

Charles County Government

Social Media PLAYBOOK



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The Social Media Work Group consists of a representative from each department. The group meets quarterly, or as needed, to discuss new social media strategies, social media page requests, Social Media Playbook updates, and any social media topic requiring discussion. These group members serve as liaisons to their departments on social media updates and ideas.



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Social Media Work Group

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Purpose and Use of the Playbook

The **purpose** of the Playbook is to equip you to more effectively **engage** with businesses, organizations, and residents online. The Playbook is for county employees who are new to **social media** and those already on social media platforms who want to further **increase** their effectiveness and reach to residents.



Employees representing Charles County via social media outlets must conduct themselves at all times as representatives of Charles County. Employees that fail to conduct themselves in an appropriate manner are subject to disciplinary procedures outlined in the Charles County Government Personnel Policy and Procedures Manual <https://icg.charlescountymd.gov/>.

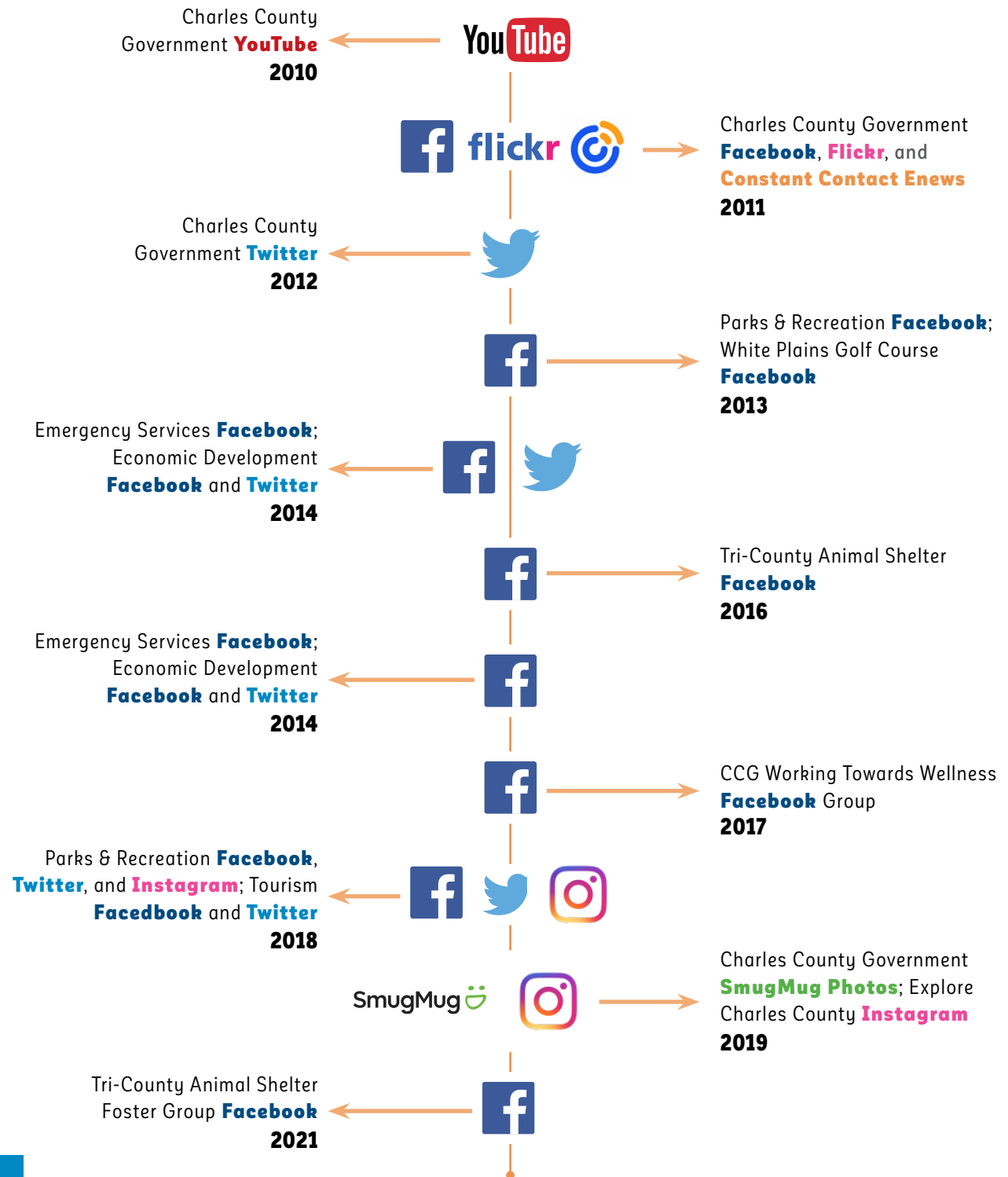


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Employee Guidelines

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Social Media Timeline



The Media Services Division and the Social Media Work Group will work together to ensure the county’s use of social media is strategic and managed to maximize effectiveness and public engagement. Departments (divisions/offices) seeking approval to establish a presence on a new social media platform or page may submit a request for consideration through the following process:

