't fatigue your audience with frequency.

Facebook  
Instagram

NO MORE THAN 1-2 TIMES PER DAY  
AND NO MORE THAN 7 TIMES PER  
WEEK.

Twitter

AS OFTEN AS MAKES SENSE. MORE  
TWEETS TYPICALLY = MORE  
EXPOSURE.

Pinterest

A FEW TIMES A DAY MAX.



## WATCH YOUR STATS.



Watch your analytics to improve.  
*They should tell you **WHEN** to post.*



Look for **ENGAGEMENT**.  
*Engagement should be inspired not required.*

# FOLLOW THE RULES TOO!



Don't spam! And, there's regulation.



Know the rules and behavior expectations of each platform.



Avoid “engagement baiting”

FB is actively cracking down (“reduce distribution”) on posts that require engagement in exchange for a prize or simply ask for votes (e.g. emoji voting)



## MAKING A MISTAKE.

Edit your post if you can.

Own it. Apologize.

The #Broncos could use a @PURELL refresh moment, because right now they look like the Cleveland Browns.





 **PURELL**  
@PURELL

Follow

#Browns fans @Purell apologize for the insensitive post. We are investigating the source and we will take appropriate action.

12:14 AM - 3 Feb 2014

98 Retweets 55 Likes



 163  98  55 



Tweet your reply



**McNeil**  @Reflog\_18 · 3 Feb 2014

Replying to @PURELL

"#Browns fans @Purell apologize for the insensitive post...." Now apologize for not making your little bottles of alcohol better tasting.

 2  6  12 

1 more reply



 **PURELL**  
@PURELL

Follow



**Rachel Kerstetter**

@ProbablyRachel

Deleting a tasteless tweet doesn't undo it.



Tweet your reply



**McNeil**  @Reflog\_18 · 3 Feb 2014

Replying to @PURELL

"#Browns fans @Purell apologize for the insensitive post..." Now apologize for not making your little bottles of alcohol better tasting.



1 more reply



## HELP YOURSELF.

Cross-promote!

Use buttons/icons on all your external communication

Website, email signatures, etc.

Use URL shorteners to get back to your website  
(and count links)

Share your triumphs by publicly replying.



**Doug Stein** @steind\_stein · 4m

Replying to @tellwesterville

And the same to you 🎄👑🌹🧑🏻🌨️!! By the way...it's almost 3 o'clock on Christmas Eve and a city crew is out vacuuming the piles of leaves off the tree lawns in our neighborhood. Thank you Westerville city employees and Merry Christmas!





# HOW TO HELP YOUR ELECTEDS.

Give them guidelines. A policy.

Make sure they know about news (i.e., lawsuits)

## A City Government Tries to Figure Out Social Media Rules After Legal Challenge



Salt Lake City has to reconsider its social media policies following a federal lawsuit. VASIN LEE/SHUTTERSTOCK



By Emma Coleman



Connecting state and local government leaders

JULY 11, 2019

**STATE AND LOCAL ROUNDUP** | California fails to pass bill for clergy reporting sexual abuse ... Potential hurricane to hit the Gulf Coast this week ... Maine considers forming a public utility monopoly.

STATE & LOCAL ROUNDUP



The city council of Salt Lake City is considering a new social media policy, prompted by a federal lawsuit brought against current and former councilmembers, the current and former mayor, and city staff by a man who says he was blocked from posting on their social media channels. Aaron Johnson, who was briefly a candidate for mayor in 2018, said the city had established a “sanctuary city for censorship” and violated his rights by hiding his contrarian comments from public pages. **“What this case is really about, my case, is about political bias. Salt Lake City has allowed individuals in public office to block people who criticize them because they didn’t like**

# GET INSPIRED.

National “holidays”  
#NationalPizzaDay (January)  
#NationalPicnicDay (April)  
#KindnessDay (February)



**VA State Police** @VSPPIO · Mar 1

What a wonderful surprise & special treat for #VSP to have these awesome students from #ChesterfieldCounty's Crestwood Elementary School come by our HQ to deliver baskets brimming with "Thank You" cards & candies!! #Humbled #Grateful #KindnessDay pic.twitter.com/Unw24SJKJV



1



4



33



**City of Evanston** @CityofEvanston · Feb 16

3rd graders are encouraged to submit to the #NationalDrinkingWaterWeek 3rd Grade Art Contest! @EvanstonUtil ow.ly/HlnT3094osc





## GET INSPIRED.

Babies and dogs!

Share the spotlight

Your community treasures

Snark works for some...maybe not in government?



**general fluffers** @WilldenKayden · Jun 12

Replying to @Wendys

Does any know how to get to burger King



**Wendy's**  @Wendys · Jun 12

Just take a right on Disappointment Rd and head straight until you feel the sadness.





## PREPARE YOUR BUDGETS.

In 2019, social advertising spend in the U.S. is expected to reach \$18.4 billion.

Increasingly PAY TO PLAY for exposure.

Original videos get better distribution.

What if you can't?

- Shoot for organic engagement.

- Tell people repeatedly where information will be posted, then follow-up.



# ORGANIC | EVENT

**Top Tweet** earned 6,467 impressions

About two hours to showtime! Thanks to [@WestervillePD](#) and [@WestervilleFire](#) for working tonight.  
[pic.twitter.com/wNVbSiCgSg](https://pic.twitter.com/wNVbSiCgSg)



5 retweets 42 likes

[View Tweet activity](#)

[View all Tweet activity](#)

**City of Westerville** @tellwesterville

Another viewing option Westerville...



**Otterbein University** @Otterbein  
Happy #4thOfJuly. #Otterbein! Don't forget about @tellwesterville fireworks viewing from The @OtterbeinPoint tonight, byo chairs and blankets.

9:28 AM - 4 Jul 2019

9 Likes



Impressions	3,868
Total engagements	50
Profile clicks	29
Detail expands	11
Likes	9
Link clicks	1





# ORGANIC | CRISIS

**City of Westerville** @tellwesterville · Feb 10

We are investigating an officer-involved shooting. Please follow this account for updates.

18 replies 61 retweets 176 likes

**City of Westerville** @tellwesterville

We are deeply saddened to report that one of our officers has been killed in the line of duty. Please continue to follow back for more information.

1:43 PM - 10 Feb 2018

503 Retweets 1,017 Likes

157 replies 503 retweets 1.0K likes

**Uptown Westerville** @UptownWvilleInc · Feb 10  
Replying to @tellwesterville  
Sending so many thoughts and prayers to the officers, their families and the Westerville Police family.  
5 replies 17 likes

**Chief George Kral** @gkraltoledo · Feb 10  
Replying to @tellwesterville  
On behalf of everyone from @ToledoPolice our thoughts and prayers are going out to all effected from this tragedy.  
4 replies 19 retweets 111 likes

**City of Westerville** @tellwesterville

It is with a heavy heart we report a second Westerville officer has been killed in the line of duty. We will share more details here as it becomes available.

2:39 PM - 10 Feb 2018

2,085 Retweets 5,065 Likes

860 replies 2.1K retweets 5.1K likes

**Uptown Westerville** @UptownWvilleInc · Feb 10  
Replying to @tellwesterville  
We are here for you  
30 likes

**Columbus OH Fire** @ColsFire · Feb 10  
Replying to @tellwesterville  
There are no words. Please keep Westerville PD members and their families in your thoughts.  
5 replies 75 likes

February 2018

3.86M impressions

3,199 new followers

**THANK YOU!**

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**LET'S TALK ABOUT WHAT YOU'RE DOING NOW.**



# 2019 BEST PRACTICES IN SOCIAL MEDIA FOR LOCAL GOVERNMENTS

July 31, 2019



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

# OBJECTIVES

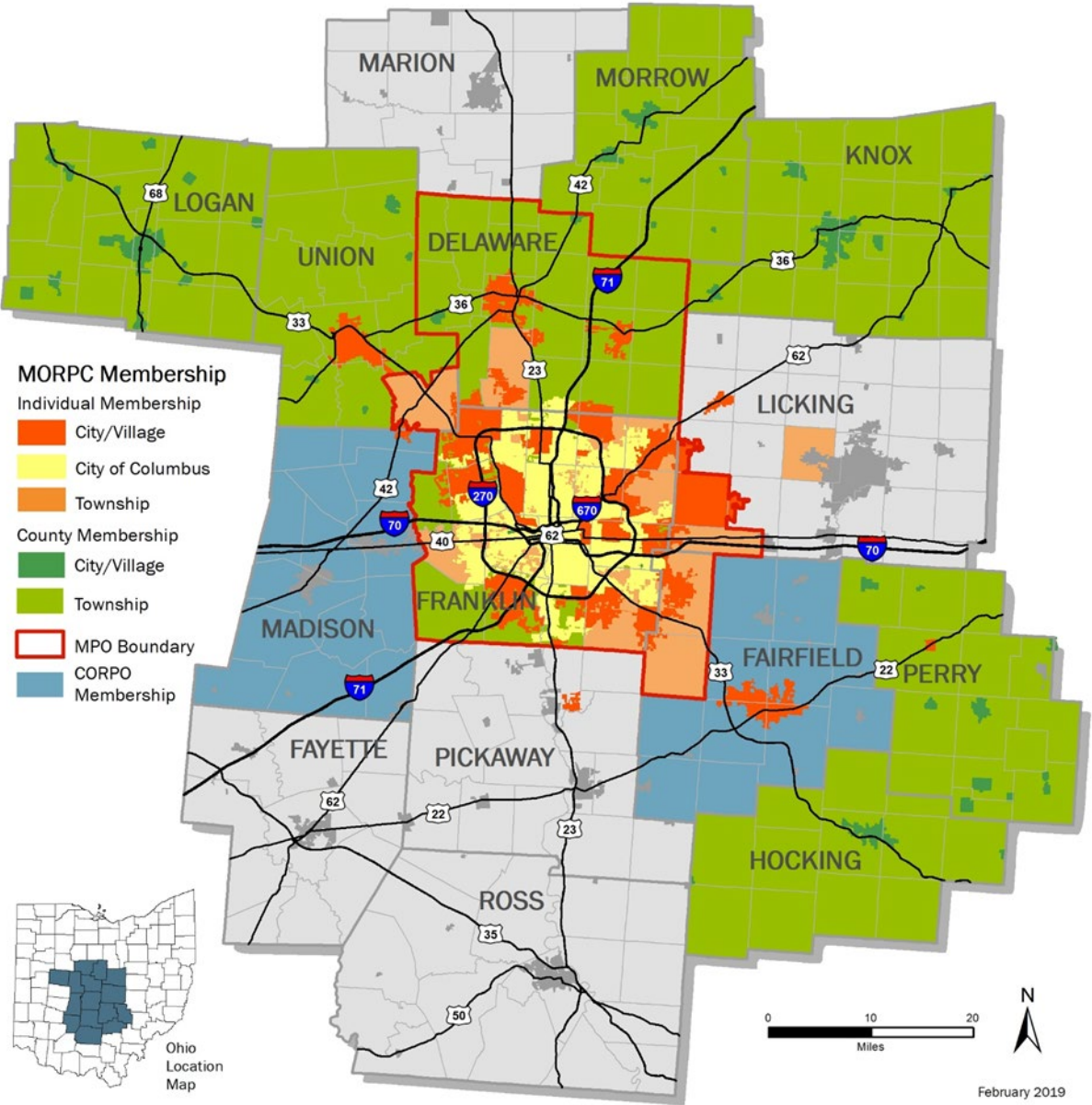


What we want to accomplish today:

1. Strengthen relationships
2. Learn about current trends in Social Media
3. Gain tips and tricks from peers and speakers

Name  
Community/Organization  
Role  
Fun Fact

# MORPC MEMBERSHIP & PROGRAMMING



- Transportation & Infrastructure Development
- Planning & Sustainability
- Data & Mapping
- Residential Services
- Government Affairs
- Communications & Engagement



# TRANSPORTATION & INFRASTRUCTURE



MORPC



Central Ohio  
Rural Planning  
Organization

2020-2050  
COLUMBUS AREA  
METROPOLITAN  
TRANSPORTATION PLAN



Competitive  
Advantage Projects

*Advancing Infrastructure Priorities  
for Central Ohio's Economic Growth*



RICKENBACKER  
• AREA STUDY •



# Fall 2019 insight2050 Academy

September 27 – October 25

- Fridays from 9 a.m. to noon
- Focus on affordable housing policy and design
- Open to public officials, civic and business leaders
- Aimed at policy, planning, and design practitioners
- Includes registration for MORPC Summit on Sustainability on October 11

Registration begins in late August. For more information, contact:

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[bwilliams@morpc.org](mailto:bwilliams@morpc.org)

614.233.4187



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION



# SHAPING RESILIENT COMMUNITIES

2019 SUMMIT ON SUSTAINABILITY

## 2019 SUMMIT ON SUSTAINABILITY

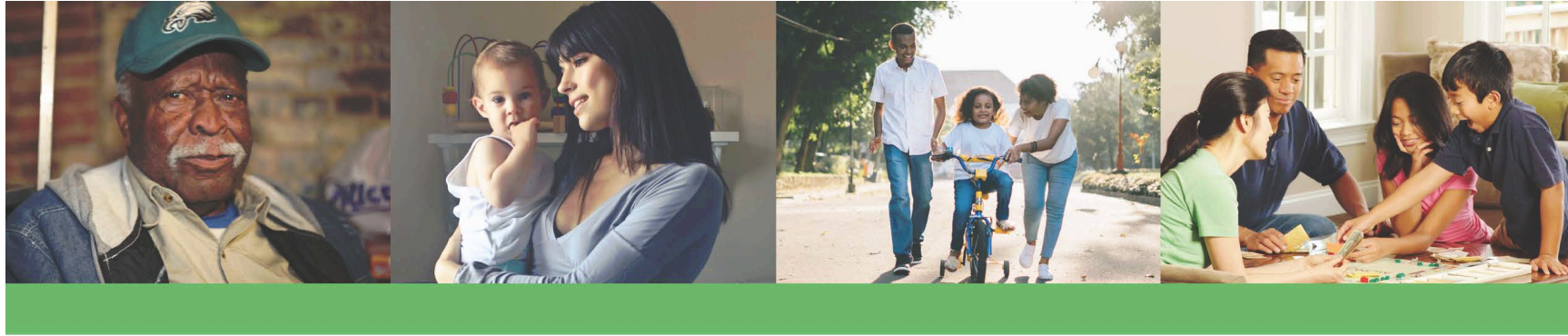
OCTOBER 11, 2019

8AM – 4PM

HILTON COLUMBUS DOWNTOWN  
401 N. HIGH ST.  
COLUMBUS, OH 43215

REGISTER: [morpc.org/summit](https://morpc.org/summit)





## **FREE HOME WEATHERIZATION SERVICES**

**STAY COOL THIS SUMMER AND REDUCE YOUR ENERGY BILLS!**

**CALL 614.621.1171 TODAY!**

Stop spending too much money on energy bills! MORPC's home weatherization services will help you and your loved ones be safer and more comfortable in your home at no cost to you!

