

Social (2.0) Hour

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The Next 45 Minutes

Today's agenda

- The trend for 2018: Being **social** on social media. Gasp!
- Learn from these mistakes.
- Handling trolls.
- Beyond the basics: Facebook Live and Instagram stories and promoted posts, oh my!

You're Good at Social. Now what?

- This session is not to convince you that you should have a Facebook page or Twitter account. YOU SHOULD!
- 2018 is about stepping up your game.
- Social Media 1.0 questions at the end if time allows.

Step Up Your Game

Social media should be ... social.

- Interact with your audience. It shows them you care, builds trust.
- Can be as simple as a like or a thank you.
- Listen as much as you talk.
- Private message function. Try it.

Don't be this guy

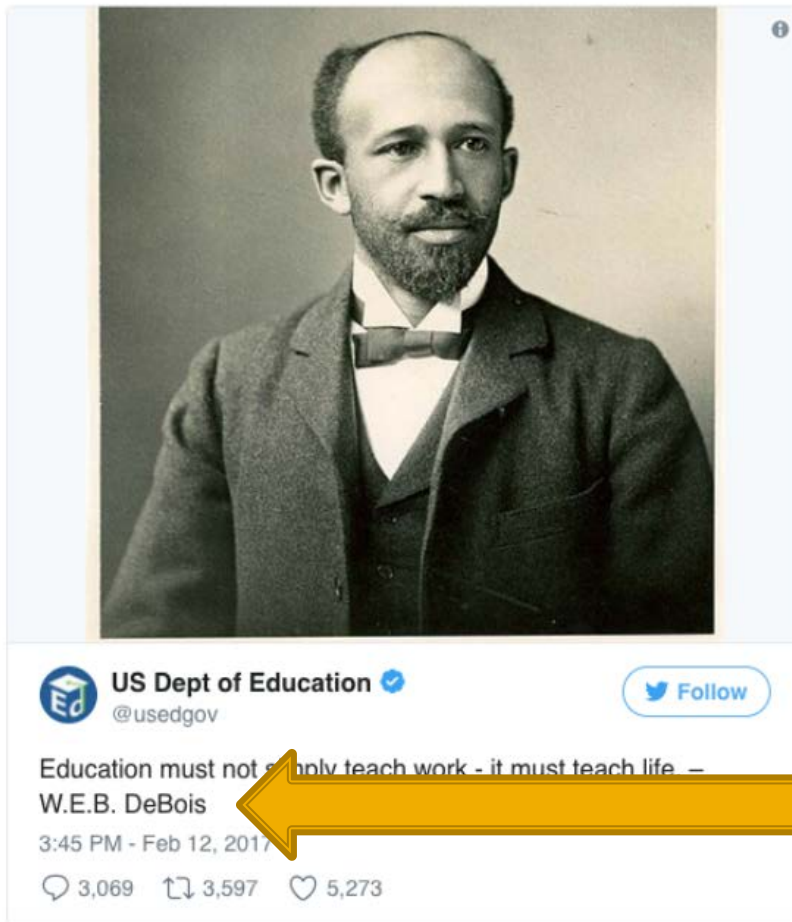


"I have to confess that I don't know my Twitter account log-ons and the passwords, so certainly that's one of the changes that I've made. I've been putting that on my phone so that we can access the social media directly"