- A. The department (division/office) completes a Social Media Use form (*available on ICG under “Forms”*) and submits to the Media Services Division.
- B. The Media Services Division reviews the request and provides a recommendation to the Social Media Work Group on whether to approve or deny the request.
- C. The Social Media Work Group accepts or denies the Media Services Division’s recommendation.
- D. The Social Media Work Group’s recommendation is forwarded to the County Administrator for final approval.
- E. Once a Social Media Use form is received by the Media Services Division, the requesting Department (Division/Office) will be notified of the County Administrator’s decision within 90 days of the date submitted.
- F. If the County Administrator’s approval is granted, the Media Services Division will work with the department (division/office) to setup the social media account, according to the guidelines set forth in this standard operating procedure.

Social Media Use Form

This questionnaire will assist the Social Media Work Group in better understanding your department’s needs, intents, and purpose for a social media outlet. Please complete sections one and two of this form, along with the additional sections, as applicable.

Section 1: Contact Information

Date _____

Department (Division/Office) _____

Employee Form Submitted By _____

Social Media Outlet(s) Applying For _____

Section 2: Social Media Use

What is your primary purpose for having a separate social media page (as opposed to posting on County’s main page) and how does this fit into your overall communications plan for your department/office?

What types of information do you plan to post?

How do you plan to engage the public in dialogue and conversation using these tools?

How frequently will content be posted?

Name the administrators for the page. (Additional administrators must be approved by the County Administrator)