**PROGRAM IS FOR HOMEOWNERS & RENTERS**



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

# FALL LUNCH FORUMS OR VIEW VIA WEBINAR

- **Community Planning for Autism – Sept. 17, 2019**
- **Preparing for 5G – Oct. 23, 2019**



**“The single biggest  
problem in communication  
is the illusion that it has  
taken place.”**

**George Bernard Shaw**

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MID-OHIO REGIONAL  
**MORPC**  
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Columbus, OH 43215



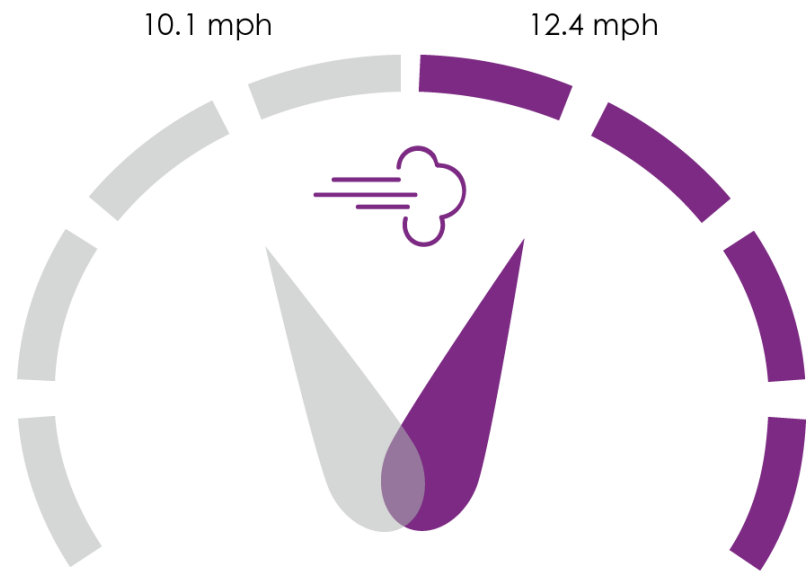


## **Powerful Analytics**

Heather Whaling | Geben Communication



data  
(without insights)





data  
(with insights)

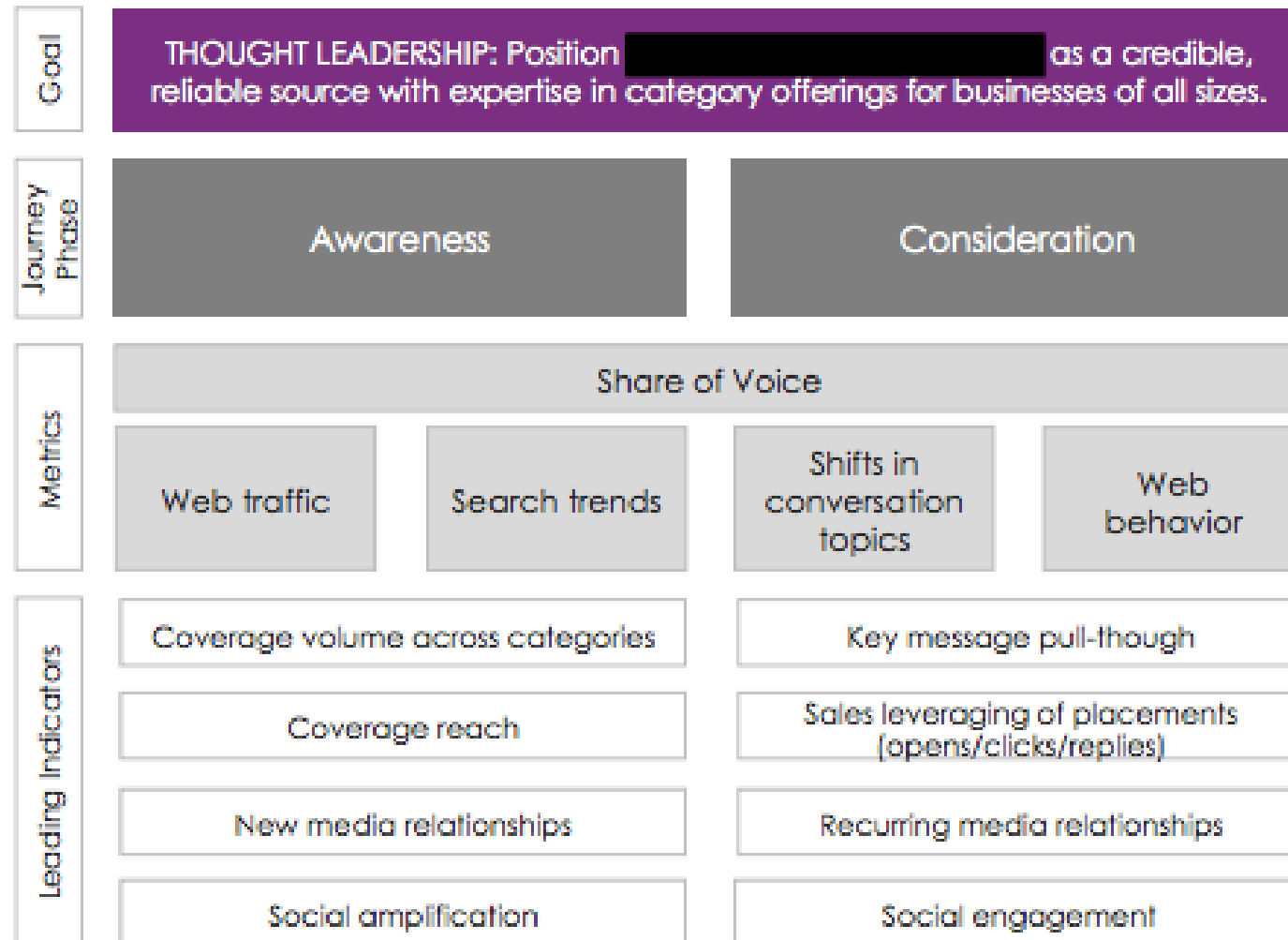


data is numbers.  
insights are actionable.

data-driven communication



# measurement informing strategy





Where can we  
find data for  
communications?

Web analytics

Research papers

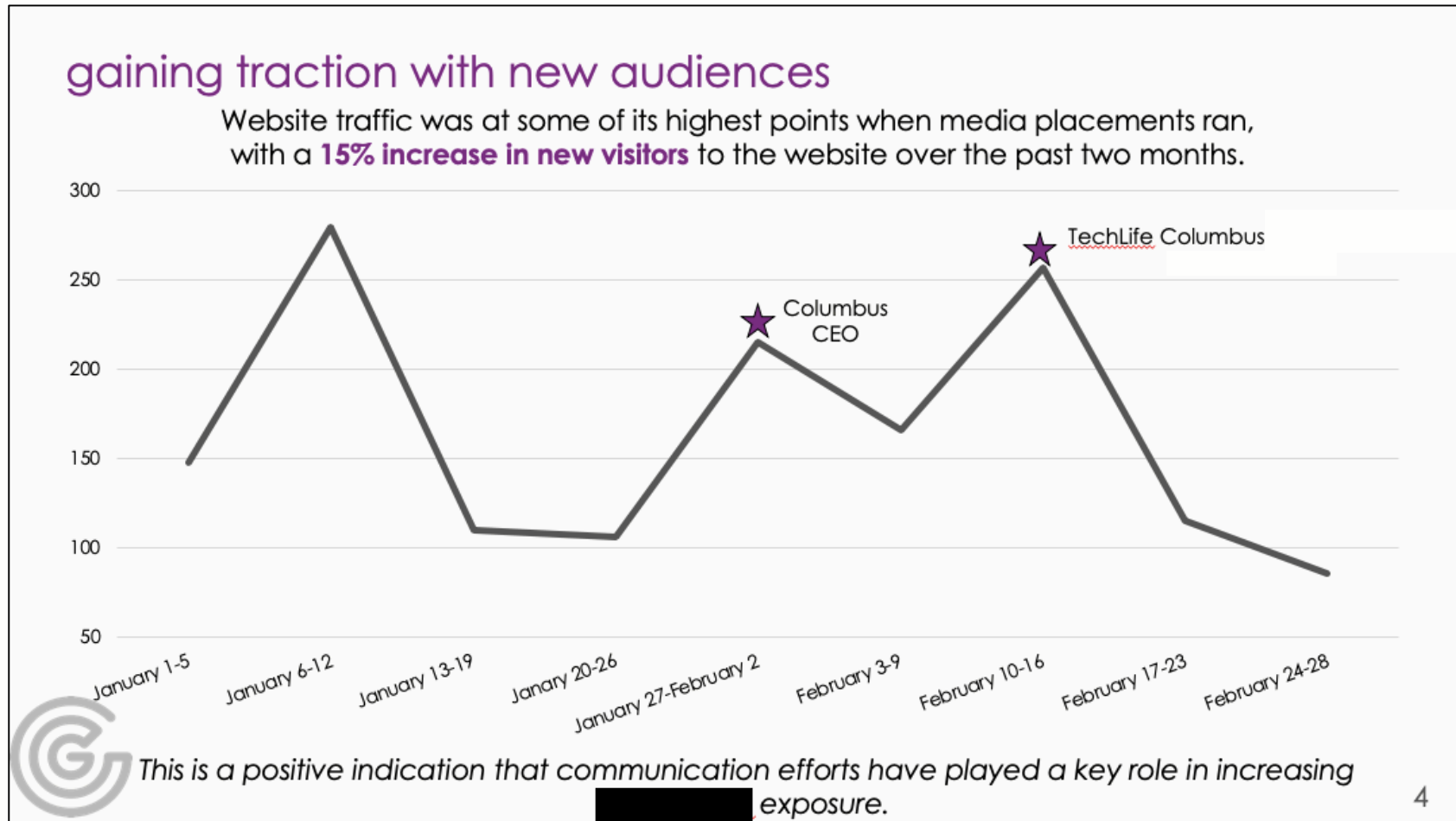
Social media analysis

Polls and surveys

Email results

Customer feedback

# quantitative data | website traffic



# quantitative data | website user data

## creating quality web visitors with media

40

In November, [redacted]'s guest post in [redacted] drove **40 referrals** – making it the source for referral traffic and third leading source of traffic for the whole site

41%

Media placements in November generated **41% more pageviews** when compared to weeks without coverage

153%

[redacted]'s announcement increased pageviews on the [redacted] page **by 153% when** compared to the monthly average. Additionally, the week of the announcement, web visitors spent an average time of **3:50 on the website.**

Source / Medium Other ▾

Default ▾

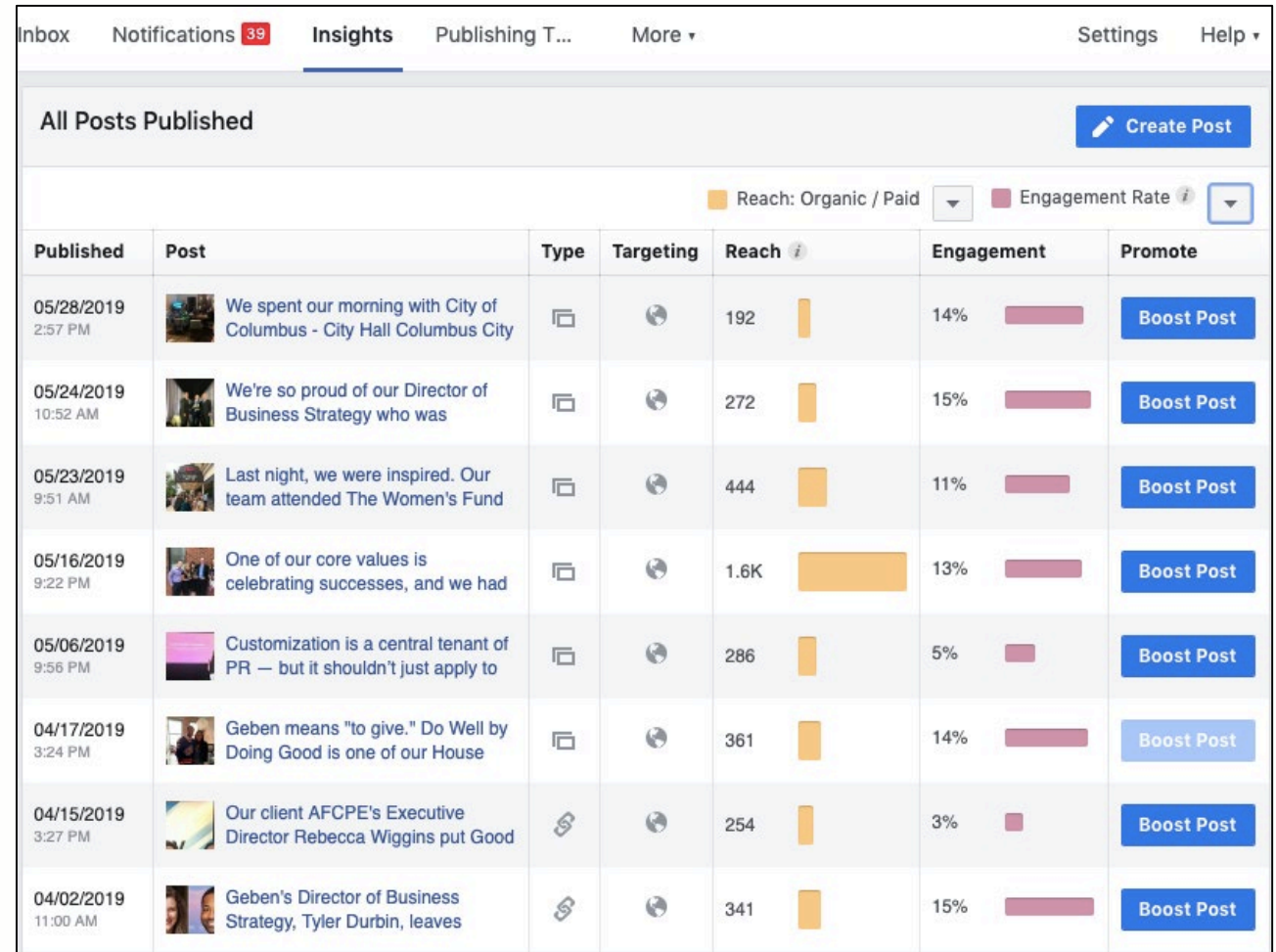
Acquisition			Behavior		
Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
1,074 % of Total: 5.22% (20,585)	1,040 % of Total: 5.63% (18,463)	1,184 % of Total: 3.96% (29,888)	77.53% Avg for View: 61.94% (25.18%)	1.71 Avg for View: 2.17 (-21.06%)	00:00:37 Avg for View: 00:01:45 (-64.64%)
1,039 (95.94%)	1,008 (96.92%)	1,129 (95.35%)	78.21%	1.69	00:00:35











# quantitative data | social media analysis

What are the similarities among top performing posts based on total engagements, shares, comments and/or reach?

- Length of post
- Words/phrases in post
- Post topic: event, urgent message, vanity image of the city, business, city project
- Post type: image, link, video, shared
- What's in the image/video
- Dimensions of image



The screenshot shows the Facebook Insights dashboard for a page. The 'Insights' tab is selected, and the view is set to 'All Posts Published'. A 'Create Post' button is visible in the top right. Below the header, there are filters for 'Reach: Organic / Paid' and 'Engagement Rate'. The main content is a table with the following columns: Published, Post, Type, Targeting, Reach, Engagement, and Promote. Each row represents a post with its date, content, type, targeting, reach, engagement rate, and a 'Boost Post' button.

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/28/2019 2:57 PM	 We spent our morning with City of Columbus - City Hall Columbus City	Image	Global	192	14%	Boost Post
05/24/2019 10:52 AM	 We're so proud of our Director of Business Strategy who was	Image	Global	272	15%	Boost Post
05/23/2019 9:51 AM	 Last night, we were inspired. Our team attended The Women's Fund	Image	Global	444	11%	Boost Post
05/16/2019 9:22 PM	 One of our core values is celebrating successes, and we had	Image	Global	1.6K	13%	Boost Post
05/06/2019 9:56 PM	 Customization is a central tenant of PR — but it shouldn't just apply to	Image	Global	286	5%	Boost Post
04/17/2019 3:24 PM	 Geben means "to give." Do Well by Doing Good is one of our House	Image	Global	361	14%	Boost Post
04/15/2019 3:27 PM	 Our client AFCPE's Executive Director Rebecca Wiggins put Good	Image	Global	254	3%	Boost Post
04/02/2019 11:00 AM	 Geben's Director of Business Strategy, Tyler Durbin, leaves	Image	Global	341	15%	Boost Post



## What content is working on Twitter?

These are general guidelines for more engagement and reach. A balance of both are essential to the success of a profile.

If you want more reach ...

Post a **link** with [redacted]'s commentary

If you want more engagement ...

Post an original **photo** with [redacted]'s added commentary

If you want more comments ...

Post about [redacted]'s **personal** achievements, beliefs, or advice

If you want more retweets ...

