



Social Media Strategy

Know your Knows

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By @Mikinzie



What My Friends & Family Think I Do



What I Think I Do



What I Do At Social Functions



What I Want To Do



What I Actually Do

What is Content Strategy?

“Creating repeatable processes to govern content marketing and make it accountable to measure goals” – Rebecca Lieb from Marketing Land

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Importance



Content is King



Patience is a Virtue



It's all about me



Public vs. Private

“We need to learn to measure success **differently** than the private sector. Our audience isn't made up of customers but of **fellow Americans**. And, we're not trying to sell them anything (they bought us whether they like it or not), we're trying **to give them** a stake in the process.” – Christopher Lagan, US Coastal Guard

Know your Goals



Know your Goals

Governor's Vision:

A lean and responsive state government that allows communities, individuals and businesses to prosper (educated, mobile, growing, healthy, safe, responsible and efficient government)

What Not to Do



alabama.gov

April 15

Primary Care Physician Rate Increase Audit -
<http://media.alabama.gov/pr/pr.aspx?id=8674&t=26>

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alabama.gov

April 15

Madison County Veterans Service Office Temporarily Closed -
<http://media.alabama.gov/pr/pr.aspx?id=8673&t=1>

Like · Comment · Share



alabama.gov

April 15

Bentley grant to give juveniles in Houston County a second chance -
http://www.media.alabama.gov/AgencyTemplates/adeca/template_redirect.aspx?id=8671&t=1

Like · Comment · Share



alabama.gov

April 16

Tues May 13, 2014 Mobility Solutions & Technology Symposium -
State Capitol Auditorium - <http://media.alabama.gov/pr/pr.aspx?id=8676&t=23>

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alabama.gov

April 15

Statewide 'SADD Day' set for May 1 -
<http://media.alabama.gov/pr/pr.aspx?id=8672&t=1>

Like · Comment · Share



alabama.gov

April 14

Alabama Arts Radio Series - Muscle Shoals Bassist David Hood -
<http://media.alabama.gov/pr/pr.aspx?id=8670&t=33>

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Roll Tide

Know your Audience

The people who like your Page

Women

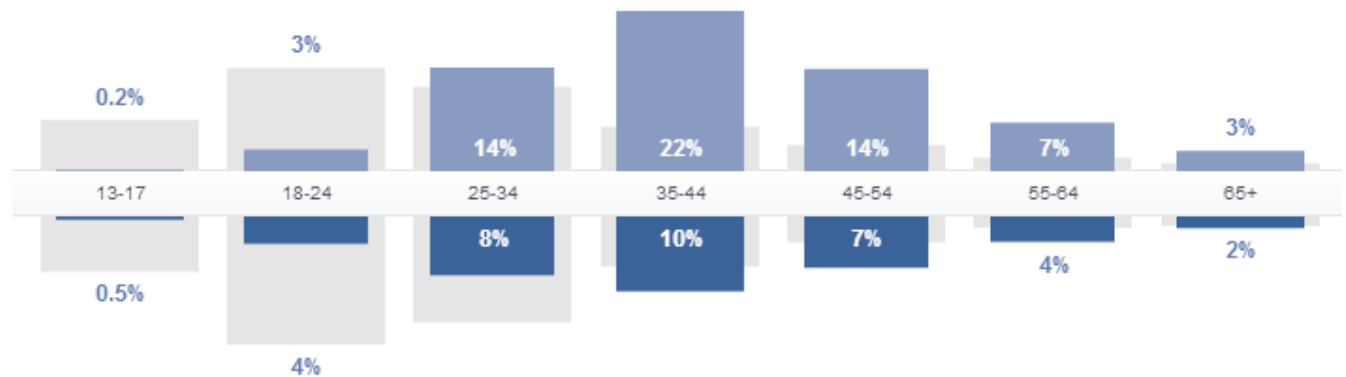
64%
Your Fans

46%
All Facebook

Men

35%
Your Fans

54%
All Facebook



Know your Voice



foursquare™



Know your Voice



Dunwoody Police



Dunwoody Police Department

April 10

An officer on foot patrol in the area of Perimeter Place was approached by a gentleman who appeared agitated and confused. The man asked, "Excuse me Officer...do you know where Ali's Cookies is located?" The officer responded, "yes sir there are two locations...one in heaven (cause the cookies are heavenly) and the other, just around the corner!" To Serve & Direct ...to Ali's.