1. Primary: _____



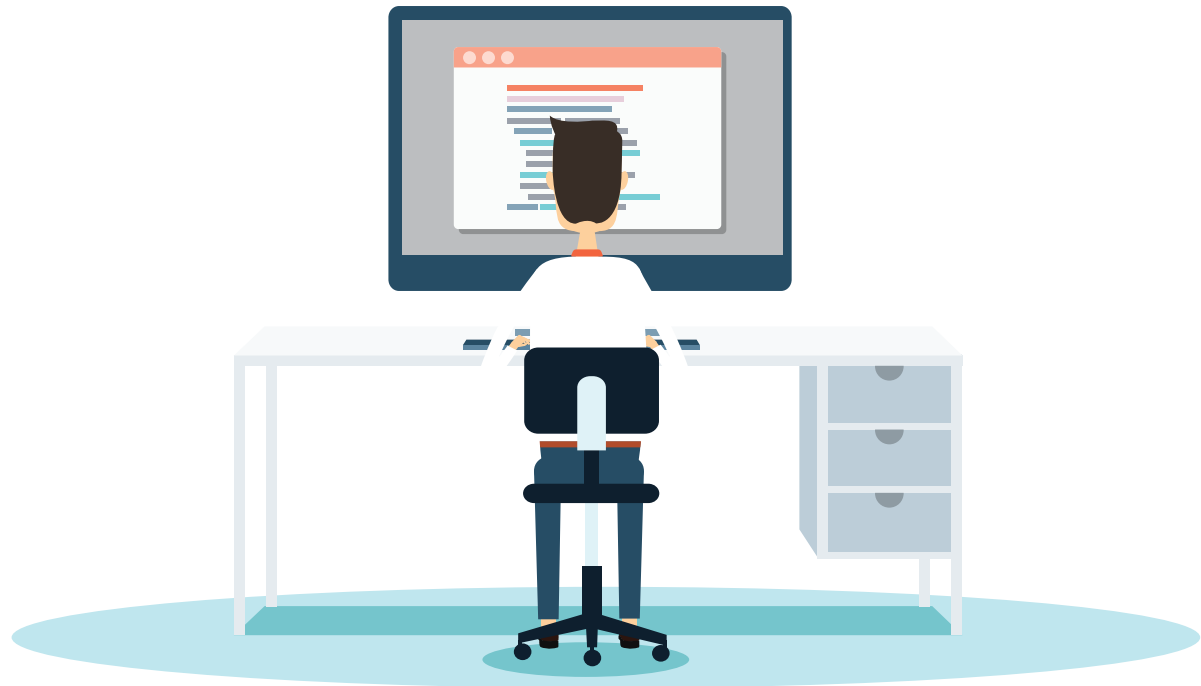
Social Media Account Request Process

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Social Media Additional Administrator Process

Each County Government department/office, except for departments that maintain a separate page, will have two staff persons designated as administrators for the Charles County Government Facebook page.

- A. Departments with separate Facebook pages will designate and maintain two administrators (primary and backup) for their respective Facebook page(s). The department is responsible for providing the Media Services Division with the names of administrators, and updating this information as staff changes.
- B. The County Administrator may approve requests by a department to have more than two designated administrators, if necessary. Requests for additional social media administrators should be directed to the Media Services Division to obtain County Administrator approval.
- C. All Facebook page administrators must attend a mandatory, annual social media workshop convened by the Media Services Division.





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Social Networking Opportunities

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Social Media Basics 101

Facebook basics

For information on how to post, schedule, and more, visit www.facebook.com/help.

Twitter Basics

For information on how to tweet, use a hashtag and when to use one, and more, visit <https://support.twitter.com>.

Instagram Basics

For more information on how to post, create stories, and more, visit <https://help.instagram.com/>.



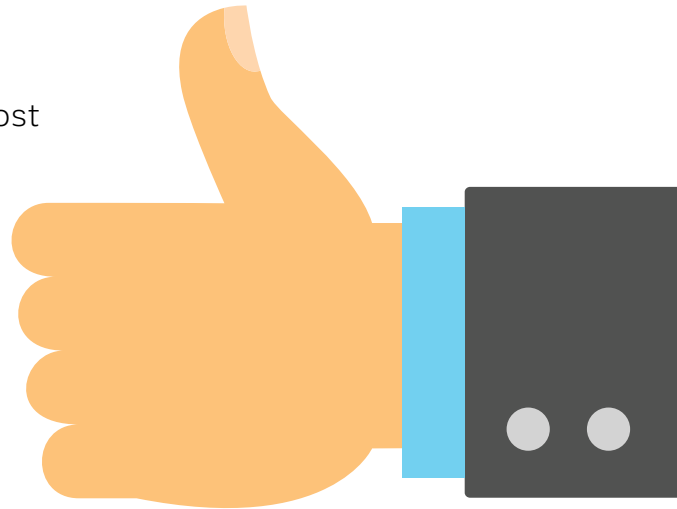
Do:

Live Facebook and Twitter events: Post content throughout the event to increase engagement and interest, including speakers' quotes, thanking individuals for coming, photos and videos, and bragging on successes.

Tag other pages and respond when they engage with you: Other pages are more likely to engage with your post if you tag them. Learn how to tag posts at www.facebook.com/help

Remember your audience: Check your insights to see the demographics of your users and as you post, remember to post information they will care about. Look for the best times to post, what content provides engagement, and the page's performance. Visit www.facebook.com/help to learn more about how to improve your page through page insights.

Boost posts: Encourage others to like the page via social media and word-of-mouth: Create posts or boost posts to encourage others to like or follow your page. Remind co-workers in your department to mention your social media page when connecting with residents. *See the **Boosting Facebook Posts** section on page 14 for more details.*



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Social Media Do's and Don'ts

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Social Media Do's and Don'ts (continued)

Respond to messages and negative comments promptly: Timely responses make individuals feel they are heard. Respond to inquiries within one to two business days. If you cannot answer their question, send them to the correct department or agency, or send them a message that you have received their message and will get back to them. If assistance is needed with responding to comments, contact the Media Services Division at PressRoom@CharlesCountyMD.gov.