Post about **employees** and the **company**



*This is one of [redacted]'s all around top tweets. It contains original **photos**, talks about **accomplishments**, and focuses on the company and **employees***





# qualitative data

Analyze the conversations happening on your **social platforms**, from **customer service**, within **focus groups** and outside your owned communications channels.

- Comments
- DMs
- Search terms on website
- Focus groups
- Social listening



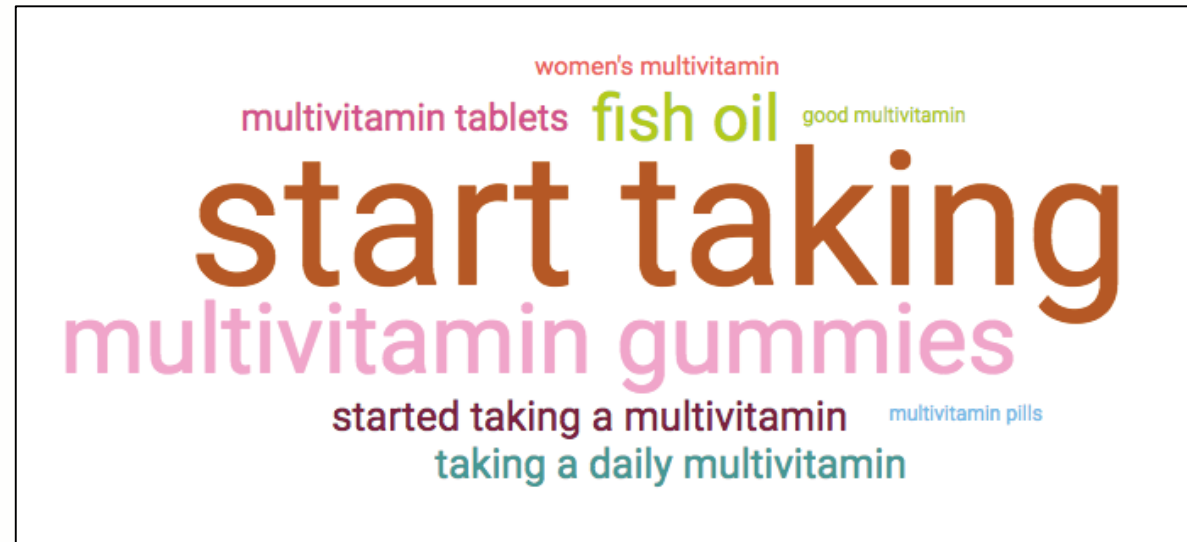
# qualitative data | social listening

We looked at the multivitamin conversation and **what** people were saying about them.



# qualitative data | social listening

**Who** was talking about multivitamins? We found that 12% of the multivitamin conversation online involves students and young adults.



# qualitative data | social listening

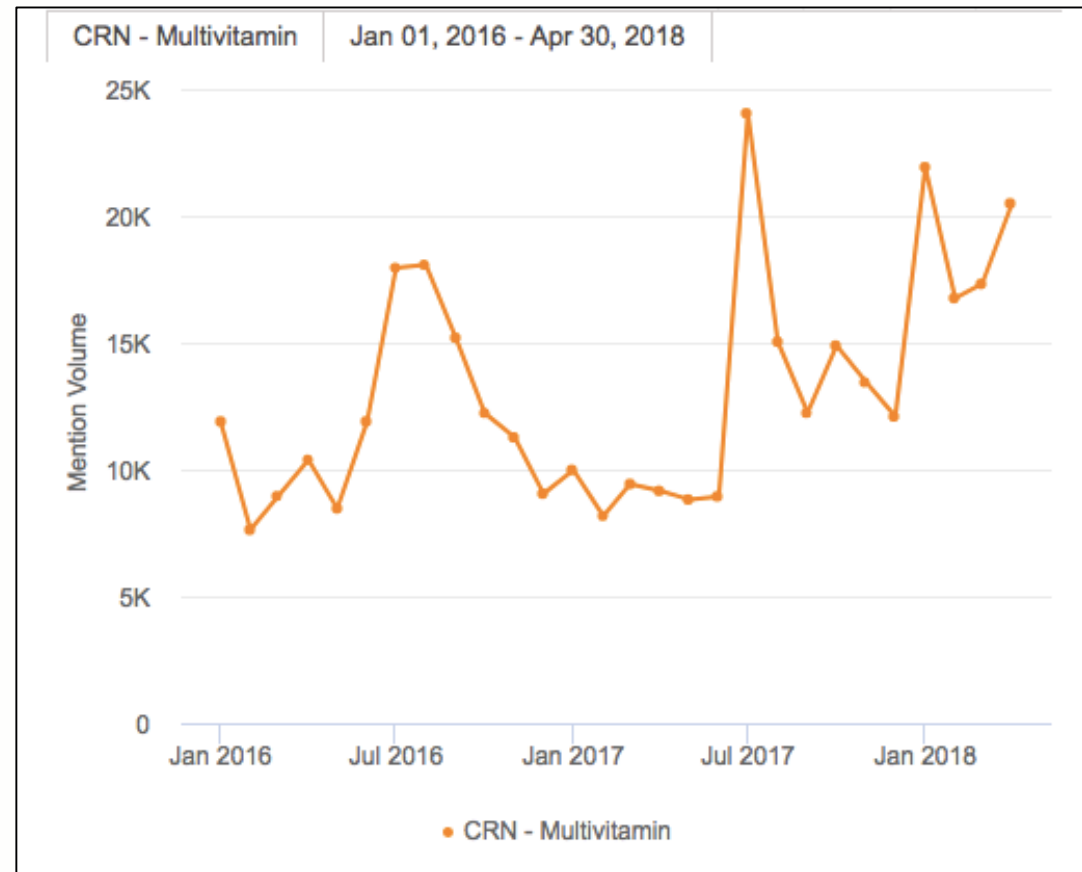
**When** do people talk most about multivitamins?

## What We Learned:

- July is the highest volume in back-to-back years
- Conversation is growing

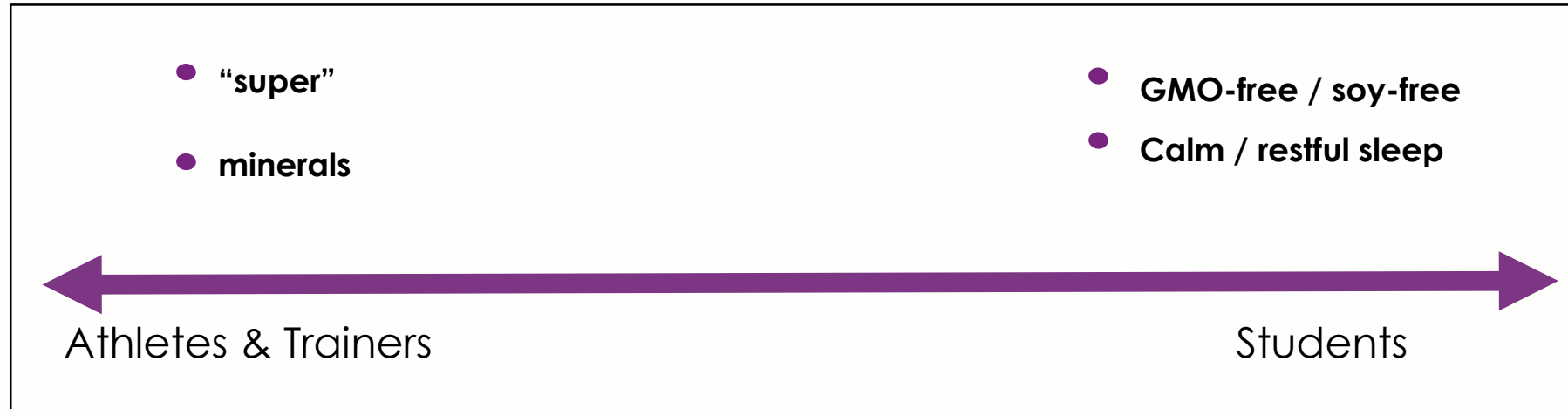
## Opportunities:

- Seasonal campaign
- Evaluate social priorities in the marketing mix
- Mine for consumer insights



# qualitative data | social listening

**What** words? **Why** are they talking about multivitamins?

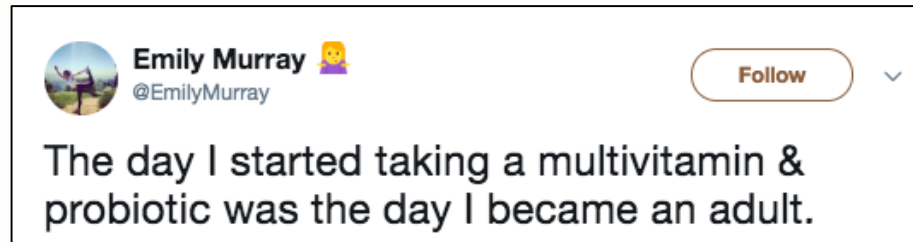


## The Opportunities:

- Storylines to help students improve sleep
- Co-branded campaigns with student organizations
- Targeted social ads to students
- Partnership with a meditation app around student calmness and/or sleep



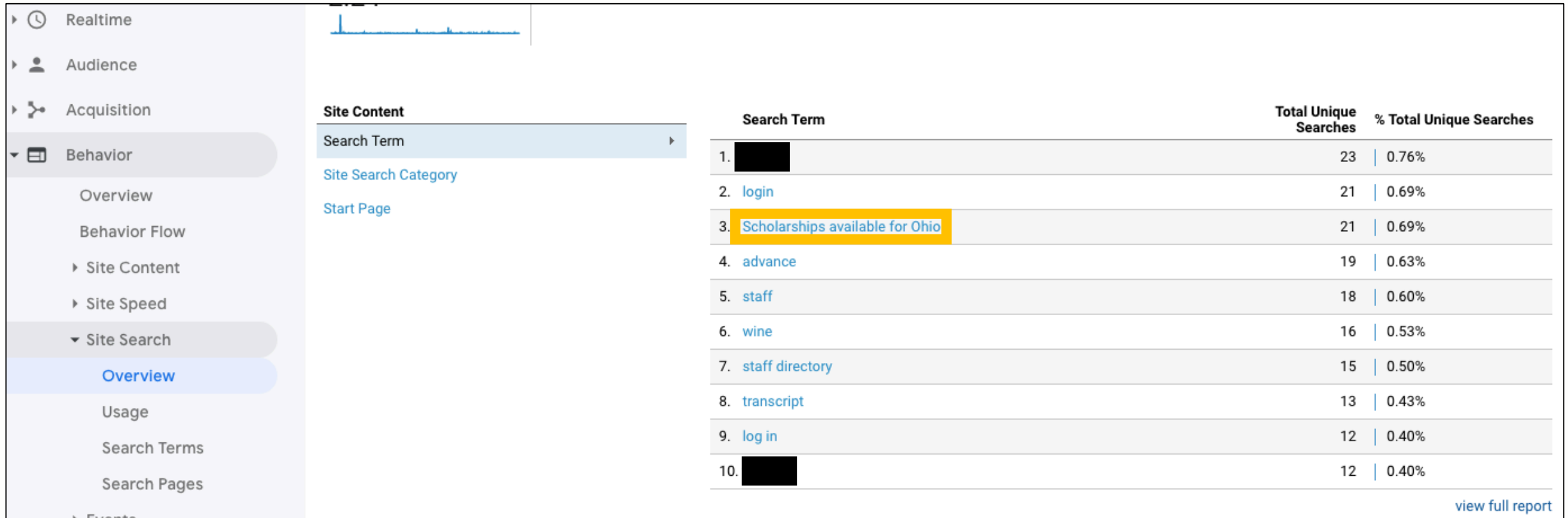
# qualitative data | social listening



*Social listening uncovered that many students equate starting to take multivitamins with becoming an adult.*  
**Opportunity: ADULTING!**



# qualitative data | search term volume



# content becoming data

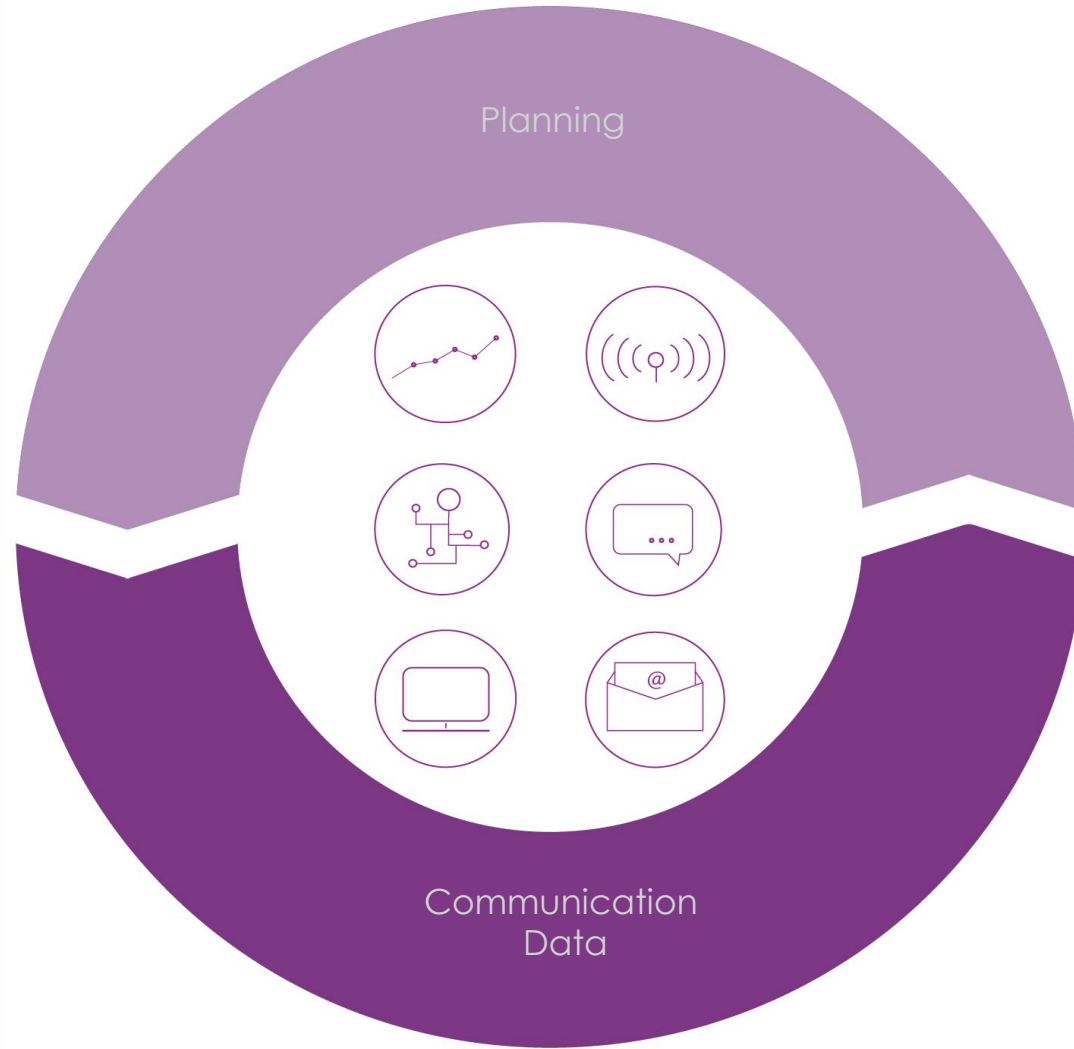
Twitter Ad Copy	Impressions	Link Clicks
<b>Quickly integrate data with no code required. If we can't, we'll donate to a charity of your choice.</b>	<b>15,467</b>	<b>49</b>
As featured in the [REDACTED] Startup Battlefield. We'll integrate your data within 24 hours, or donate to charity.	9,828	31
Other data insight systems are time-consuming, uninformative & disconnected. Let us integrate your data.	1,115	2
Free your big data from IT. Take the [REDACTED] Challenge, and we'll integrate your data in 24 hours.	1,916	3





# elevating communication in strategic planning







**Heather Whaling**  
heather@gebencomm.com  
@prTini



**geben**  
communication





# **SOCIAL MEDIA POLL**

**[polleverywhere.com](http://polleverywhere.com)**

# Compelling campaigns

Heather Sheppard

Fahlgren Mortine

- Case Studies About
  - Soliciting Volunteers
  - Winning an Election
  - Communicating in Crisis
- What Works
- What Doesn't
- Discussion



# Soliciting volunteers





**Southlake DPS**

Like This Page · April 24, 2018 · 🌐



Dearest Crystal Ladawn Finley,

What's been up?! We've obvi been looking all over for you! You've been laying low since we last saw you, which was using an innocent Southlake victim's identity to open up credit cards in person at a ton of stores in the metroplex. Luckily, the loss prevention guys prevented you from getting too much property, amiright?! You opened up those accounts at Z Galleri... [See More](#)

😄👍❤️ 37K

10K Comments

27K Shares



Comment



Share



Most Relevant ▾



**Matthew Erickson** Southlake DPS, thank you for employing humanity into your work. More people will read this post because of the extra effort, and it looks like someone had fun writing it. Bonus points for enjoying your job and using



Write a comment...