On a more serious note. We had an officer on foot patrol in this area looking for our pickpocketing couple. Ladies Please don't leave your purses unattended. Our officer spoke to approximately 15 different women reminding them to secure their purses.

Like · Comment · Share

11



Stacy Ryan-Gillham, Deb Parsons, Max Leighman and 88 others like this.



View 12 more comments



Posy Kudron Try the frosted cookie cakes. Love them!!

April 10 at 7:37pm · Like



Ali's Cookies - www.ShipACookie.com Susan, We are located in the Super Target shopping center, two doors down from Boneheads. If you see anyone from Dunwoody PD, they will direct you.

April 10 at 9:46pm · Like · 2

Dunwoody Police



Dunwoody Police @DunwoodyPolice · Apr 10

So far off's stopped to talk with approx 15 different women who where having lunch & not paying attention to their purses. [#dontmakeiteasy](#)

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Dunwoody Police @DunwoodyPolice · Apr 10

Ofc conducting foot patrols in the Perimeter area [#pcid](#) ref recent pickpocketing inc. Ladies be careful not to leave your purses unattended

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Dunwoody Police @DunwoodyPolice · Apr 10

UPDATE Missing Person Mr. Isaacs located in good health! Back home w family

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Dunwoody Police



Dunwoody Police @DunwoodyPolice · Apr 6

Guess who just hopped on into town? #PeterCottontail is at the #PerimeterMall
pic.twitter.com/o1tTYMrPaO



 Expand

 Reply  Retweet  Favorite  More

Dunwoody Police



Dunwoody Police Department shared a link.

19 hours ago · Edited

Armed Robbery Arrest - Dunwoody Detectives did it again. They were able to track down a suspect and with the assistance of the City of Atlanta Police Department make an arrest and get the victim's vehicle back. Still need your help identifying the other suspects. Working with Sandy Springs Police too.

<http://tinyurl.com/pg748x6> TF



News & Press Release Details > Armed Robbery Arrest

dunwoodyga.gov

News & Press Release Details

Like · Comment · Share

2

Ashley Williams, Susan Cicero, Samantha Gold Suggs and 51 others like this.



Dunwoody Police Department

April 16 · Edited

Ofc. Lewis stopped a pick-up pulling a trailer for doing 57mph on Vermack Rd. (35mph). The driver did not see the speed limit signs, did not realize how fast he was going and did not see the police car parked on the side of the road as he passed it. The drivers only complaint was that Ofc. Lewis "only" wrote the ticket "for revenue." JL

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1

Cindy Friend, Bryan Wolfe, Gerri Penn and 53 others like this.

View 21 more comments

Know your Boundaries



JF Williams I would likd to see a revamp of the Technical College System where people can take classes Basic-training style in a couple of weeks on a targeted skill that employers need soon. ✕

The traditional college format is frustrating, inefficient, wastes valuable time & financial resources, and takes too long.

I want to be able to get off work and simply get the training I need to immediately get the job. Maybe do away with or put less emphasis on the semester/quarter system where a person has to adhere to artificial time limits, registration dates, and what-have-you.

Classes should be all year round and a person should simply be able to pay for a class and simply take it regardless of which week or day in the month it is.

That to me is TRULY pro-business and pro-efficiency!

Like · Reply · Yesterday at 8:48am · Edited



georgia.gov Hi JF! We haven't heard from you in a while! You make many valid points (as you always do). Georgia is currently working to improve and increase technical education in our state. This session contained a major success with the passage of HB 697, which will create the Zell Miller Grant (if Gov. Deal signs the bill). This will allow students at a technical college with a GPA of at least 3.5 to receive full tuition. Slowly but surely, we're making progress. As always, be sure to tell your Georgia Representatives and Senators these great ideas of yours. They represent you in the General Assembly, so make sure they know what you think. Thanks again for reaching out to us JF, don't be a stranger! 😊

Like · 👍 1 · Yesterday at 9:29am

Know your Comrades

Georgia Social Media All-Stars

Know your Comrades





Delaware State Government

24,415 likes · 291 talking about this

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Government Organization
Welcome to the official Delaware page. Feel free to comment, but be aware of the guidelines posted on our "about" page. More about Delaware at www.Delaware.gov



👍 24,415

About – Suggest an Edit

Photos

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2013
2012
2011
2010
2009
2008
2007
2006
Opened

Know your Comrades



GeorgiaGov @georgiagov · Mar 25

Know anyone from @StateMaryland? Be sure to wish them a happy Maryland Day!