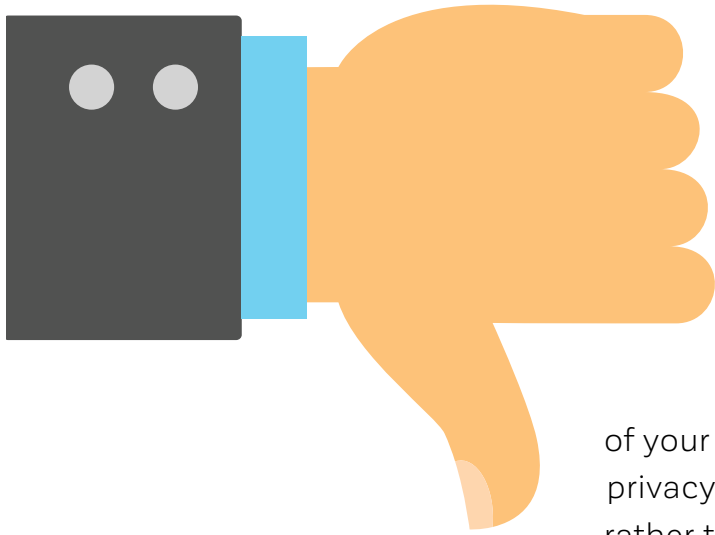
Schedule posts: Facebook allows you to schedule posts directly on the platform. Visit www.facebook.com/help to learn more. However, if you have a Twitter account or multiple social media accounts, you can use TweetDeck at <https://tweetdeck.twitter.com/> to schedule tweets.

Post consistently: Try to post at least once every day on Facebook and even more often on Twitter. If you're too busy or want information sent on the weekend, schedule your posts ahead of time.

Use photos and videos with posts as much as possible: Posts with photos and videos increase engagement on Facebook and Twitter. If Charles County Government Television covers your event and takes photos or video, remember to share these on your social media page from the Charles County Government YouTube channel at www.youtube.com/user/CCGTVCommissioners and the online photo gallery at www.charlescountygovernment.smugmug.com.

Use friendly, professional tone: Remember that your audience is seeking human interaction through social media.

Create a social media calendar: List reoccurring monthly events, holidays, and promotions and create reminders to post on those dates. Update your calendar annually.



Don't:

Use information that is confidential or identifies personnel:

It is almost impossible to get back information once it is posted, even if it is deleted. Reread all of your posts before clicking send. Respect the privacy of others and post department numbers rather than direct staff numbers unless you have permission.

Misrepresent County Government and/or your department: Remember you are a county employee representing all of County Government. Be professional. If you have doubts about posting information, do not post it.

Use long, complex language: Post information on a fifth grade reading level. Social media platforms tend to be casual and conversational so keep this in mind when posting.

Post content with grammatical or pronunciation errors: Always check over or have someone else read your posts before sending. Be the first to correct your own mistakes. If you do make a mistake and an individual comments on the mistake, thank them via comments section, and then correct the mistake. Make it clear you have modified your earlier post. On Facebook, you can edit the post. Visit www.facebook.com/help to learn how. On Twitter, you can comment under the tweet, or tweet a follow-up tweet.

Use more than two hashtags in a Twitter tweet: Too many hashtags can be confusing and may prevent someone from retweeting your tweet.

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Social Media Do's and Don'ts (continued)

14

Boosting Facebook Posts

With the increase of smart phones, communication through social media is more accessible and common. Many Charles County residents are on social media outlets and use these platforms to keep up-to-date with the latest news. This form of communication creates a unique opportunity to promote your department's event, activities, and outreach efforts.

When filling out a media request for your promotion, keep in mind that selecting a news release guarantees one Facebook and Twitter post will be sent. This helps highlight your promotion to the public, in addition to reporters. While Facebook posts make your promotion public, remember that Facebook users are often inundated with information. Their newsfeed is filled with many different posts that Facebook attempts to target to their individual interests. To avoid your post getting lost in the newsfeed, you can boost your post.

