



Social Media Pilot Phase-1 Report Out

Next Steps on Implementation of Phase-2

Overview

- Reminders & Clarifications
- Goals of Pilot Program Phase-1
- Pilot Process in Review
- Key Takeaways
- Benefits of Official District Pages/Accounts vs. Personal
- Goals of Pilot Program – Phase 2
- Action Items/Next Steps

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**
 - Participating alders will adhere to the rules and guidelines outlined in the above policy.

Original Goals of Pilot Program – Phase 1

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 before recommending full implementation next steps

Pilot Process in Review

Alders involved

- District 3 Alders

Length

- 8 months, February 2023-September 2023

Materials Provided for implementation of Pilot

- 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

Key Takeaways

- Draft policy doesn't have enough detail to guide alders in world of social media:
 - Open meetings law
 - Public records
 - What processes to take if the public violates the City's Comments Policy
- Structure
 - Based on those updates, additional materials need to be developed to assist alders in the management of their pages/accounts.

Benefits of Official District Pages vs. Personal

- **Accessibility**
 - Social media reaches a large and diverse audience.
 - Once alders have a better understanding of the legal dimensions of social media, alders can use the former social media tools and resources to design and develop content that provide an inclusive experience for everyone
- **Contributing to a long-term District account**
 - Similar to the alder blogs, the social media account/page will be passed on from alder to alder. Each alder will have the opportunity to generate additional followers that will increase reaching more people in the district and will improve the effectiveness of the account.

Benefits of Official District Pages vs. Personal

- It allows your personal pages/accounts to be personal
 - Social media has legal dimensions and it is our goal to help alders navigate their outward communications as an elected official. Our plan is to develop additional training and resources for alders to better manage official City of Madison social media/Alder District pages/accounts
 - Council staff can assist alders in managing their official district social media pages/accounts but cannot assist in the management of their personal/campaign accounts/pages

Goals of Pilot Program – Phase 2

- The Office of the Common Council is to create a structure that assists alders in navigating the legal dimensions when using social media in an official capacity, to better reach their constituents
- Review and update the Common Council Social Media Policy – Phase 1, the goal is to have the Council authorize an updated social media policy by April 2024, if not before.

Action Items/Next Steps

- 1) Staff group (Council Office, Attorney's Office, IT) will convene to review and update the alder social media policy
- 2) Council Community Engagement Strategist will develop additional training documents to support alders in social media use.
- 3) Report back to CCEC in March 2024 with proposed updated social media policy for final approval.
- 4) In the meantime, Community Engagement Strategist will continue to work with alders on their individual social media use as it pertains to alder business, while refining training materials.