

Social Media Recommendations

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This presentation is to report the work of a committee of City employees formed to review options available to the City regarding expanding the use of social media for official City communications.

Social Media

City Council Work Session

February 13, 2012

Landscape

- Previous prohibitions
- Exception in liability waiver
- Available areas for development

Committee

- Selected by CM
- Initial Meetings
- Review of policies
- Review other Municipal Government efforts
- Webinars
- Presentation from NMSU
- Pilot

What's there now

- Existing Social Media
 - Library
 - CVB
 - Police
 - Fire
- Pilot Pages
 - City
 - Recreation Page

Recommendations

- City should move forward in developing Social Media
- Defined focus
- Centralized City page in PIO
- Decentralized authorship for various City functions
 - Utilities
 - Water Conservation
 - Parks and Recreation
 - Library
 - Police
 - Fire

Recommendations

- Refer back to City Webpage
- Consistent message from all information avenues
- Dedicate staff to review and update
- Create and apply content rules and procedures
- Publicize effort
- Measure, review and adjust

QUESTIONS/COMMENTS