What are boost posts?

Boost posts are paid advertisements that provide more engagement, such as likes, comments, and shares, than a regular post. The boost post appears on the user's newsfeed as a normal post, but it will appear higher in the newsfeed and more often. Boosts are also sent to those who are more likely to click on or engage with the post.

BOOST POST



Boosts can be targeted to a specific audience by selecting demographics, and key terms. Your boost can be any dollar amount and for any amount of time, but contact the Media Services Division directly for the latest recommendations.

Boost events

In addition to boosting a specific post, you can also boost an event. The difference is in a boosted event, users can choose an option that shows they are interested, or going to the event. Not only will you have a better idea of the interest level, but Facebook will send a reminder notification to these individuals so they don't forget the event. If there are any updates prior to the event, you can create posts that all the interested users will see in their notifications. After the event has concluded, you can also review the number of participants who select that they went to the event.

Boost results

Once your boost campaign has been completed, Facebook provides analytics so you have tangible results to share with your department. These results are helpful when measuring the outreach of your promotion.

When boosting a post, or other Facebook ad campaigns you can choose options including, promoting your Facebook page, sending people to your website, and raising attendance at your event. Your boost can be catered to your department's needs.

Interested in a boost post to promote your department's upcoming event? For more information, contact the Media Services Division at PressRoom@CharlesCountyMD.gov, or visit Facebook Help at www.facebook.com/help.

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**Boosting
Facebook
Posts**
(continued)

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Facebook Live

Facebook Live is a real-time live streamed video shared with your followers. The video will be posted to your page concluding the live video so those who missed your video can still watch. Facebook Live videos generate ten times the comments compared to prerecorded video and viewers watch live videos more than three times longer than a prerecorded video. It is a great opportunity to increase your engagement, credibility, and connection with your followers.

Why Go Live

Creates a casual, authentic, more human way to engage with viewers.

Live videos let viewers see the faces behind County Government and give personality to our social media pages and our organization.

Connect with your followers instantly.

Answer their questions, say hello, and let viewers know we are here for them.

Tell your story, your way.

Live videos allow you to add your positive spin on a topic or story and educate your followers with accurate information.

Provide an opportunity to showcase an event to those who cannot attend.

Live videos create greater accessibility to the public, as well as increase excitement for your event while benefiting those who cannot attend.



How to Go Live

1. On your mobile or electronic device, open the Facebook page you are going live on.
2. Go to a new post and click the “Live Video” tab above the post.
3. Write a description.
4. Set up your device with proper lighting and arrange how you’d like the camera position, make sure all subjects are ready, and hit “Go Live.”
5. Once you have completed your Facebook Live, click “Finish.”
6. Then, click the blue “Post” button to post to your Facebook page.
7. Celebrate! You’re done your first Facebook Live video.

What to Consider Prior to Going Live

Testing Internet Connection

Always test the internet connection prior to going live or promoting you will go live. WiFi tends to work best, but if you do not have access to WiFi, you will want 4G connection. You can practice by going to your own personal Facebook page and selecting “Only Me” before recording.

Build Anticipation

Advertise the date, time, and subject of your Facebook Live on your social media pages and encourage your viewers to tune in to watch. Share a photo, short video, and/or hashtags that can give the viewer additional information.

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Facebook Live

(continued)

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Facebook Live

Lighting

Make sure the subject's back is not to the sun, instead consider a shaded area with even-lighting. If you are inside and near a window, face the window and angle yourself so the sun is not in your eyes. Test different locations prior to your video to what is clearest.

Horizontal versus Vertical View

The horizontal view provides the largest view for Facebook users. If you decide to use this view, make sure your camera has completely turned before going live or the video will appear sideways for viewers.

Descriptions

Add a compelling description that tells viewers what they are watching and grabs their attention. This description will appear above the Facebook Live post. Remind viewers to click the video for sound.

Interacting with Viewers During Live Video

Consider saying hello or thanking viewers by name periodically during the live video. You can also provide a time for Q&A throughout or at the end of your live video.

Request Action

Remind viewers to interact with the video and your social media pages by liking, commenting, or sharing. Tell them to share the video on their page, tag someone in the comments, or recommend the page to someone that would be interested to further engagement.