- GOAL: Humanize the Southlake Department of Public Safety and its officers to increase engagement both online and offline
- STRATEGY: Drop the cop talk and “humanize the badge”



Southlake DPS

April 30, 2018 · 🌐

After 3.1 million reads, 38,000 reactions, 28,000 shares, and 5,300 comments, our criminal Crystal Ladawn Finley has been located and arrested by the outstanding [Plano Texas Police Department](#)

Their officers were dispatched to a criminal trespass 911 call and as they arrived saw a pregnant female walking out of an abandoned apartment. She immediately told them “I don’t know what you been reading on Facebook but that ain’t me.” The trespasser was Crystal Ladawn Finley and it was indeed her. Plano confirmed on her many outstanding warrants and transported her to Collin County Jail.

We received literally hundreds of tips that not only lead to more information about Crystal, but also to information about previous thefts and crimes we had posted about that have helped us identify and bring other thieves to justice.

From the bottom of our hearts, thank you for reading, thank you for paying attention, and thank you for helping us put one more bad guy who could defraud you, hurt you, cause pain to you, or steal from you, behind bars.

There are more of them out there. Let's get to work!



**Dash supports the "Take Me Home" program.**

**Southlake DPS**  
Like This Page · December 18, 2017 · 🌐

Do you have a loved who has difficulty communicating or wanders away from home due to a medical condition such as Autism, Down Syndrome, Dementia or Alzheimer's?

The "Take Me Home" program is intended to help first responders assist and reunite those who are unable to communicate or know how to properly identify themselves in the event they become lost or disoriented.

This service is free of charge and could be invaluable in helping a first responder communicate with a care giver and a loved one. Visit our website for additional information and to complete the secure form.  
<https://www.cityofsouthlake.com/2008/Take-Me-Home>

Thanks Dash!

👍❤️ 78      2 Comments 19 Shares

Write a comment... 🗨️ 📺 🗿



Southlake DPS

Like This Page · April 5, 2018 · 🌐

One piece of litter can ruin an otherwise flawless photo!

Join the the state's largest one-day litter cleanup event this weekend: the Don't mess with Texas #TrashOff2018! Visit <http://ktb.org/> to find a local cleanup event near you. #DontmesswithTexas means #DontLitter.

👍👎❤️ 339

47 Comments 144 Shares

👍 Like    💬 Comment    ➦ Share    🌐

Most Relevant ▾



Laura Remias Vu Winning!

Like · Reply · 1y

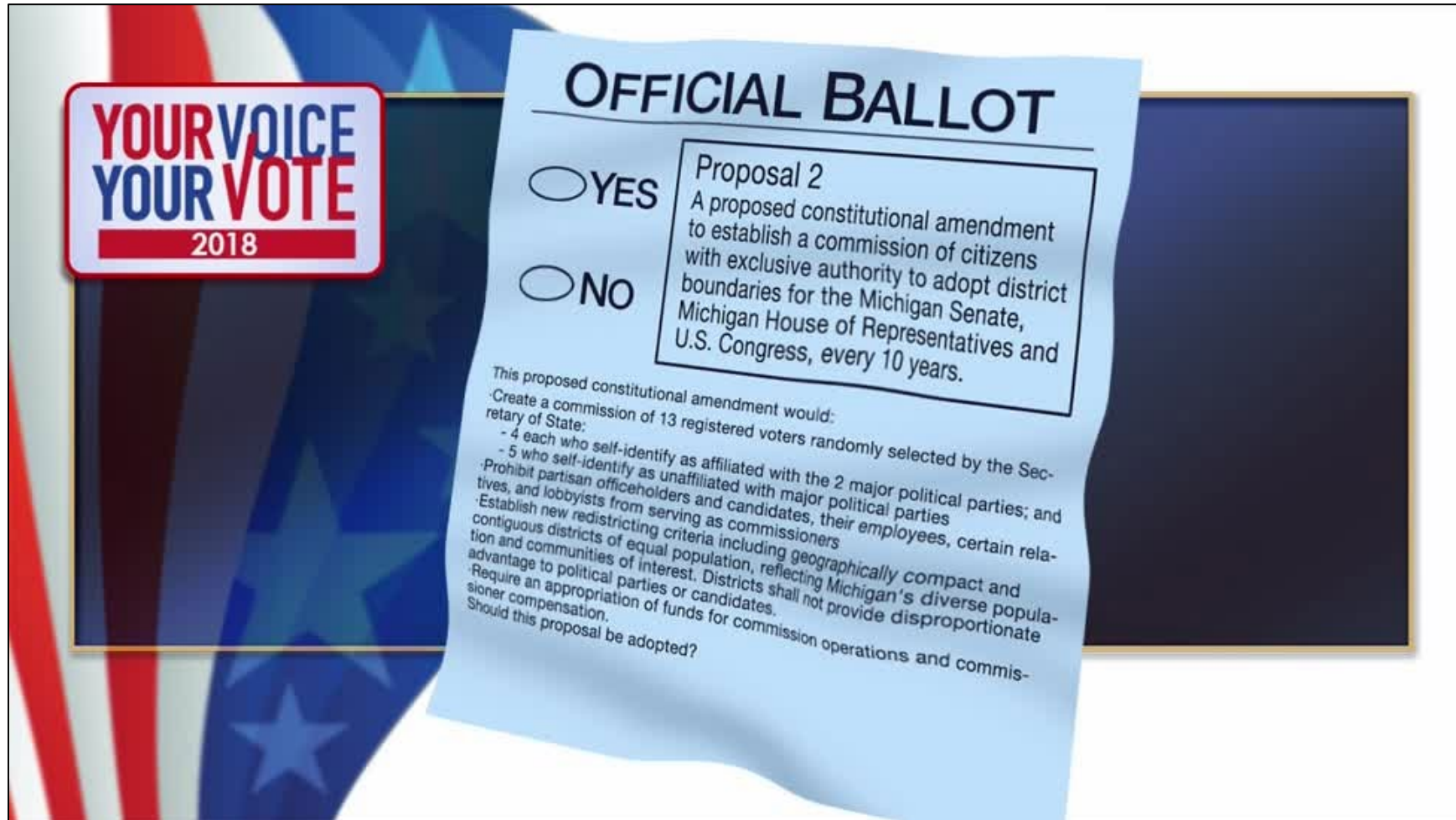


Write a comment...



# Winning an election







A screenshot of a Facebook post by Katie Rogala Fahey. The post is dated November 10, 2016, and is public. The text of the post discusses gerrymandering in Michigan and provides links to a volunteer group and a public Facebook page. The post has 86 likes, 43 comments, and 4 shares. The interface includes icons for liking, commenting, and sharing.

 **Katie Rogala Fahey** updated her status. ...  
November 10, 2016 · 

I'd like to take on gerrymandering in Michigan, if you're interested in doing this as well, please let me know 😊

Additional Update:  
Those interested in actively helping to organize the effort please join this group: [www.VotersNotPoliticians.com/Volunteer](http://www.VotersNotPoliticians.com/Volunteer)

Those interested in showing support and spreading the word, follow along on our public facebook page:  
<https://www.facebook.com/votersnotpoliticians/>

so I guess I'll keep you posted, thanks for being awesome everyone 😊 !

  86 43 Comments 4 Shares

 Like  Comment  Share



 **Voters Not Politicians**  
November 1, 2018 · 🌐

State Rep. Gerry Mander rigs elections. No matter what he does, he always wins because he draws his own election districts and picks his own voters. Why would he listen to you if he doesn't have to?

We can stop Rep. Gerry Mander. Vote YES on Proposal 2 this Nov 6!



   58

22 Comments 47 Shares



## Write a Letter to the Editor!

Help get the word out about Voters Not Politicians by writing a letter to the editor to your local paper.

As a Voters Not Politicians volunteer, you can directly help us **increase awareness** on the need for redistricting reform for Michigan and how an **Independent Citizens Redistricting Commission** will support more fair, independent, and transparent election maps. **Writing a letter to the editor is an impactful way to spread the word to your neighbors and community!**

### How to write a Letter to the Editor:

1. **Read this entire document first.** You will find instructions on how to write a letter to the editor (including how to get your letter approved!), tips and tricks to help your letter get published, and an example letter.
2. **Identify a local publication** that you want to submit your letter to and review their requirements (some publications have a word limit!). Don't worry if you aren't sure who you want to submit your letter to, we can help!
3. **Write your letter.**
4. **Submit your letter here.** Once your letter is submitted, it will be reviewed by a professional communications consultant who will help you polish your letter and submit it successfully to a local publication.



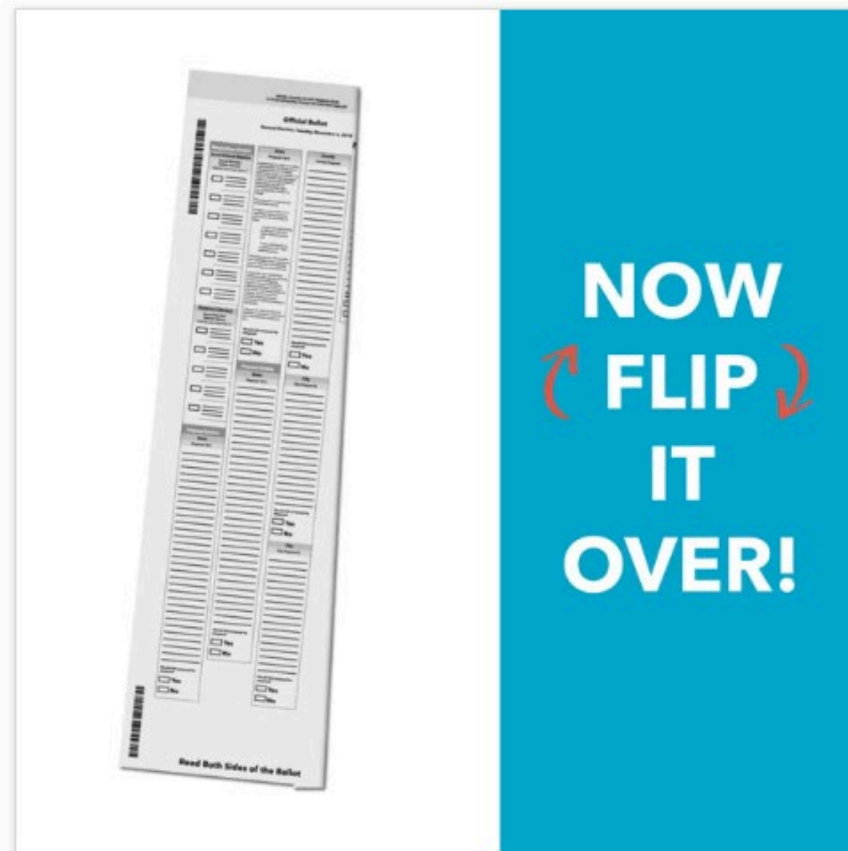
Voters Not Politicians

November 6, 2018 · 🌐

IT'S ELECTION DAY! 🗳️

Flip your ballot over and vote YES on Proposal 2 to end gerrymandering in Michigan! #YesOn2 👍👏

[YesOn2.com](http://YesOn2.com)



56

4 Comments 42 Shares



**Voters Not Politicians**  
 Like This Page · October 31, 2018 · 🌐

This Halloween there is nothing scarier than politicians who get to choose their own votes 🍷

Vote YES on Proposal 2 this Nov 6 to put the power in the hands of voters!

Help us spread the word in your community  
[vnp.vote/volunteer](http://vnp.vote/volunteer)



**Voters Not Politicians**  
 Like This Page · September 19, 2018 · 🌐

With Elizabeth Battiste.

👍❤️👍 3

👍 Like    💬 Comment    ➦ Share    🗨️

Write a comment...



**votersnotpoliticians** • Follow

**votersnotpoliticians** Why settle for a bumper sticker when you can have a lawn sign? #yeson2 #👍 #michigan #democracy #endgerrymandering

38w

👍💬👤🔖

**55 likes**

OCTOBER 21, 2018

Add a comment... [Post](#)

 **Voters Not Politicians** November 6, 2018 · 🌐

MILLIONS of you showed up to the polls today to vote [#YesOn2](#) to end gerrymandering in Michigan so that voters can choose their politicians - not the other way around.

AND WE WON MICHIGAN!

**YES  
ON 2**

AND TOGETHER,  
WE'VE WON ONCE AGAIN.  
**THANK YOU, MICHIGAN!**

 Paid for with regulated funds by Voters Not Politicians.

 855 89 Comments 338 Shares

# Communicating in crisis





# #CAMPFIRE

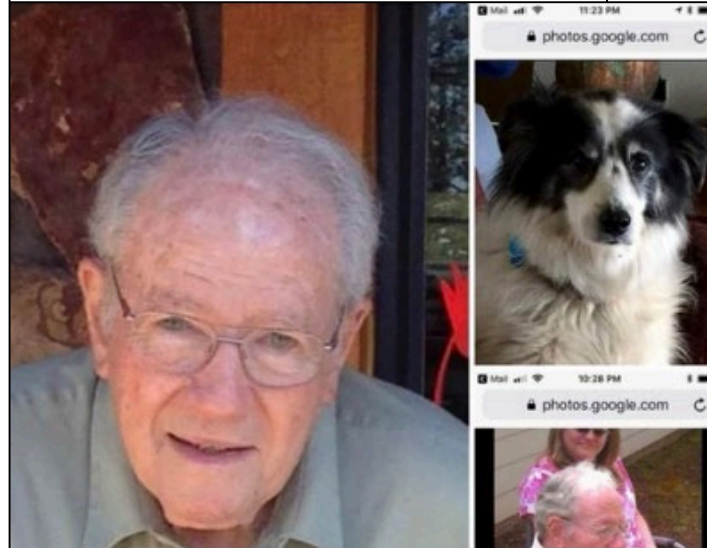
 **Tinydash\_BreakMe**  
@Halstrider1098

[Follow](#)

My house didnt last the [#CampFire](#)..hopefully this ends soon.



8:04 PM - 9 Nov 2018



 **Olivia Lamb**  
@OliviaLambo\_

We are still looking for my grandfather, Julian Binstock (88 y.o.), and his dog Jack, who were both evacuated Nov 8 from the Feather Canyon Retirement Community in Paradise CA to avoid the [#campfire](#) [#campfireparadise](#) If anyone has any info please contact me.

346 6:13 PM - Nov 9, 2018

 **Brooke Jeska**  
@StellaBs

[Follow](#)

John and Rachelles family and home before and after the [#campfire](#).

[#devastation](#) [#campfireparadise](#)  
[#ParadiseFire](#) [#CaliforniaWildfires](#)  
[#lostitall](#)



5:29 PM - 11 Nov 2018 from [Paradise, CA](#)

**Cal OES**   @Cal\_OES Follow

Thank you to the agencies that continue to provide mutual aid resources on the Camp Fire. View the list of agencies here: [tinyurl.com/y8t4skmc](https://tinyurl.com/y8t4skmc) #CampFire



9:38 AM - 25 Nov 2018

19 Retweets 68 Likes 

1 19 68

**CAL FIRE**   @CAL\_FIRE Follow

#CampFire [update] Pulga Road at Camp Creek Road near Jarbo Gap (Butte County) is now 70,000 acres and 5% contained. Evacuations in place. [fire.ca.gov/current\\_incide](https://fire.ca.gov/current_incide) ...