- David Ige, State Governor

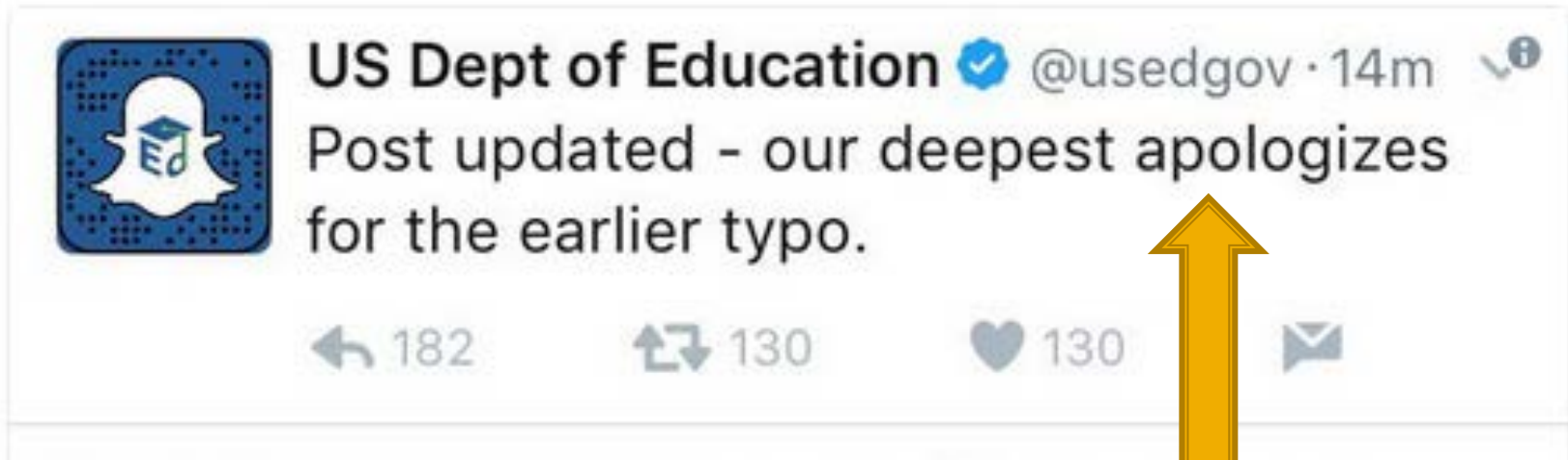
Or this guy

3. When the Department of Education couldn't spell W.E.B. DuBois



WRONG SPELLING!

Facepalm!



DON'T MAKE IT WORSE!

Roles/Admins

	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page roles and settings	✓					
Edit the Page and add apps	✓	✓				
Create and delete posts as the Page	✓	✓				
Can go live as the Page from a mobile device	✓	✓				✓
Send messages as the Page	✓	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓			
Remove and ban people from the Page	✓	✓	✓			
Create ads, promotions or boosted posts	✓	✓	✓	✓		
View insights	✓	✓	✓	✓	✓	
See who published as the Page	✓	✓	✓	✓	✓	

Existing Page Roles

Admin

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.



Kristi Lee
Admin

Edit



Rebekah Niyukuri
Admin

Edit



Kevin Gutknecht
Admin

Edit

Editor

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.



Mike Dougherty
Editor

Edit



Tese Nejedlo
Editor

Edit



Christina Joyce
Editor

Edit

Moderator

Can send messages as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights and respond to Instagram comments from the Page.



Jennifer Quayle
Moderator

Edit



Mandi Lighthizer-Schmidt
Moderator

Edit

Advertiser

Can see which admin created a post or comment, create ads and view insights.



Samantha Thomas
Advertiser

Edit

The Dreaded Troll



Putting the Troll in its Place

- Pick your battles. Ignoring is an option!
- If you engage:
 - Listen and correct mistakes.
 - Respond with facts.
 - Diffuse the situation with humor (be careful here).
- Block or ban when appropriate.

Don't Let The Trolls Get You Down

- Don't be defensive.
- Don't delete their posts.
- Create a policy to help address the problem before it starts.
- Let your community defend you.

