



Social Media Pilot Phase-1 Framework

Next Steps on Implementation

CCEC-02/01/2023

Overview

- Reminders & Clarifications
- Goals of Pilot Program
- Timeline
- Measurements for Success
- Resources and Scheduling Tools

Reminders/Clarifications

- **President's Work Group to Review Council Communication Tools & Processes**
 - The Council adopted the “Priority Recommendations” [Resolution 62678](#)
 - “Adopt the draft social media policy and proceed with social media pilot.”
- **Common Council Social Media Policy – Phase 1**
 - Alders will adhere to the rules and guidelines outlined in the above policy.
 - Accounts are set up directly by City staff, with the account ownership/contact person being a City employee.
 - The password for the page/account is managed by City staff and is capable of being **transferred** to future elected officials in the same alder district.
 - Alders may have an official City Facebook page and/or Twitter account
 - Alders will be expected to generate and post their own content.

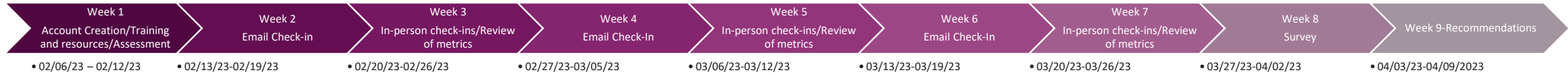
Goal of Pilot Program

Gather data to be able to recommend next steps for implementation of a full alder social media account program

- Opportunity to test the program materials and make revisions before full implementation
- Gather information about amount of staff time needed to support an alder social media program
- Determine whether to conduct an additional pilot phase in May before recommending full implementation next steps

Timeline

Success is defined as weekly growth in metrics, and would mean that the support and resources provided have proved the pilot sustainable and could be implemented on a larger scale.



Measurements of Success

Quantitative data

Objective	Social media goal	Metric(s)
Build brand awareness	Awareness	Followers, shares, potential reach
Increase civic engagement and public participation	Engagement	Comments, likes, @mentions
Improve communication to city residents	Education	Website traffic, Email sign-ups

Measurements of Success

Qualitative data

Objective	Social media goal	Insights
Set benchmark(s) by getting an in-depth understanding of alder social media strengths and areas for improvement	Comfortability	Pre-pilot assessment, alder feedback through check-ins
Identify problems encountered and alder contributions toward solutions	Operations	Frequency of posts, alder check-ins
Build trust and rapport with the general public	Alder/constituent engagement	Alder sentiment, end-of-pilot survey

Resources and Scheduling Tools

- Common Council Social Media Policy – Phase 1
- Common Council Facebook and Twitter accounts
- Common Council Social Media Strategy
- Scheduling templates and metric tracking materials, etc.
 - Shared content calendar
- Social media check-ins and consultation
- Best Practices
 - Facebook & Twitter Insights
 - Frequency and Time
 - Images & Graphics (dimensions)
 - Message Length and Hashtags
 - Ways to Increase Followers & Engagement