0:40 40K views

**Camp Fire Morning Update: November 9, 2018**

10:41 AM - 9 Nov 2018

326 Retweets 424 Likes 

25 326 424



- Provide evacuation resources
- Connect those searching for loved ones
- Share real-time updates and progress

# What works & What doesn't





- LISTEN.
- Cut through the clutter; be unexpected.
- Walk the walk, and not just online.
- Think like your target.



- Don't forget to LISTEN.
- Don't treat all channels the same.
- Don't be afraid to take risks.

# What else?

@heathersheppard

heather.sheppard@fahlgren.com



# HAVING A PUBLIC CONVERSATION

Beth Whelley  
Fahlgren Mortine

# AGENDA

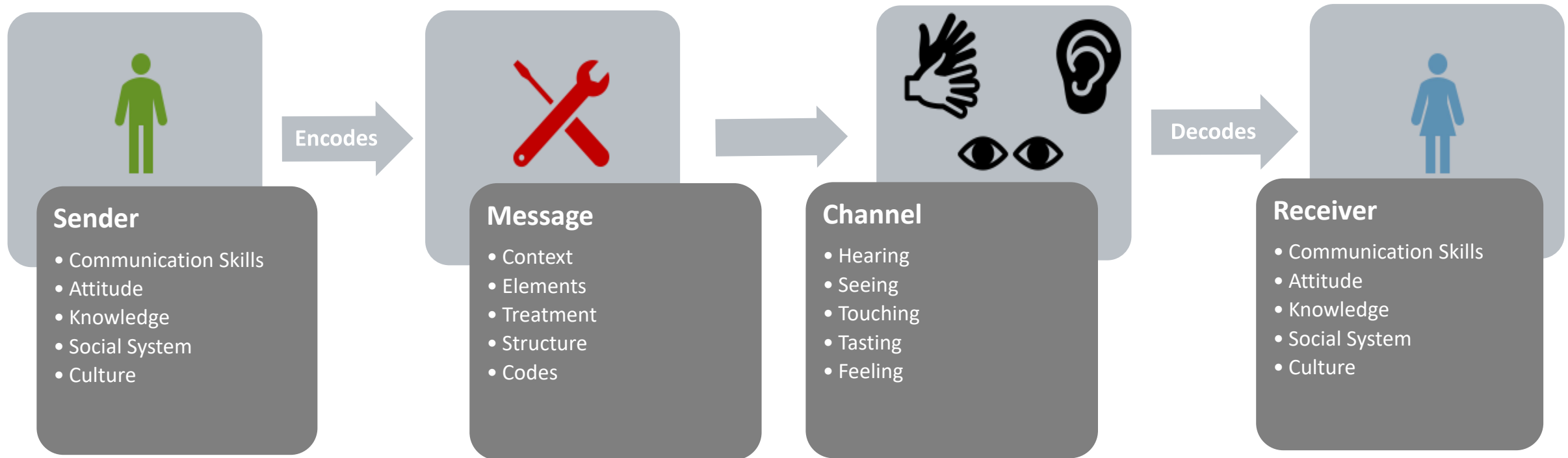
- Defining the Conversation
- Role of Social Media
- Social Listening
- Public Conversations: Case Studies
- Listening to Understand/Respond
- Discussion



# DEFINING THE CONVERSATION

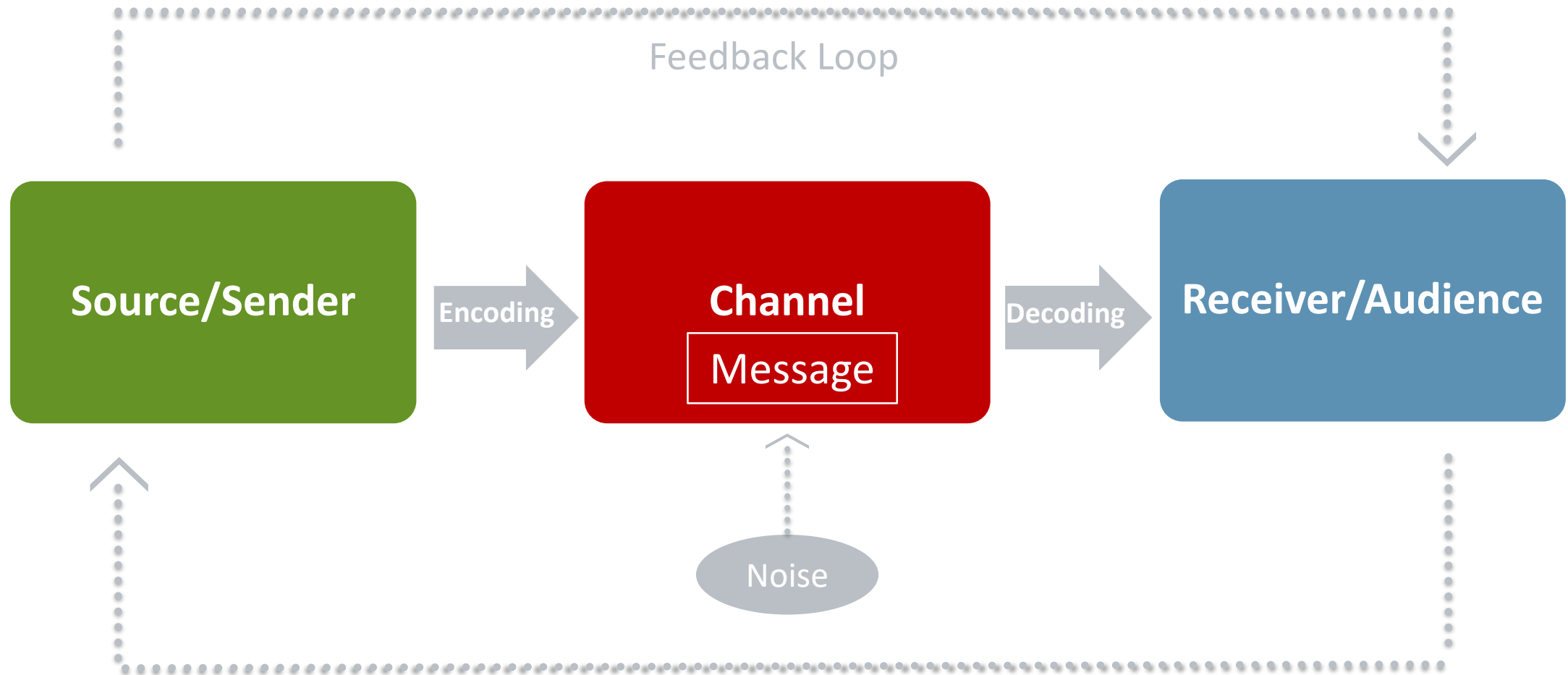


# SMCR MODEL OF COMMUNICATION, BERLO





# BASIC MODEL OF COMMUNICATION, SHANNON & WEAVER

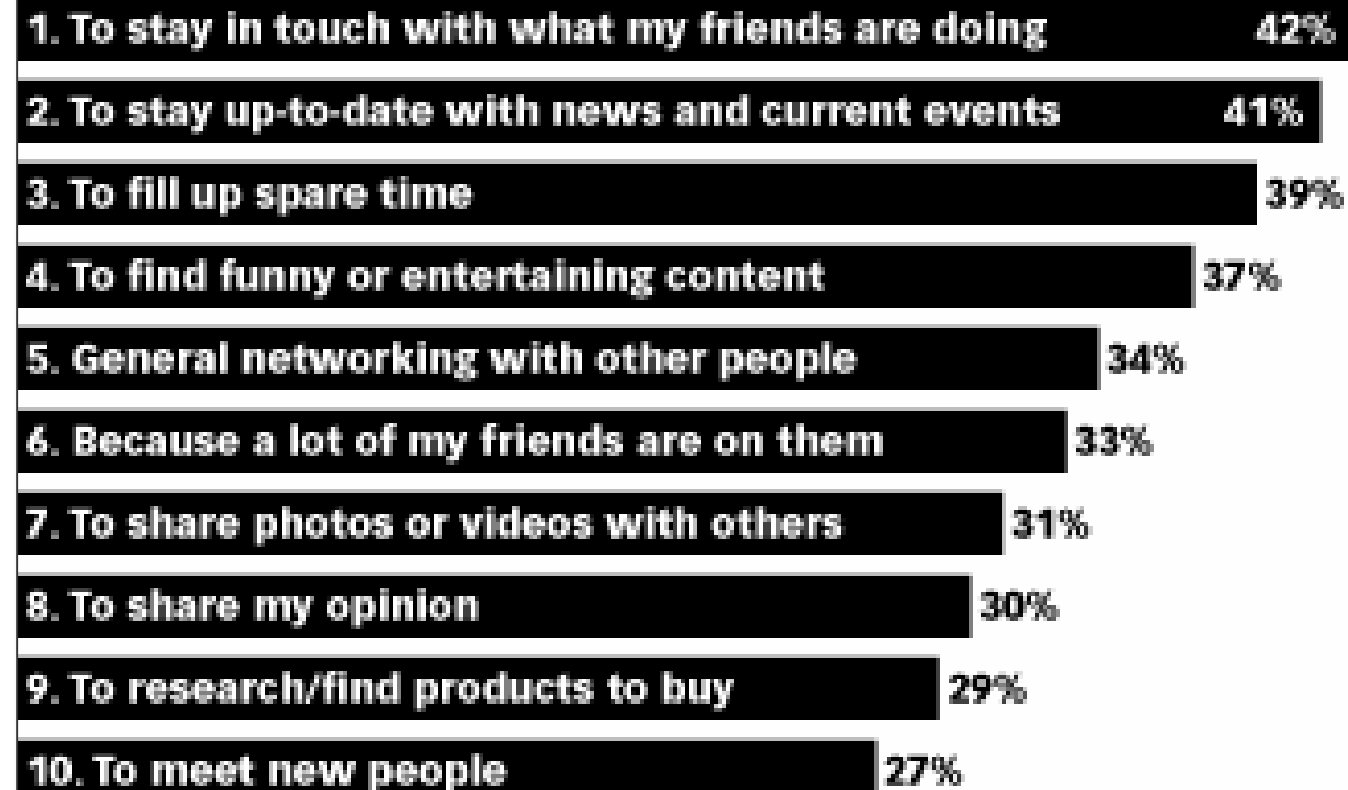


# ROLE OF SOCIAL MEDIA



## Top 10 Reasons that Internet Users Worldwide Use Social Media, Q3 2017

*% of respondents*



*Note: n=77,814 ages 16-64*

*Source: GlobalWebIndex as cited in company blog, Jan 11, 2018*

234578

www.eMarketer.com



City of Lexington, Ky  
June 21 at 12:08 PM · 🌐

Check out this new website of surveillance images. Recognize anyone?



Lexington Police Department  
June 21 at 11:39 AM · 🌐

Like Page

We receive so much surveillance video that captures criminal activity, we made a new website with nothing but suspect images.

Announcing [lexidme.com](#)

We n...  
See More

23

9 Shares

Lexington Police Department  
July 3 at 10:55 AM · 🌐

Officer Smith has the difficult job of judging pies for the Great American Pie Contest & Ice Cream Social.

Downtown Lexington Partnership



295

23 Comments 16 Shares

Lexington Police @lexkypolice · 22h  
New cases added to LexIDme.com!

Please help us clear some investigations by identifying these subjects. The cases on [LexIDme.com](#) include shoplifting, stealing someone's wallet, a heist involving merchandise totaling thousands of dollars, and more.



Lexington Police @lexkypolice · Jul 9  
Those firefighters. Always rescuing people and animals. 🙏👍👍



Ryan C. Hermens @ryanhermens  
First responders from the Lexington Fire Department revive 4-year-old Bella, who was found on the third floor of a structure fire.  
Show this thread

14 65



lexkypolice · Follow

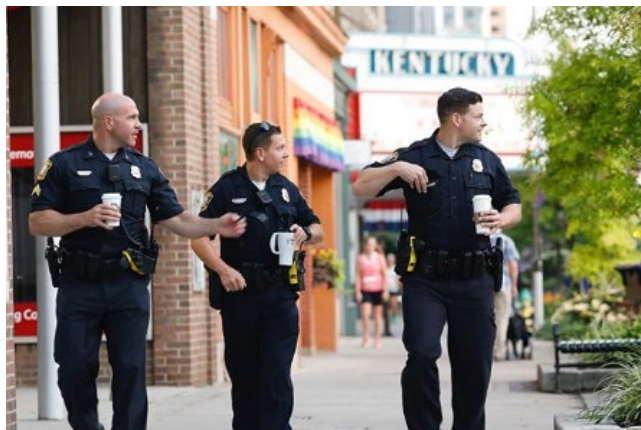
annagatedwood3 What a Blessing they are Thank You for caring enough to do this!!\$  
5d Reply

1w Reply

thesimplegreeklexington Thank you, for your service to the community!! We are thankful for all you do, so anytime you're hungry, stop in and we'll give you 50% off your meal. ❤️  
5d Reply

5d Reply

234 likes



lexkypolice · Follow

lexkypolice Fueled up for the weekend! 🍌🍌  
6d

topless\_70stang Hope y'all are boycotting Starbucks. I am. Any company that doesn't respect law enforcement doesn't get my business!  
5d 3 likes Reply

monica.g.burke @vpdth151 That

259 likes

Lexington Police Department  
14 hrs · 🌐

Chief Weathers provided the following statement to reporters regarding an officer-involved shooting that happened Wednesday evening:

A Lexington Police officer has been involved in an on-duty shooting that left a 23-year-old male subject with injuries that do not appear to be life-threatening. The officer was not injured in the incident.

Shortly before 7 p.m. Wednesday, July 10, the officer was responding to a report of a residential burglary on Patchen Drive near Richmond Road. The officer attempted to make a traffic stop on a car occupied by a male driver and female passenger. As the officer approached the vehicle, the driver jumped out and fled on foot. The officer engaged in a brief foot pursuit and shots were fired. The subject suffered gunshot wounds to his lower body.

The officer called for Emergency Care, and the subject was transported to a hospital for treatment. A gun the subject was believed to have been in possession of was recovered at the scene.

This incident is being investigated by the Kentucky State Police Critical Incident Response Team. In accordance with the Lexington Police Department's policy regarding post-shooting investigations, the department's Public Integrity Unit will conduct an internal review of the incident. The officer will be placed on administrative assignment pending the outcome of the investigation.

Any additional information regarding this incident will be released by KSP.



67

29 Comments 23 Shares

Lexington Police @lexkypolice · Jun 28  
Traffic Alert!!!! 🚗🚗🚗

Friday, 6-28th @ 7:08pm.

Please avoid Newtown Pike and Georgetown Rd between New Circle and I-75. Power is out including all traffic lights. Use lights in the area as a 4-way stop. KU is aware of the power outage. The power will be out indefinitely.

1 8 10



# SOCIAL LISTENING





Google Analytics



Twitter Analytics



Facebook Analytics



# CASE STUDY- THE CITY OF LAS VEGAS

Goal - Increase Citizen Engagement



**City of Las Vegas** @CityOfLasVegas · Jun 5  
 #Ivcouncil unanimously approved an exclusive negotiating agreement to explore building a new soccer stadium at the Cashman Field site to house a @MLS expansion franchise.