A Little More About Policies

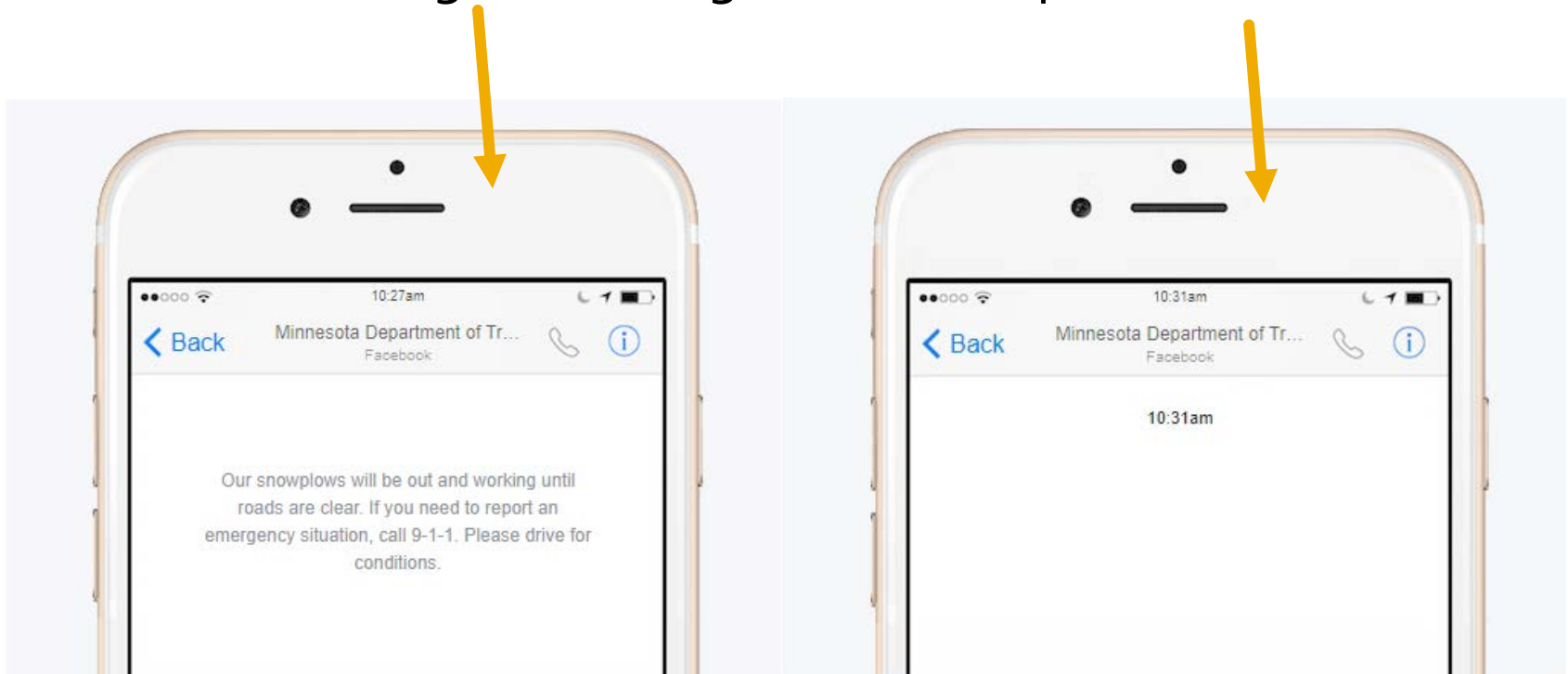
- DPS social media accounts are not open to comments promoting or opposing any person campaigning for election to a political office, or promotion or advertisement of a business or commercial transaction.

The use of obscene, threatening or harassing language is prohibited. Personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation or disability status are prohibited.

Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others are prohibited.

Inbox

- Don't ignore your private messages.
- Use a Messenger Greeting and the Response Assistant



Beyond Facebook and Twitter




Facebook Live

- What is it?
 - It is not: One-way blabbing, rehearsed, boring, sales pitch.
 - It IS: Authentic, helpful, educational, inspiring, human, high-value content.
- How do I make FB Live work for me?
 - Have a plan and promote your FB Live.
 - Decide your topic & have 3-5 points.
 - Involve the audience.