Be creative with Facebook Live!

Here are some ideas to get you started...



Hot Topics

Share what's on your mind or in the news



Q&A

Answer questions from fans



Breaking News

Comment on the day's events



Live With

Bring a friend into your live broadcast as it happens



Performance

Play a song, rehearse a scene, practice your sport & provide a peek into your craft



Behind the Scenes

Turn the camera to the scenery around you and let events unfold



Watch-With

Watch your favorite show/movie/event/Live stream with your audience*



Demo

Teach people how to cook, play music, learn about current events & more

For additional Facebook Live tips, visit <https://live.fb.com/tips/>.

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Facebook Live

(continued)

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Facebook Features

Response rate/time

Response rate is the percentage of new messages you send an initial response to on the day received. Response time is the average time it takes you to send an initial response to new messages. Response rate and time are based on first replies, not follow-up messages in the same conversation that day.

Instant replies

Instant replies allow a Facebook user to receive an automatic message when they send your page a private message. The message lets viewers know that you will get back to them soon or thanks them for contacting your page. Instant replies are not included in your page's response rate. To learn how to turn instant replies on, visit www.facebook.com/help.

Reviews

At the discretion of the Facebook administrators of each page, the reviews options can be selected. Any user can publish a review on your page if you allow the review setting. They rate on a five-star rating scale and have the option to comment under the rating. Disabling the review option will remove the star rating and reviews option from your page. To learn more about enabling or disabling reviews, visit www.facebook.com/help.

Open/close sign

By providing your hours of operation in the "About" section, Facebook automatically tells users when you are open or closed. This helps viewers know when they should expect a response to their comment or private message.

Pages feed

Posts from any of the pages you “like” are visible on the Pages Feed. This makes it easy to share timely posts from pages you follow without having to visit each page separately.

View as a page visitor

You can see through the eyes of your page visitors by selecting this option.

Share your page

If you would like to promote your page and encourage more likes, you can share your page. A post will appear with a clickable graphic that will lead your viewer straight to your Facebook page. Remember to add a description to the post and remind your viewers to visit and like the page.



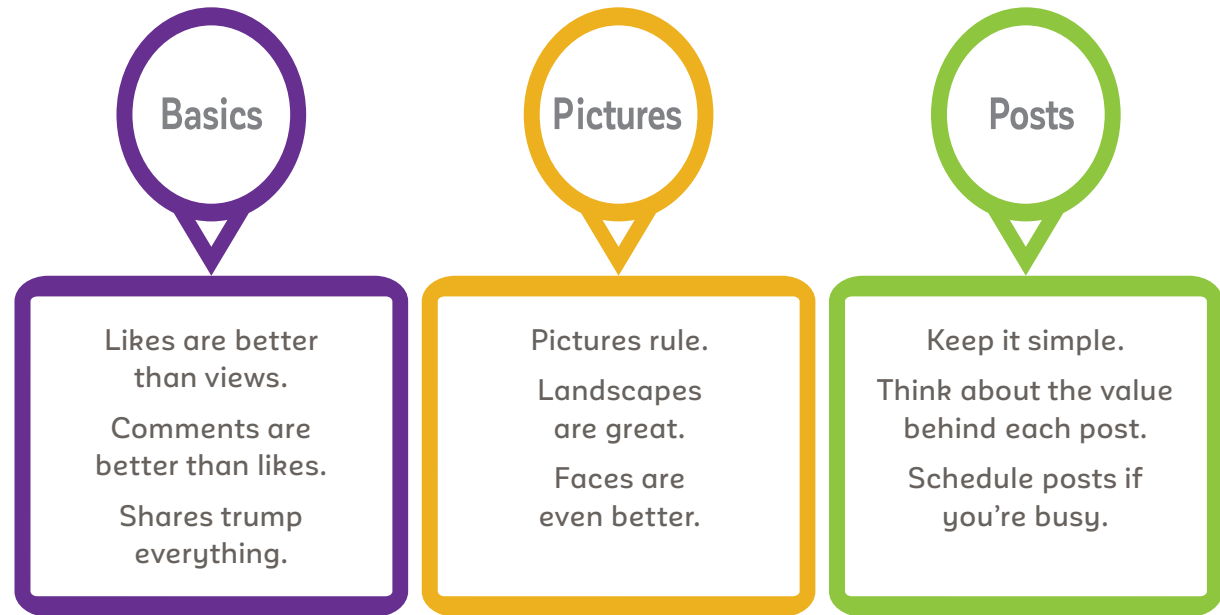
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Usage Standards

The following standards, per approved social networking site, have been defined in conjunction with the Standard Operating Policy and Procedure Social Media Use CAD 1.024. Should standards become outdated, please report to the Media Services Division.