5 34 77  
 Show this thread

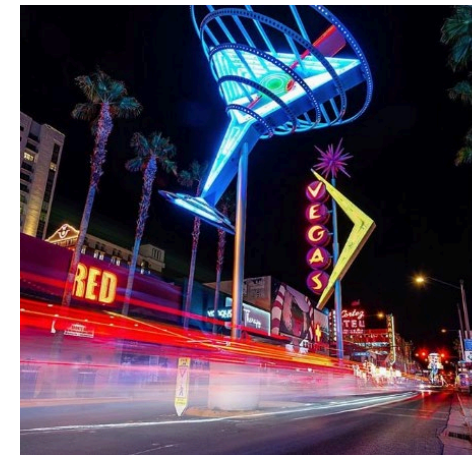
**City of Las Vegas** @CityOfLasVegas · Jun 20  
 Breaking ground on another new residential project in #dtlv 🌞 The 290-unit Aspen Heights apartment project will feature 4,300 square feet of ground floor restaurant and retail space. – at Symphony Park



5 10 39



cityoflasvegas • Follow  
 cityoflasvegas Top Instagram Locations in Downtown Las Vegas  
 Get your cameras ready because we're sharing the top Instagram spots in #DTLV for the perfect #DTLVgram  
 2w  
 cityoflasvegas .  
 #instamodel #instagood #photooftheday #portraitphotography #photography #downtownlasvegas  
 2w 1 like Reply  
 firedupmanagement Awesome!  
 7,464 views  
 Add a comment... Post



cityoflasvegas • Follow  
 cityoflasvegas #nofilterneeded via @stanovision  
 20w  
 cityoflasvegas .  
 #fremontstreet #dtlv #downtownlasvegas #lasvegas  
 20w Reply  
 mq216 Ahhh... I see my Cortie  
 20w Reply  
 bliakriis  
 1,080 likes  
 FEBRUARY 19  
 Add a comment... Post





# STRATEGY: HUMANIZE GOVERNMENT

 **City of Las Vegas**   
@CityOfLasVegas Follow

Another #earthquake = good time to review some safety tips 🙄  
[lasvegasnevada.gov/News/Blog/Deta ...](https://lasvegasnevada.gov/News/Blog/Deta...)



11:43 PM - 5 Jul 2019

39 Retweets 88 Likes



4 39 88

 **City of Las Vegas**   
@CityOfLasVegas Follow

.@mayoroflasvegas not only declares today #NationalMartiniDay, but @OscarBGoodmanLV Martini Day 🍸 Watch her make the Goodman Martini with @homeofbombay & jalapeño.



13.4 K Views

National Martini Day

11:15 AM - 19 Jun 2019

28 Retweets 95 Likes



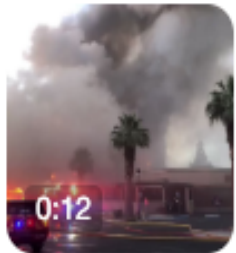
5 28 95



# STRATEGY: DEMONSTRATE TRANSPARENCY & REMOVE RED TAPE



**City of Las Vegas** @CityOfLasVegas · Jun 17  
You may see smoke in the sky this morning as a result of this fire @ClarkCountyFD is handling near Paradise/Flamingo.



**Kelsey McFarland** @KelseyMarie\_TV  
Still some active flames- heavy smoke making it difficult to see the building. The smoke is stretching for miles. @KTNV

1 9 26



**City of Las Vegas** @CityOfLasVegas · Jul 6  
Please share: DO NOT call 911 to ask if there was an #earthquake 911 is for life threatening emergencies only #VegasEarthquake

59 639 1.3K



**City of Las Vegas Government** was live.  
March 20 ·

The City Council is discussing social use marijuana lounges. They will revisit this issue on April 17.



72

89 Comments 32 Shares 3.9K Views

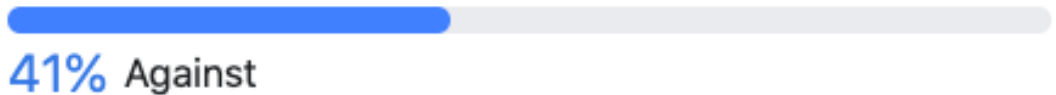


# STRATEGY: ASK FOR FEEDBACK

 **City of Las Vegas Government** created a poll. April 17 · 🌐 ⋮

How do you feel about HOV lanes?

Please respectfully share your thoughts in the comments. NDOT wants to add HOV lanes to the 15 and make them 24/7 along the 95 and 15 starting next month when Project Neon is completed. The City Council wants your feedback. Ward 4 Councilman Stavros Anthony asked our traffic engineers to provide an update at the May 15 City Council meeting about the impact of HOV lanes on safety and roadway accessibility. Your feedback and this poll will be shared with the City Council before the May 15 meeting.

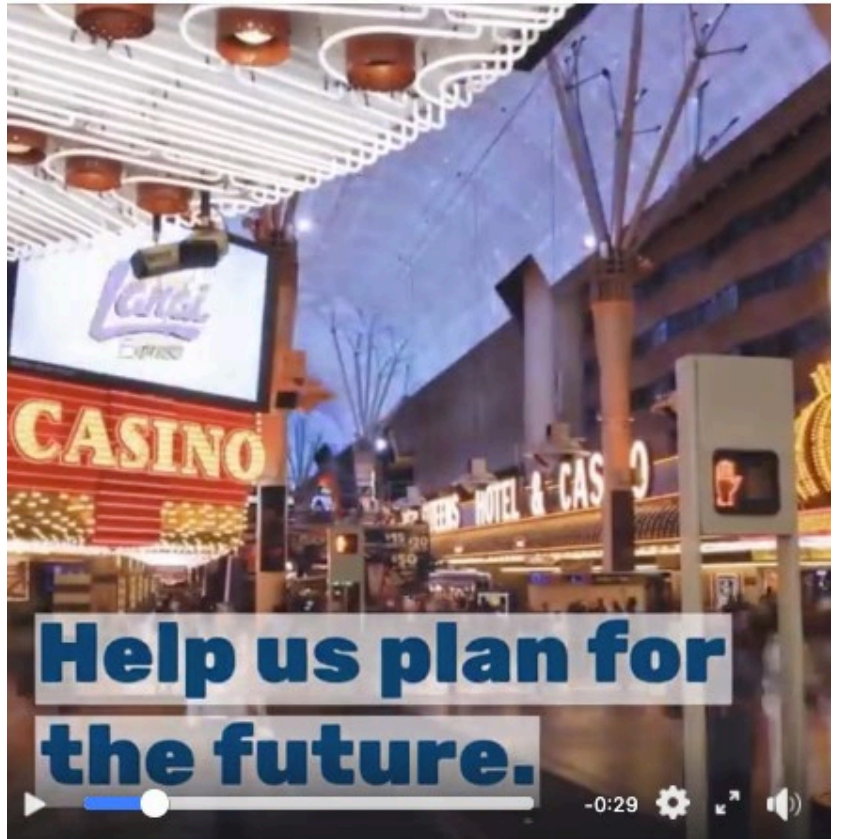


This poll has ended. 2K Votes

 39 334 Comments 29 Shares

 **City of Las Vegas Government** 🌐 Like Page ⋮  
March 21 · 🌐

Help us plan for #LasVegas2050 by sharing your feedback about the future or attend an event near you: <http://www.masterplan.vegas> Or listen to our recent podcast: <https://soundcloud.com/.../the-las-vegas-master-plan-episode21>



 42 21 Comments 17 Shares



# CASE STUDY- LOVELAND WATER & POWER

"Loveland, Let's Talk Broadband" Campaign



# CAMPAIGN OBJECTIVES AND TARGET AUDIENCE

- Increase Social Media Engagement about project by 50%
- Engage with 5% of Loveland households via telephone
- Reach residents through in-person, print, phone and online tactics
- Convert 25% of website visitors to “informed” (viewed, downloaded, clicked on link, engaged)
- Collect enough useable data to make a final decision on the broadband project

Target: All Loveland Residents; specific focus on those with low regular engagement



# EXECUTION & TACTICS

**City of Loveland - Water and Power**  
June 22, 2018

Let's Talk Broadband! We've done the research, received recommendations and now, it's time for you to learn more, ask questions and understand how broadband would affect you, your family or business. Learn more at [www.cityofloveland.org/broadband](http://www.cityofloveland.org/broadband)

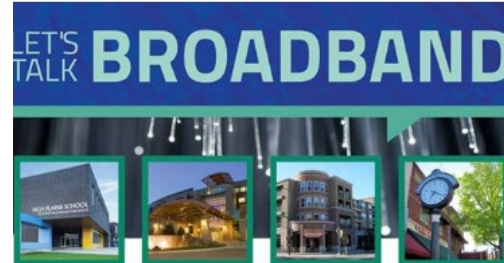


**Broadband 101** [Learn More](#)

7 Likes 1 Comment 6 Shares 3.7K Views

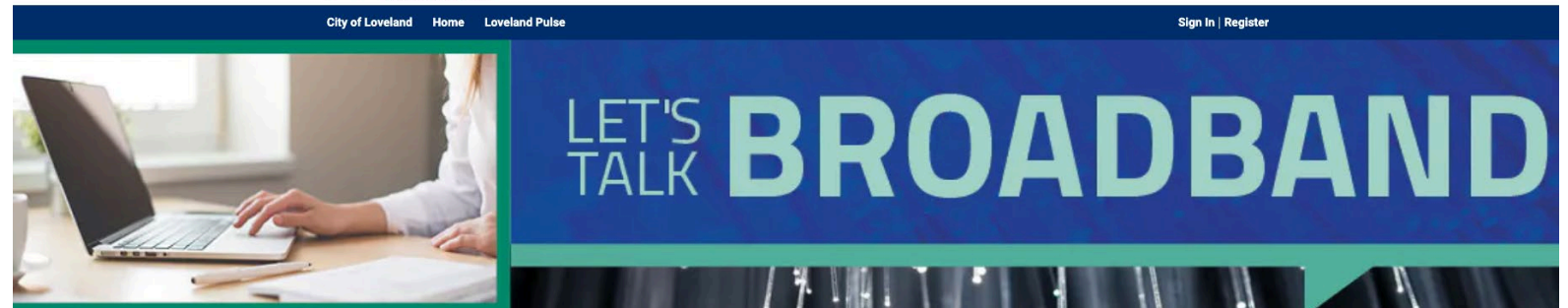
**Most Relevant**  
Cindy Kittinger Can't stand the one at my daughter's house you get bumped off and on it constantly yeah they all got it for free in the beginning but it's crap you have to go back to your Verizon and your gigabytes  
Like · Reply · 1y

**City of Loveland - Water and Power added an event.**  
June 6, 2018



**FRI, JUN 8, 2018**  
**Let's Talk Broadband at Night on the Town**  
Downtown Loveland - Loveland, CO  
22 people interested

7 Likes



**City of Loveland - Water and Power was live.**  
August 28, 2018 at 2:01 PM

Let's Talk Tuesday goes back to school as we talk broadband and education. Tune in at noon, Tuesday, August 28 to hear from LCAB members and education professionals about how technology is used in education today. We will also be answering your questions LIVE, so send us some education and broadband topics you want to know.



8 Likes 8 Comments 3 Shares 203 Views

**Most Relevant**  
City of Loveland - Water and Power · 22:09 Thanks for the feedback on the A/V. Glad it is working. Let us know if you have any questions we can answer live.  
Like · Reply · 45w  
City of Loveland - Water and Power · 1:57 Thanks for joining us! If you have questions, be sure to post them here.  
Like · Reply · 45w

**City of Loveland - Water and Power was live.**  
September 25, 2018 at 2:00 PM

Let's Talk Tuesday is back September 25 at noon. We continue our broadband exploration with a discussion on healthcare, technology and the internet. Don't miss this discussion with esteemed healthcare experts and ask your questions live!




6 Likes 11 Comments 12 Shares 1.6K Views

**Most Relevant**  
City of Loveland - Water and Power · 0:00 We hope you can join us tomorrow to talk about healthcare and the internet here in Loveland. We have some great experts joining us including Margo Karsten, CEO for Banner Health in the Northern Colorado and president of the Western Region; Cheryl Bennett, IT Director, for Columbine Health Systems; and MariJo Rugh, Vice President of Affiliate Services, UCHHealth.  
Like · Reply · 41w  
City of Loveland - Water and Power · 0:21 Welcome everyone! If you have any questions, please post live here and we will get to them during the broadcast.  
Like · Reply · 41w



# EVALUATION

- Campaign resulted in 276,306+ touchpoints
- Social media reach increased by 1773.2%
- Social media engagement increased by 870.63%

 **City of Loveland - Water and Power** ...  
June 22, 2018 · 🌐

Let's Talk Broadband! We've done the research, received recommendations and now, it's time for you to learn more, ask questions and understand how broadband would affect you, your family or business. Learn more at [www.cityofloveland.org/broadband](http://www.cityofloveland.org/broadband)





**Broadband 101** Learn More

👍 7 1 Comment 6 Shares 3.7K Views

👍 Like    💬 Comment    ➦ Share    👤

Most Relevant ▾

 Write a comment... 😊 GIF 🗨️

 **Cindy Kittinger** Can't stand the one at my daughter's house you get bumped off and on it constantly yeah they all got it for free in the beginning but it's crap you have to go back to your Verizon and your gigabytes

Like · Reply · 1y



# **LISTEN TO UNDERSTAND AND RESPOND**





# RESPONSE PROTOCOLS

## Respond If...

Someone asks a question directed to your organization

Someone gives a substantial compliment

Someone posts incorrect information about your organization

## Engage (Like, Favorite, etc.) If...

Someone gives a simple compliment (i.e. "I love [organization name]!")

## Direct Offline If...

Someone complains about a bad experience with your organization

Someone asks a question could spark a negative interaction (i.e. "Why are you wasting taxpayer money on X?")

## Ignore If...

Someone has no interest in a positive interaction with the brand

You have attempted to address an issue with someone, but they remain hostile and a response will only further provoke them

## Hide/Report If...

Someone is threatening an employee or fan



# PRIVATE AND/OR PUBLIC PRESENCE





# FINAL THOUGHTS



# FINAL THOUGHTS

- Most effective communication starts with listening
- Humanize, meet citizens where they are, know how/when to respond
- Seek private/public alignment



# Combating Fake News



Mid-Ohio Regional Planning Commission  
Best Practices in Social Media for Local Governments

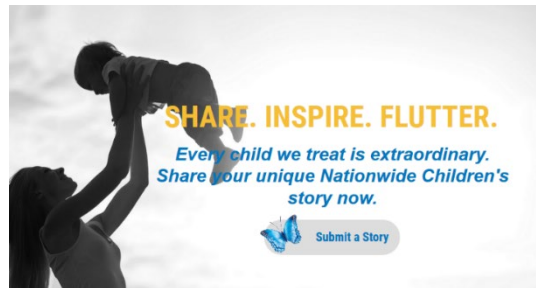
July 17, 2019

# Goals

- Understand how and why fake news is created
- Learn how to spot a fake account
- Acknowledge the importance of accountability

# Nationwide Children's Hospital Social Media Landscape

- More than 400,000 users (FB, Twitter, Instagram, LinkedIn, Tumblr, Pinterest and Periscope)
- 15 service-line Facebook pages or groups
- 130+ service-line or doctor-run Twitter accounts
- 3 You Tube Channels
- 2 podcasts
- 2 blogs with more than 320 authors
- 65 locations



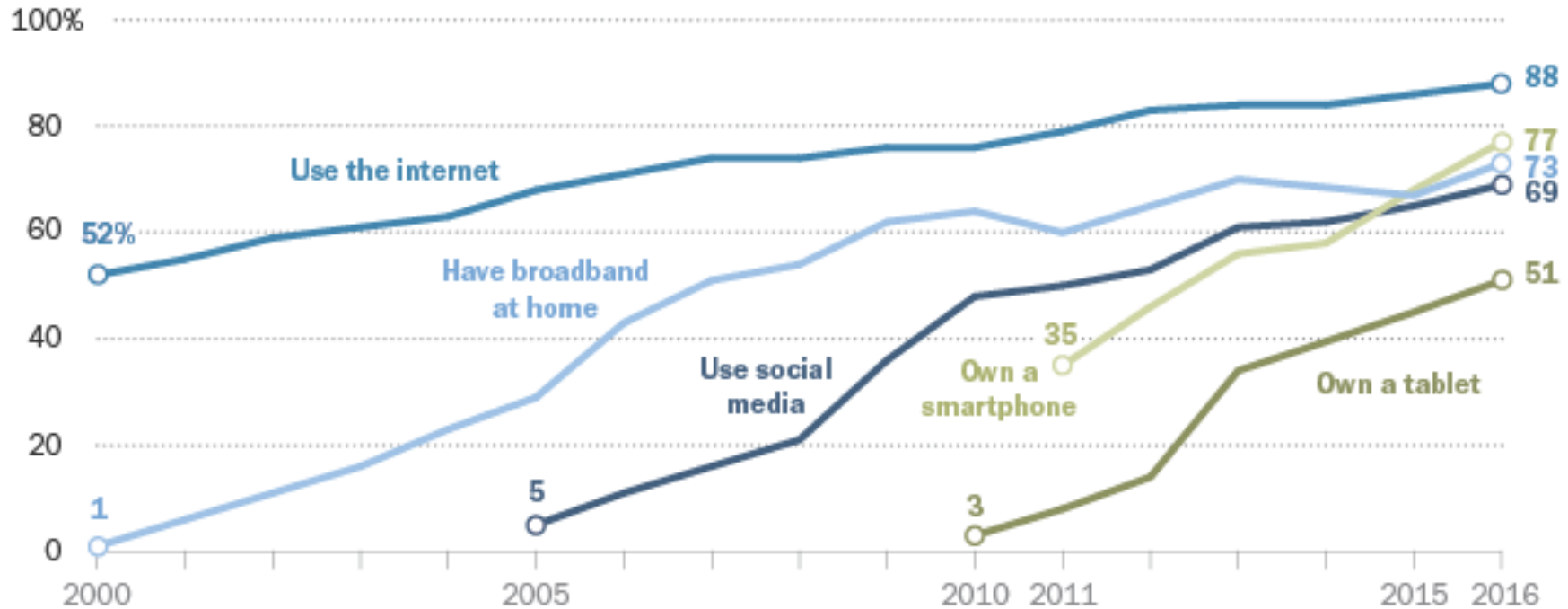
"I have had to use this hospital for all three of my kids and I know how much care and dedication the staff has for wanting children to get better. Any job I've had – it's always been about helping someone else. That's what we are supposed to do in life. Being here puts your whole life into perspective – really makes you step back for a minute and reflect. It's all about the kids here."