Facebook Live

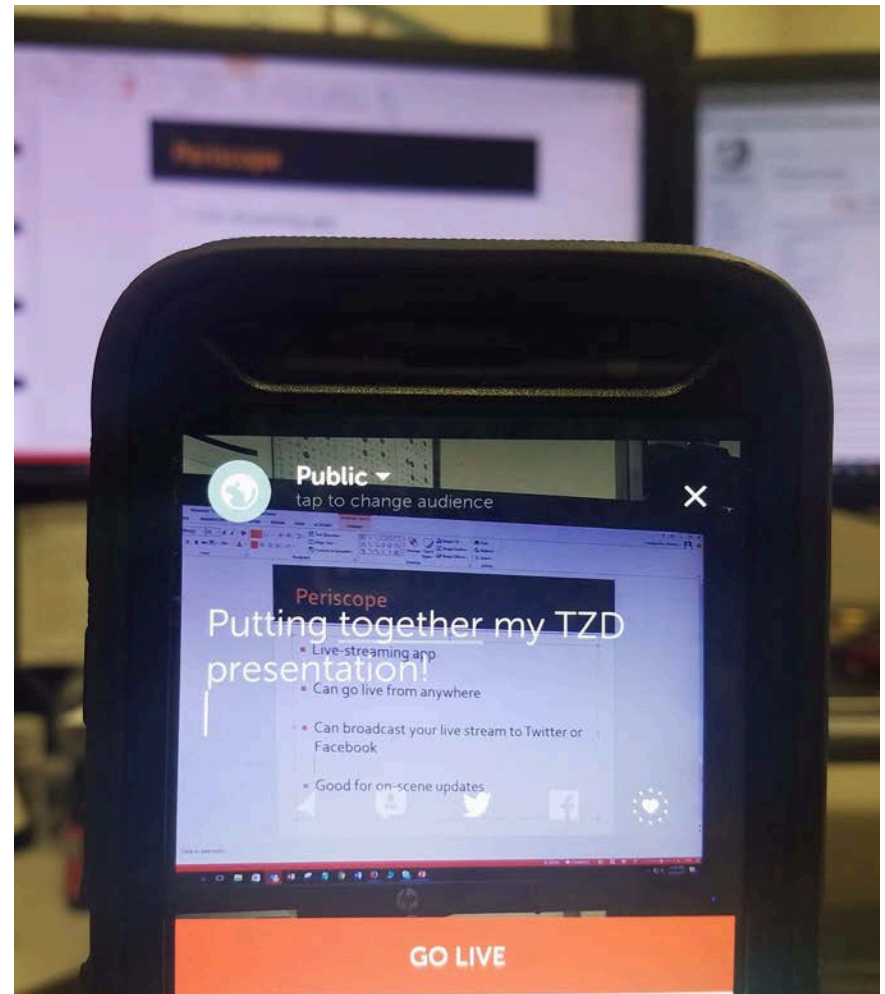
kare11.com



minnesota's own
KARE 11 

Periscope

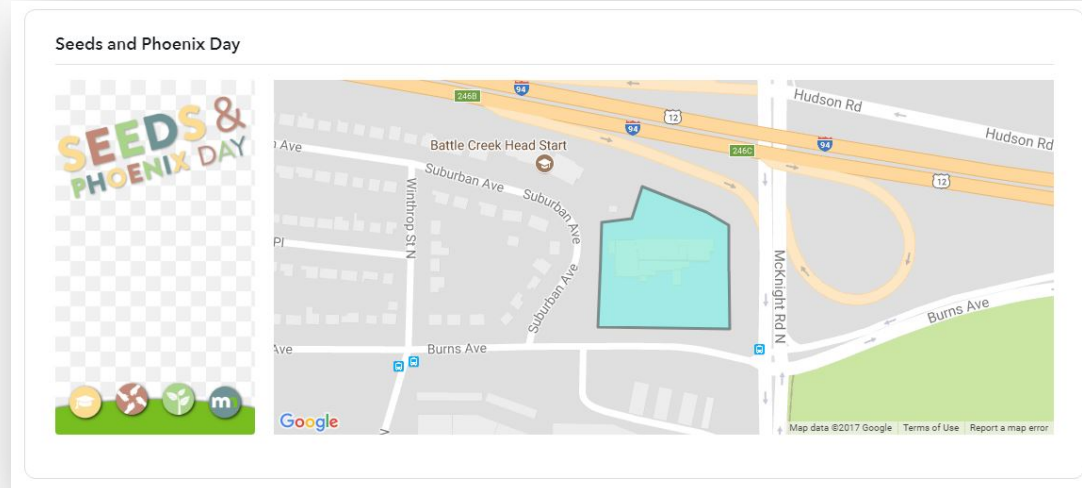
- Live-streaming app
- Go live from anywhere
- Broadcast your live stream to Twitter or Facebook
- Good for on-scene updates



Snapchat geofilters



- Younger audience
- Balloons at a party
 - Raises awareness for the event
 - They're fun