Usage standards below apply to all social media networks:

- Shall display the official Charles County Seal as the profile image (or department's branded image if it contains the seal), unless approved by the County Administrator.
- Shall link users back to the county's official website when possible.
- Shall review the site activity daily for exploitation or misuse.
- Shall display disclaimer statement in the 'About' section of Facebook pages and other pages as space allows.



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Usage Standards (continued)

Facebook usage standards

Type of Page: Set-up as “Pages” which does not allow “Friends” to be added, but only “Likes.”

Information: Display County Government/department/division mission to show the intent of the site.

Resources: Facebook Government Guide.

Twitter usage standards

Tweets: Should be relevant, timely, and informative while working towards fulfilling Charles County Government’s mission.

Following: Use discretion on whom to follow. Only follow entities that are known, credible organizations and attribute to county business value.

Resources: Twitter Help Center
<https://support.twitter.com/>



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Page Roles

The Media Services Division staff will have admin-level access on all county departmental Facebook pages. All other administrators will have editor-level access status.

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who published the Page	✓	✓	✓	✓	✓

Caption videos

Facebook videos:

Always provide a brief description of what the viewer will watch for video links and direct uploads.

YouTube:

CCGTV is responsible for uploading and providing descriptions for all YouTube videos.

Title photographs descriptively

Facebook and Twitter photos:

Always provide a brief description of the photo or photo album.

Online (SmugMug) photo gallery

1. Media Services Division is responsible for loading photos into appropriate albums, assigning standard keywords/tags, and entering photo descriptions.

Avoid using acronyms

Write out names of departments, divisions, and companies. Always assume your audience may not know what our internal acronyms and jargon mean.

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Public Interaction

Charles County Government reserves the right to monitor and remove any content at any time for any reason at its sole, subjective discretion. Comments, discussion posts, wall posts, and other user-posted content that is deemed inappropriate by Charles County Government will be removed. Advertisements posted for anything not sanctioned by Charles County Government will be deleted. Charles County Government expects that users will not post materials that fall into the following categories, and will remove postings that are:

1. Abusive, defamatory or obscene;
2. Fraudulent, deceptive or misleading;
3. In violation of any intellectual property right of another;
4. In violation of any law or regulation;
5. Otherwise offensive;
6. Not related to any posted topic;
7. In support of or opposition to political campaigns or ballot measures;
8. Promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
9. Sexual content or links to sexual content;
10. Solicitations of commerce;
11. Conduct or encouragement of illegal activity; and/or
12. Information which may tend to compromise the safety or security of the public or public systems.

If, in Charles County Government's judgment, an individual continually posts inappropriate material, Charles County Government may exercise its right to block that individual from posting content on the Charles County Government Facebook Page.

Any user that has an objection to a post may contact the Charles County Government Facebook Page administrator at PressRoom@CharlesCountyMD.gov. Please contact the Charles County Government Facebook Page administrator directly, instead of posting on the Page. Efforts will be made to respond to comments posted on the Page; however Charles County Government does not guarantee that every comment will receive a response.

Charles County Government is not responsible for and does not endorse the privacy practices of Facebook. Your use of Facebook is at your own risk. No attempt will be made to identify those who have “liked” the Charles County Government Facebook Page, except where authorized by law. Charles County Government will not knowingly reveal users details to any third parties. If you have any concerns or questions, please view the privacy statement on our website, www.CharlesCountyMD.gov

What To Do If Users Violate This Policy

If a Facebook user violates the policy and posts inappropriately on County Government Facebook pages, contact the Media Services Division at PressRoom@CharlesCountyMD.gov. The Media Services Division will work directly with the County Attorney’s Office, in order to determine next steps. Avoid deleting users’ comments and remember to document any content via screen shots or copy the post for your records.