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Maryland.gov @StateMaryland · Mar 25

@georgiagov Thanks, Georgia! When is your special day? #MarylandDay

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GeorgiaGov @georgiagov · Mar 25

@StateMaryland February 12! (We came along about 99 years after y'all in 1733--the 13th of the Thirteen Original Colonies!) #MarylandDay

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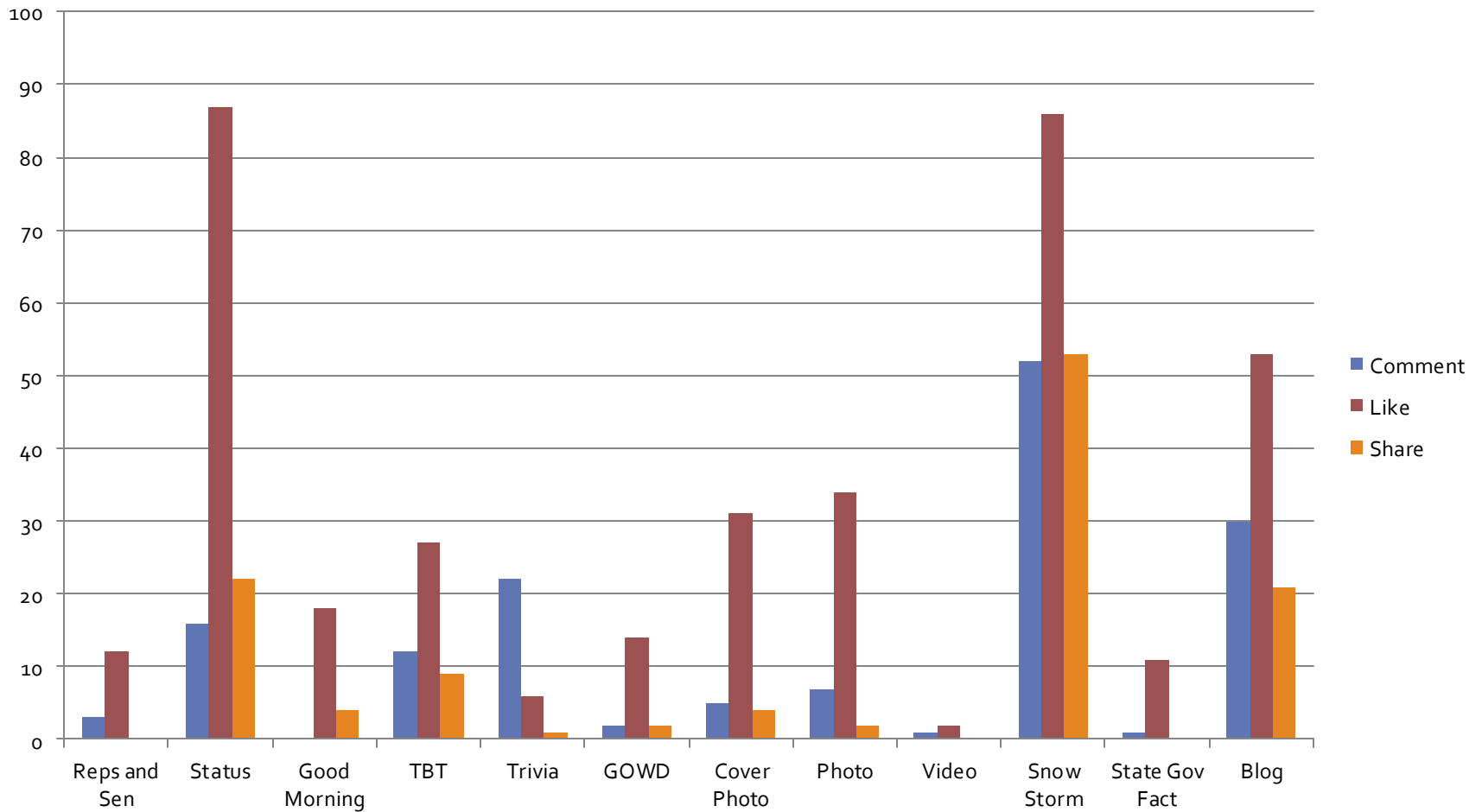
Maryland.gov @StateMaryland · Mar 25