Instagram

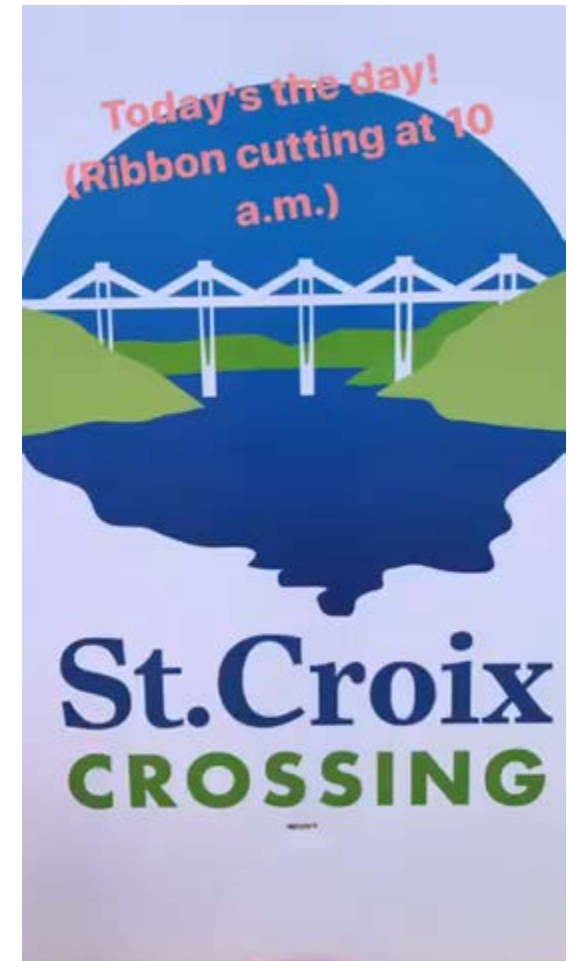
The screenshot shows the Instagram profile for MnDOT. At the top left is the MnDOT logo, a blue circle with a white 'm' and 'TRANSPORTATION' below it. To the right of the logo are statistics: 320 posts, 1,385 followers, and 32 following. Below these are three buttons: 'Promote', 'Edit Profile', and a gear icon. The profile name 'MnDOT' is followed by 'Government Organization' and a description: 'Official Instagram of the Minnesota Department of Transportation (MnDOT). www.mndot.gov/ 395 John Ireland Blvd., Saint Paul, Minnesota'. Below the bio are 'Call' and 'Directions' buttons. The main content area shows a grid of six images: a bridge over water, a sunset over a body of water, a 'STATE OF MINNESOTA CAREER FAIR' poster for Saturday, Oct 14, 2017, a highway with a sign, a construction site with a crane, and a road through a forest. At the bottom is the Instagram navigation bar with icons for home, search, post, heart, and profile.

- No hyperlinks
- Can link FB, Twitter and Insta accounts
 - Advertising

Instagram stories



- 24 hours
- Live events
- Behind the scenes
- Fun!



Facebook boosts/ads

- Very cost effective
- Target by
 - Age
 - Gender
 - Location
 - Interests


Facebook boosts/ads

Kristi Home

Kelsey Dunlevy and Luke Ranta like Blenders Eyewear.

Blenders Eyewear
Sponsored · *

OMG! Check out our NEW Arrival ❤️ 'Avalon Breeze' ❤️! Teal Frames and Silver Mirrored Lenses, what's not to love? 😍 Use code 'GET15' for 15% off all orders today!
Get 'em before they're gone... Shop Now >> <http://bit.ly/2xAGimo>



19K


21 Comments 16 Shares

Donald Trump
Trump says popular retirement savings program unscathed in tax plan - reuters.com


Food and Drug Administration
Veggies yanked at some top supermarkets over safety concern - usatoday.com

See More

Sponsored Create Ad



Chipotle Careers
Service Industry Networking Night
Are you currently working in the Hospitality/Service Industry, or have in the past? Want t...
Tomorrow at 6:00pm
Interested



Buy Sour Patch Kids
www.Amazon.com/SourPatchKids
Trick or treat, give out something sour then sweet!

Facebook boosts/ads



Minnesota Department of Transportation shared their event.

Sponsored · 🌐

Hey, Albertville travelers!

You're invited to an open house for the proposed plans along the I-94 corridor from Albertville to St. Michael. Learn about the project, environmental assessment and meet one-on-one with project staff. Join us at the St. Michael City Hall, April 3 anytime between 5-7 pm. We hope to see you there! More info: mndot.gov/d3/i94/h241toctr19



APR
3

Open House: I-94, St. Michael to Albert...

Tue 5 PM · 11800 Town Center Dr NE, St Michae...
101 people interested · 6 people going

★ Interested



You targeted **men and women, ages 18 - 65+** who live in **1 location**.

Location - Living In:

United States: Albertville (+10 mi) Minnesota

Age:

18 - 65+

[Hide full summary](#)



This promotion ran for **6 days**.



Your total budget for this promotion was **\$50.00 USD**.

5,815

People Reached [?]

384

Engagements

\$50.00

Total Spend [?]

Facebook boosts/ads



Minnesota Department of Transportation

posted a job.

Sponsored · 🌐

👍 Like Page



MnDOT | Summer maintenance openings

Willmar, Minnesota

WILLMAR, MINNESOTA · FULL-TIME JOB

Apply Now

27 Likes 9 Comments 73 Shares

- \$60
- 3 days
- Within 50 miles of Marshall, MN
- 29 applications

Resources for content

- MnDOT
- NHTSA
- OTS
 - Partner materials
- Partner agencies
 - State Patrol
 - BCA
 - DPS blog
 - Other sheriff's departments, police departments

Questions?