**Karen, Unit Coordinator, Pediatric Intensive Care Unit**



## The evolution of technology adoption and usage

% of U.S. adults who ...



Source: Surveys conducted 2000–2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER



**NATIONWIDE CHILDREN'S**  
*When your child needs a hospital, everything matters.*

Mar 22, 2017

## THREE MAJOR WAYS SOCIAL MEDIA IS CHANGING JOURNALISM

### The rise of social media and its impact on mainstream journalism:

A study of how newspapers and broadcasters in the UK and US are responding to a wave of participatory social media, and a historic shift in control towards individual consumers.

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Nic Newman

## MAINSTREAM MEDIA VS. SOCIAL MEDIA: WHAT DOES THE FUTURE HOLD?

By Darren Richards | September 11, 2017 | Public Relations

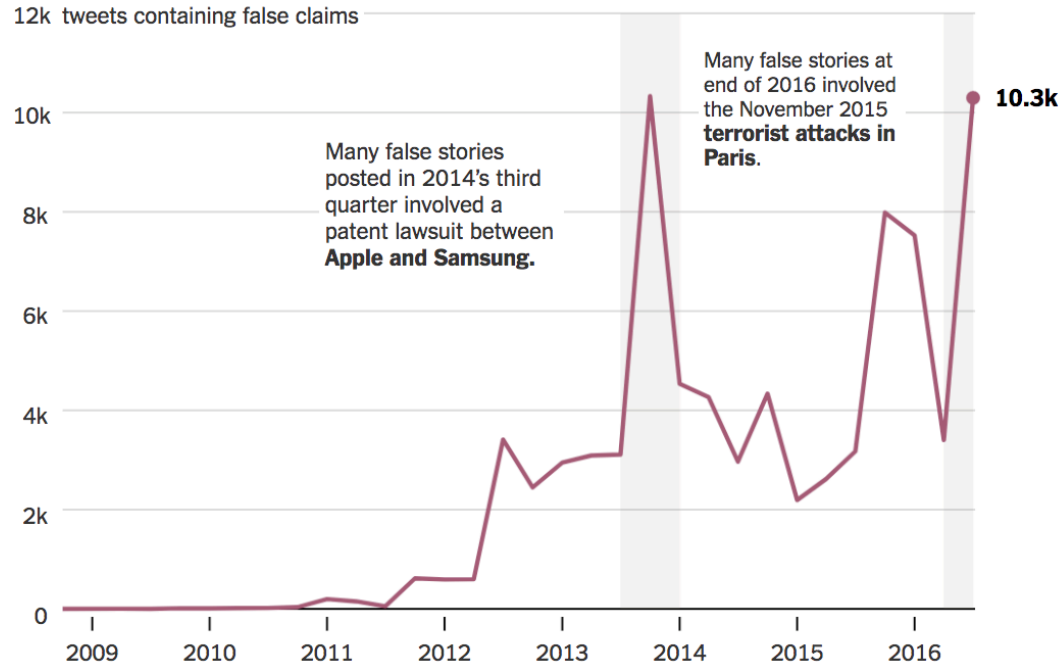


**NATIONWIDE CHILDREN'S**  
*When your child needs a hospital, everything matters.*

# Fake news is thriving thanks to social media users, study finds

Most Americans think the problem will get worse.

*It's True: False News Spreads Faster and Wider. And Humans Are to Blame.*



Source: [New York Times](#)



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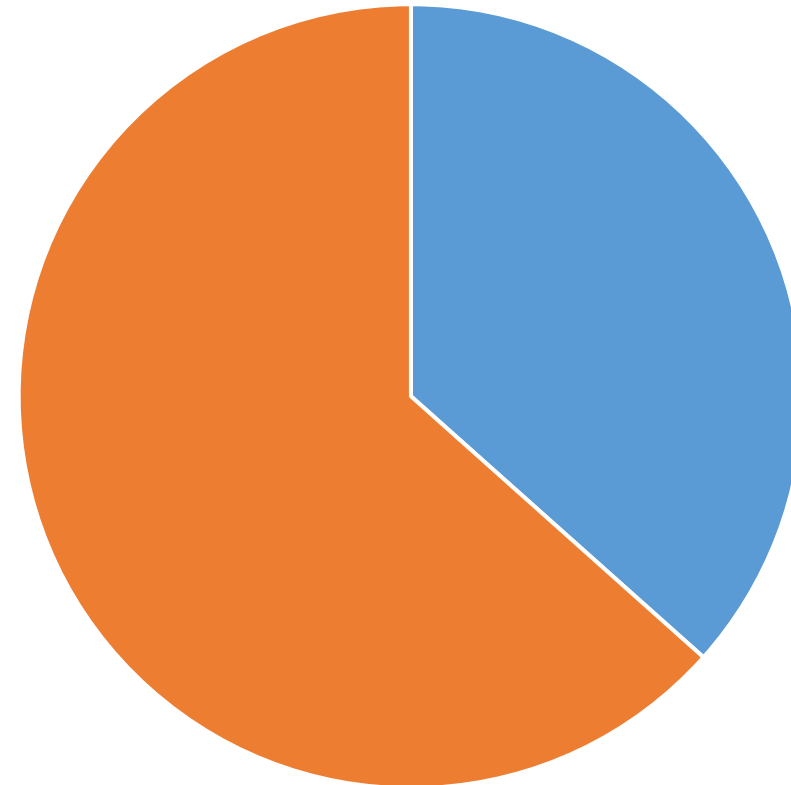
# What is Fake News?

News stories that are false: the story is fabricated, with no verifiable facts, sources or quotes. (source: University of Michigan)

- Propaganda - to influence public opinion
- “Clickbait” - for financial gain
- Humor - via parody or satire accounts
- News - that hasn’t been properly sourced or investigated

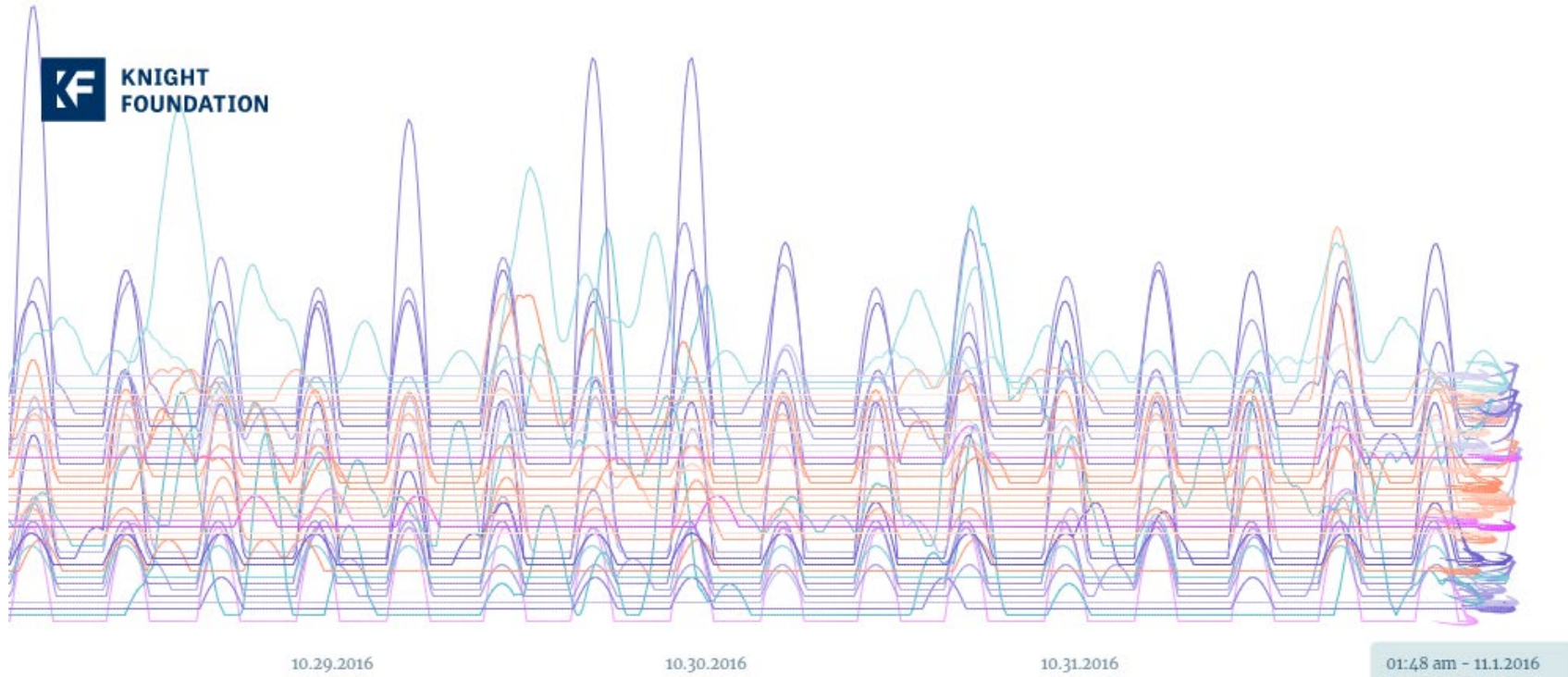
# Bots

- Search and retrieve unverified information
- Use trending topics and hashtags
- Use patterns to react to situations



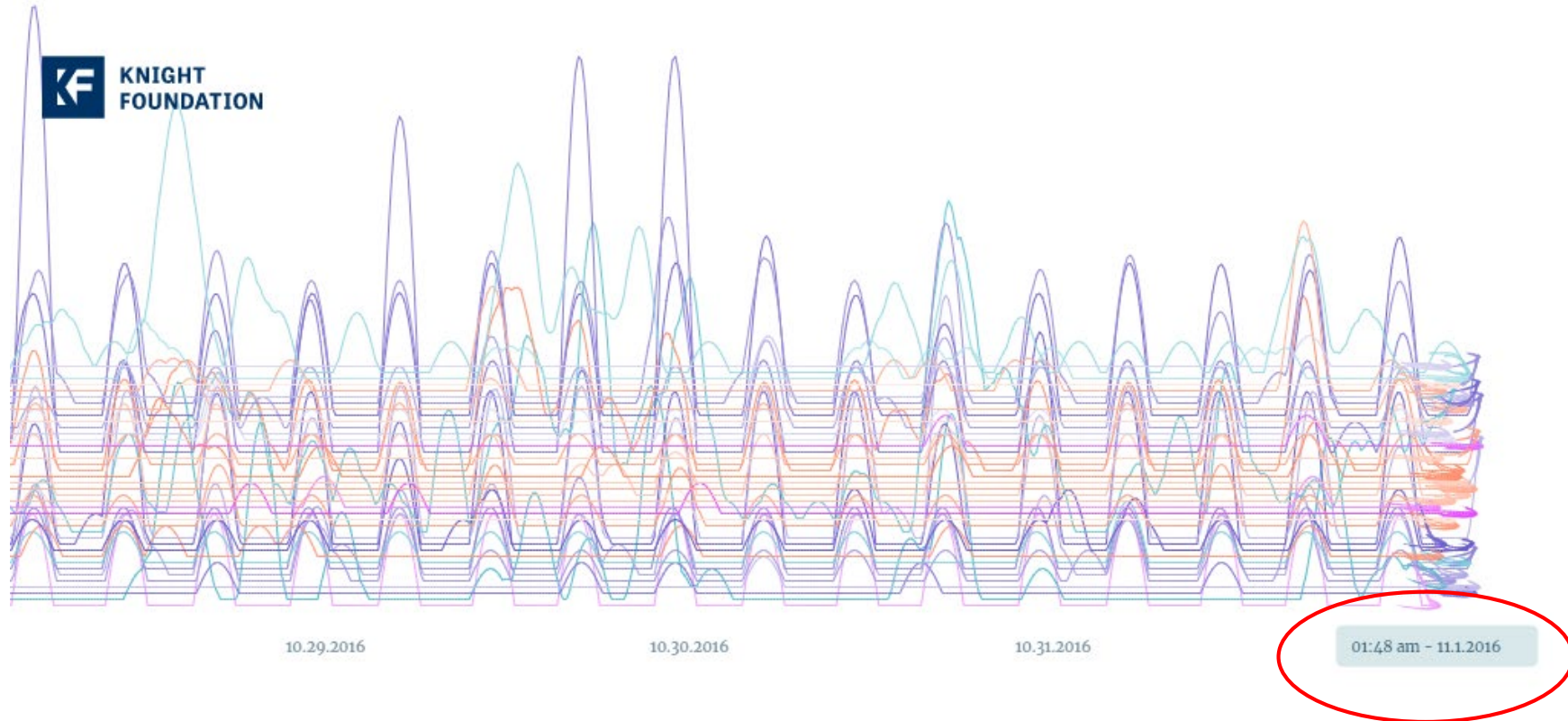
■ Number of Bots on Social Media  
■ Number of People in the US

# Bots



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# Bots



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Review the user profile for signs they aren't a real person.

---



# Humans



60% of US adults who prefer getting news through social media said they had shared false information

Of that group, 51% said they had shared fake news



Real human Twitter users are 70% more likely to retweet fake news than truthful stories

Health & Science

## Anti-vaxxers target communities battling measles



**George Gammon** @George\_58 · Apr 28

Replying to @Jordan\_Sather\_

There are no measles, I'll be very surprised if there are any real cases. #Vaxxed



2



30



**Judy** @Judy82036461 · Jul 6

Replying to @MarcherLord1

The brain sickness is world wide, do you think the **vaccines** the world health organization make everyone take has anything to do with it? Just asking most people my age think differently Our **vaccines** weren't the same as now. And not as many.