@georgiagov Happy belated #GeorgiaDay to your oh so young state! #MarylandDay

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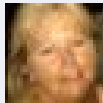
Know your Numbers



Know how to Change

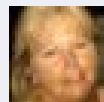
- Snowstorm
- Marijuana
- Kathy

Know how to Change



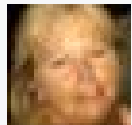
Kathy Thompson 70 % of those you see are innocent as stated by the Chief Public Defender... so don't judge everyone you see.. chances are the are one of the many innocent imprisoned... its all about money

Like · Reply · June 21, 2013 at 4:29pm



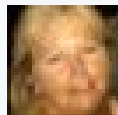
Kathy Thompson We could come closer to having a real budget if he were rid the state of corruption.. instead of providing defense for the corrupt officials with tax payers funds... just a thought

Like · Reply · May 8, 2013 at 5:10pm



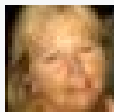
Kathy Thompson unless you are a politician, elected official, court staff member or law enforcement they are exempt from the Law in Georgia

Like · Reply · January 10 at 11:55pm · Edited



Kathy Thompson There are homeless, starving people in the Corrupt State of Ga. Can we deal with that Mr. Deal...

Like · Reply · January 14 at 7:19pm



Kathy Thompson Nice to have.. just wish the Georgia Judiciary followed them.. Just a waste...

Like · Reply · January 21 at 4:05pm

Second Snowstorm



Kathy Thompson good grief.. The Gov. should not have to tell ppl when to leave. he is not your daddy.. I dont think that is what the tax payers of Ga. is paying him to do.. really people

Like · Reply · February 11 at 11:50am



Kathy Thompson Funny, the places that have been hit the hardest do not have Shelters. I guess that proves we know how to take care of our own.. I am happy to say I live in a great community.

Like · Reply · February 11 at 12:47pm · Edited



Kathy Thompson Tip--- Stay home and ride 4 wheelers with the kids.

Like · Reply · February 11 at 2:35pm



georgia.gov Just make sure you and your kids are staying safe Kathy. Ice should not be taken lightly--no matter what vehicle you're in.

Like · 1 · February 11 at 2:42pm



Kathy Thompson You are correct, we dont have ICE tho.. just about 4 inches of snow in Cleveland Ga. for now.

Like · February 11 at 2:44pm



georgia.gov Good! We're glad to hear that! Is it beautiful? The Capitol in Atlanta is still just wet and cold--no snow yet. Please also keep in mind that snow can turn into ice. So keep your guard up, just in case! Feel free to message us pictures of the snow in Cleveland if you have any!

Like · 1 · February 11 at 2:53pm



Kathy Thompson Ill send yall a couple threw this pm.

Like · February 11 at 2:54pm

Happy Kathy



georgia.gov via Georgia Department of Administrative Services

February 11 · 🌐

Just in from DOAS: "In response to the severe winter storm that is currently impacting the state, Gov. [Nathan Deal](#) has issued an Executive Order for Wednesday, Feb. 12, 2014, stating that all executive branch agency heads have it within their discretion to close all or certain offices within their agency that are located in counties within the State of Emergency declared February 10 and 11, 2014."



Inclement Weather Notice [UPDATE] | Team Georgia

This order shall not apply to any state employees involved in disaster preparation and/or response.

TEAM.GEORGIA.GOV | BY GEORGIA DEPARTMENT OF...

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👍 Seth Stuck, Elizabeth Smith and Kathy Thompson like this.

Top Comments ▾



Write a comment...



Kathy Thompson Its not safe for them

Like · Reply · 👍 1 · February 11 at 5:39pm



Kathy Thompson Many closed today too.

Like · Reply · 👍 1 · February 11 at 5:38pm

So really...

No rules!



Thank You!

Hey girl,
forget
about my
abs. Have
you seen
my Klout
score?