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Public Interaction

(continued)

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Records Management

The Media Services Division will maintain a record of social media sites created for county use, including but not limited to:

- A. Log file containing the name of the social media outlet and URL.
- B. Primary account ID, password, and registered e-mail address.
- C. Date established.
- D. List of authorized site administrators.

When staff members change, please contact the Media Services Division to keep files up-to-date. Internally, remember to keep a file of who has access to all social media accounts and the account passwords. Be sure these files are in a secure location.



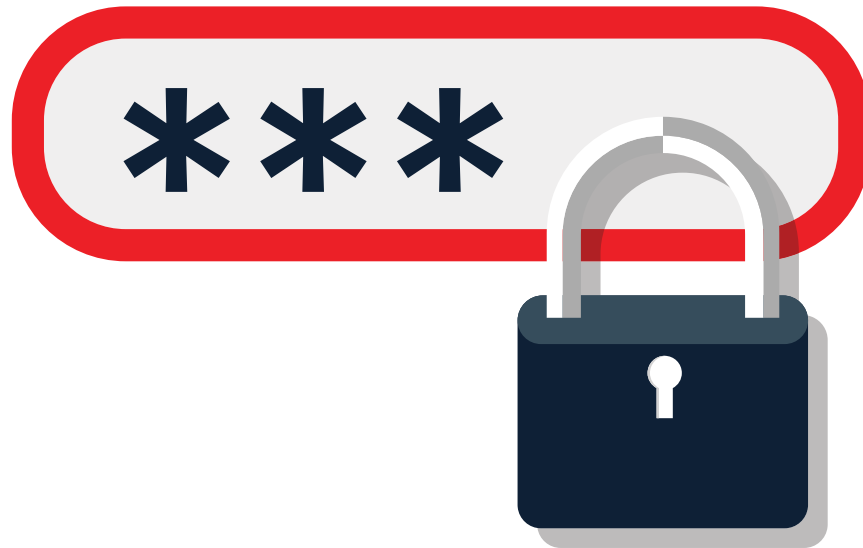
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Security Attack Solutions

To prevent security attacks, remember to avoid writing your password down in a place someone can find it. Change your passwords often, and protect them. For more security prevention tips, read the Information Technology Use and Security Policy CC.1.005.

If you experience a security attack, please follow these steps:

1. Call IT help desk (ext. x4357).
2. Change login and password information immediately.
3. Report incident to the Media Services Division.
4. Work with the Media Services Division to create communications strategy.
5. Notify social media followers of security breach.
6. Check for issues and correct any problems.



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Resources

Social Media Use

CAD.1.024

<https://icg.charlescountymd.gov/>

County of Marin Social Media Playbook

www.marincounty.org/~media/files/departments/ad/communications/countyofmarinsocialmediaplaybook.pdf

Eloqua's Social Media Playbook

<http://www.slideshare.net/Eloqua/eloqua-social-mediaplaybookpublic-4525846>

Media Services Division Contact

Email: PressRoom@CharlesCountyMD.gov



CHARLES COUNTY GOVERNMENT

200 Baltimore Street, La Plata, Maryland • 301-645-0550

Maryland Relay Service: 7-1-1 (Relay TDD: 1-800-735-2258)

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www.CharlesCountyMD.gov



About Charles County Government

The mission of Charles County Government is to provide our citizens the highest quality service possible in a timely, efficient and courteous manner. To achieve this goal, our government must be operated in an open and accessible atmosphere, be based on comprehensive long- and short-term planning and have an appropriate managerial organization tempered by fiscal responsibility. We support and encourage efforts to grow a diverse workplace. Charles County is a place where all people thrive and businesses grow and prosper; where the preservation of our heritage and environment is paramount; where government services to its citizens are provided at the highest level of excellence; and where the quality of life is the best in the nation.

It is the policy of Charles County to provide equal employment opportunity to all persons regardless of race, color, sex, age, national origin, religious or political affiliation or opinion, disability, marital status, sexual orientation, genetic information, gender identity or expression, or any other status protected by law.