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Health & Science

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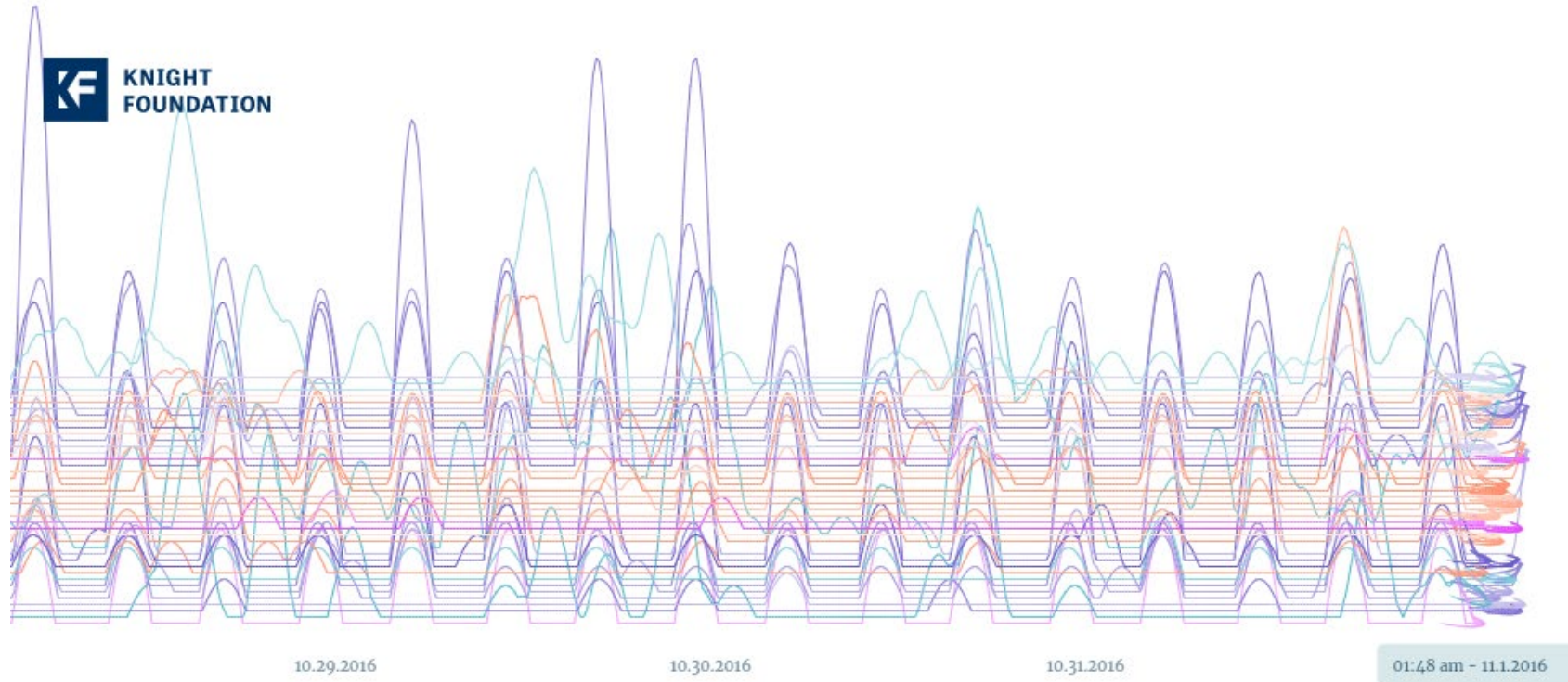
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# Tweet Patterns



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- 5 tweets at 1:00pm
- 8 tweets at 6:00pm
- 7 tweets at 11:00pm
- 4 tweets at 9:00am

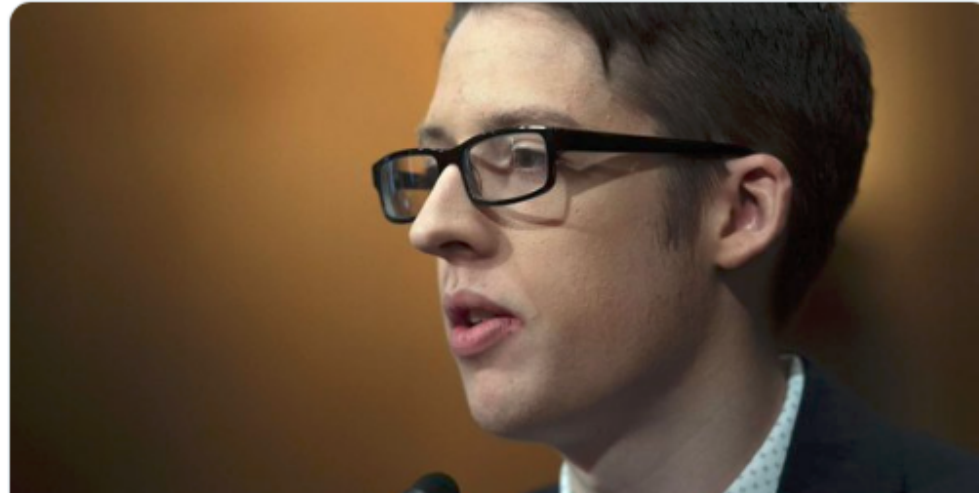


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NPR @NPR · Mar 6

18-year-old Ethan Lindenberger told Congress his anti-**vaccine** mother got most of her misinformation about **vaccines** on Facebook, whereas he got his information from the CDC, the **World Health Organization** and scientific journals.



**18-Year-Old Testifies About Getting Vaccinated Despite Mother's Anti...**

Ethan Lindenberger got vaccinated against the wishes of his mother. He told senators on Tuesday that anti-vaccination misinformation online "should be

[npr.org](http://npr.org)



HHS.gov @HHSGov · Apr 30

There's a lot of information about **#vaccines** online, but not all of it is accurate. Find credible, expert-approved information at [vaccines.gov](http://vaccines.gov).

66

63

112







NPR @NPR · Mar 6

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# Twitter Verified



- Most reputable sources will have a blue checkmark next to their user name

# Twitter Verified



- Most reputable sources will have a blue checkmark next to their user name



- The checkmark will only appear next to the user name
- It will NOT be in the profile photo, header photo or in the user's bio



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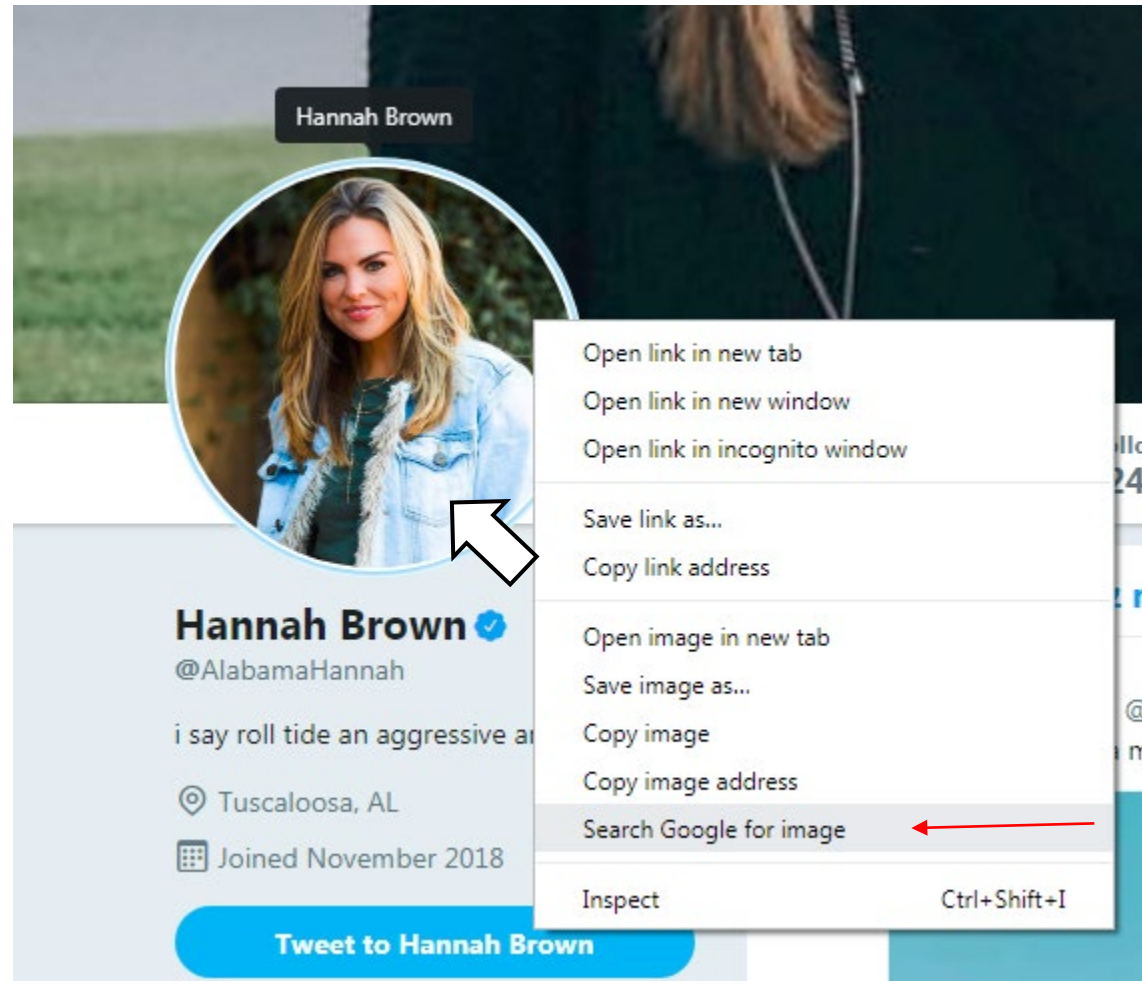


**Hannah Brown** ✓  
@AlabamaHannah  
i say roll tide an aggressive amount.  
📍 Tuscaloosa, AL  
📅 Joined November 2018 ←

Verified?!



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https...00x400.jpg x

hannah brown



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Possible related search: [hannah brown](#)

### Hannah Brown (@alabamahannah) • Instagram photos and videos

<https://www.instagram.com/alabamahannah/?hl=en>

1.5m Followers, 1441 Following, 740 Posts - See Instagram photos and videos from **Hannah Brown** (@alabamahannah)

### Hannah Brown (@AlabamaHannah) | Twitter

<https://twitter.com/alabamahannah?lang=en>

The latest Tweets from **Hannah Brown** (@AlabamaHannah). i say roll tide an aggressive amount. Tuscaloosa, AL.

### Visually similar images



## Hannah Brown

American model



Hannah Kelsey Brown is an American model, television personality, and former beauty pageant titleholder. She stars as the eponymous lead in season 15 of *The Bachelorette*. Brown had previously placed in the top seven in season 23 of *The Bachelor*, starring Colton Underwood.

[Wikipedia](#)

**Born:** September 24, 1994 (age 24 years), Tuscaloosa, AL

**Nationality:** American

**Education:** [Tuscaloosa County High School](#)

**Title:** [Miss Alabama USA](#)

**TV shows:** [The Bachelorette](#)

**Parents:** [Susanne Brown](#), [Robert Walker Brown](#)

### Profiles



Instagram



Twitter



LinkedIn



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A. The fashion chain Zara introduced children's pajamas with horizontal stripes and a gold star. The company said the design was inspired by what a cowboy sheriff would wear. But Twitter users posted messages saying the pajamas resembled Nazi concentration camp uniforms.

**200 retweets in 7.3 hours**

B. Chick-fil-A restaurant chain decided to begin a "We don't like blacks either" marketing campaign to stir up controversy and boost sales. It came after the company's president did say he opposed gay marriage.

**200 retweets in 4.2 hours**







# The 14 Most Common Signs of Gluten Intolerance

1. Bloating
2. Smelly Feces
3. Abdominal Pain
4. Headaches
5. Feeling Tired
6. Skin Problems
7. Depression
8. Weight Loss
9. Anemia
10. Anxiety
11. Autoimmunity
12. Joint/Muscle Pain
13. Leg/Arm Numbness
14. Brain Fog





# The 14 Most Common Signs of Gluten Intolerance

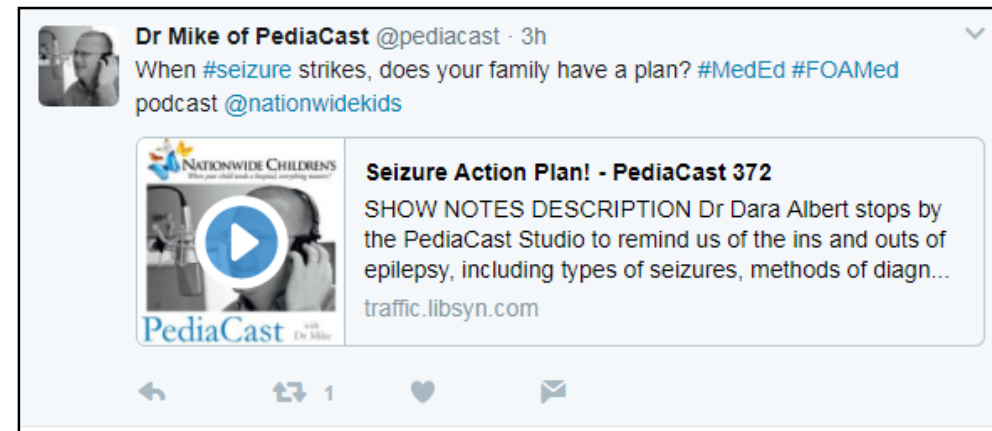
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# Choose Evidence-Based



60% of consumers say they trust doctors' posts (Source: MDDI)



# Amplify Your Own Experts



## 13 Reasons Why: Should Parents Be Concerned About This Netflix Series?

Author: **John Ackerman, PhD**

16 COMMENTS

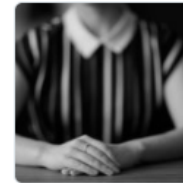
PUBLISHED APRIL 13, 2017 IN: BEHAVIORAL HEALTH, KIDS & TEENS, PARENTING



**Jedi Counsel** @Jedi\_Counsel · Apr 19

13 Reasons Why: Should Parents Be Concerned About This Series?

[700childrens.nationwidechildrens.org/13-reasons-par...](https://700childrens.nationwidechildrens.org/13-reasons-par...) (informative, thoughtful piece by [@johnackerman78](#))



**13 Reasons Why: Should Parents Be Concerned A...**

Despite being touted by some as a life-saving work, 13RW could do more harm than good by disregarding best practices in media portrayals of suicide.

[700childrens.nationwidechildrens.org](https://700childrens.nationwidechildrens.org)

1 1 4



**Julie Cerel** @juliecerel · Apr 13

Great piece by [@JohnAckerman78](#) on what we've all been trying to say about 13 reasons #spsm

**Dese'Rae L. Stage** @deseraestage

Dr. [@JohnAckerman78](#)'s eye-opening post on why 13 Reasons Why is problematic: [700childrens.nationwidechildrens.org/13-reasons-par...](https://700childrens.nationwidechildrens.org/13-reasons-par...) #suicide #13reasonswhy

6 6



**NationwideChildren's** @NCHforDocs · Apr 13

From [@JohnAckerman78](#), the young adult drama "13 Reasons Why" could be dangerous to those vulnerable to suicide [spr.ly/60138dG4D](https://spr.ly/60138dG4D) #13rw

1 1



Dr. Sean Gallagher and 1 other liked



**Dese'Rae L. Stage** @deseraestage · Apr 13

Dr. [@JohnAckerman78](#)'s eye-opening post on why 13 Reasons Why is problematic: [700childrens.nationwidechildrens.org/13-reasons-par...](https://700childrens.nationwidechildrens.org/13-reasons-par...) #suicide #13reasonswhy

1 9 13

# Fact-Checking

- Use independent fact-checking organizations
  - Snopes
  - PolitiFact
  - FactCheck.org

#DidYouSnopesThat

# Questions?



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Sr. Manager, Social Media  
[diane.lang@nationwidechildrens.org](mailto:diane.lang@nationwidechildrens.org)

# Sources

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<https://guides.lib.umich.edu/fakenews>





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