

WE NEED TO TALK

The Why, What, When, and How of
Social Media



NIKHIL J DESHPANDE

Director, GeorgiaGov Interactive
[@nikofthehill](#)

#1

WHY?



NO LONGER TRUE

Have a question for
Mayor Kasim Reed?

Ask him tomorrow during his live

facebook
Q & A

Mayor Kasim Reed will be answering questions tomorrow, Tuesday February 25, 2014 at 5 pm ET on the Kasim Reed Facebook page.

www.facebook.com/KasimReed



Cory Booker ✓

@CoryBooker

U.S. Senator from New Jersey
Newark, NJ · corybooker.com

GEORGIA
GOV

georgia.gov

3,558 likes · 34 talking about this

✓ Liked ▾

✓ Following

Message



Government Organization

GeorgiaGov is your online access to Georgia government. If you're looking for more information, please visit <http://georgia.gov/>.



👍 3,558

About – Suggest an Edit

Photos

Likes

2

WHAT?



“Thinking we’re only one signature away from ending the war in Iraq”

U.S. Senator Barack Obama April 20, 2007



Ellen DeGeneres @TheEllenShow · Mar 2

If only Bradley's arm was longer. Best photo ever. #oscars pic.twitter.com/C9U5NOtGap

↩ Reply ↻ Retweet ★ Favorite Buffer

Flag

ANATOMY OF A TWEET

The reach of the @TheEllenShow's #Oscars selfie Tweet. Data recorded March 2, 5pm ET to March 3, 5am ET

32.8m

TOTAL VIEWS

8.1m

PEOPLE WHO SAW IT

2.4m

RETWEETS

13,711

EMBEDS

1

TWEET



ELLEN'S RECORD-BREAKING TWEET







Phyton Co.
1184

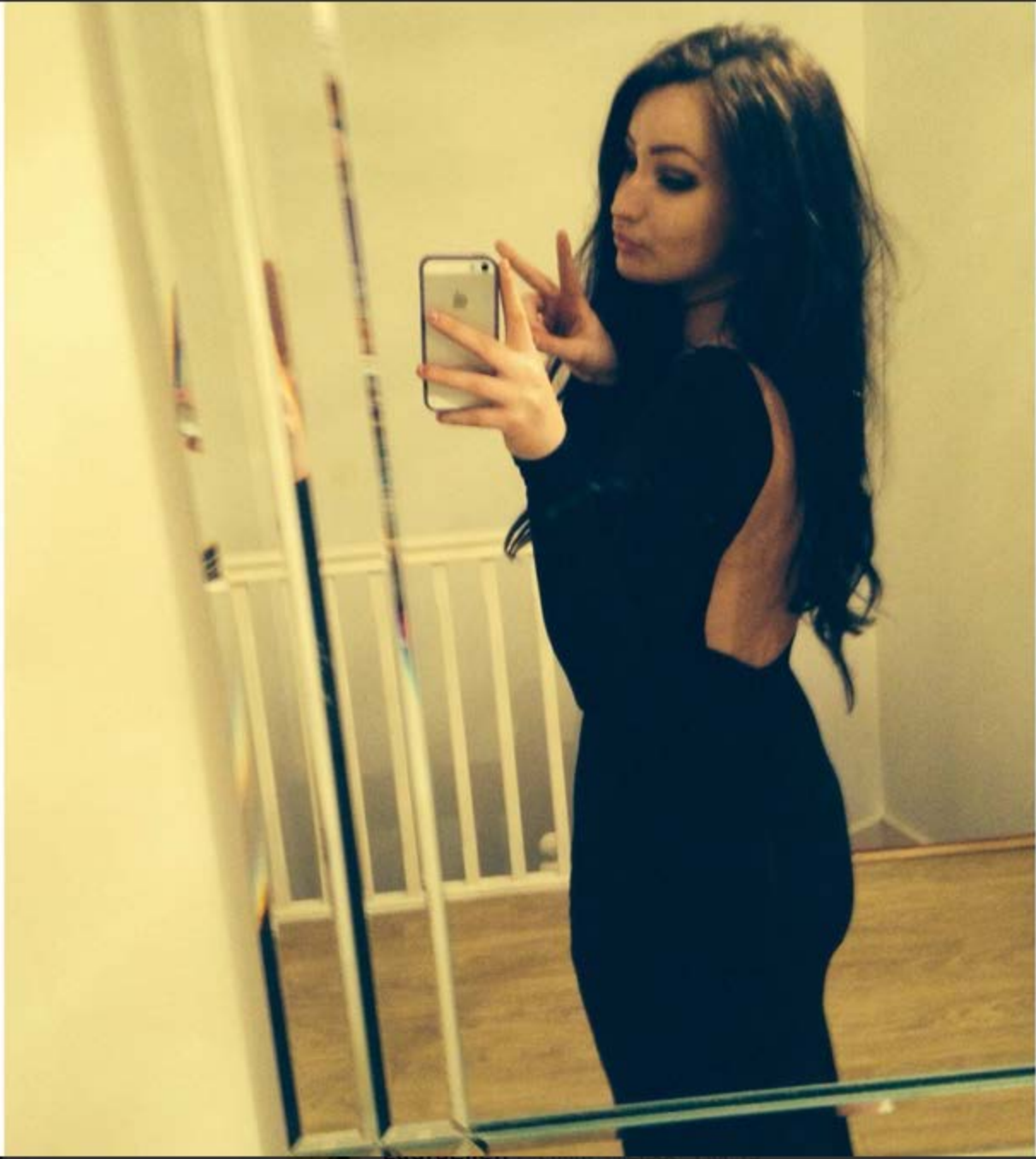
NEW YORK DEC. 1920

UNCLE JOE BYRON

PIRIE BIRD DONALD

COLONEL MARCEAU POPCORN

BOB FALK





LauraEllen

@Laura_ellenxx

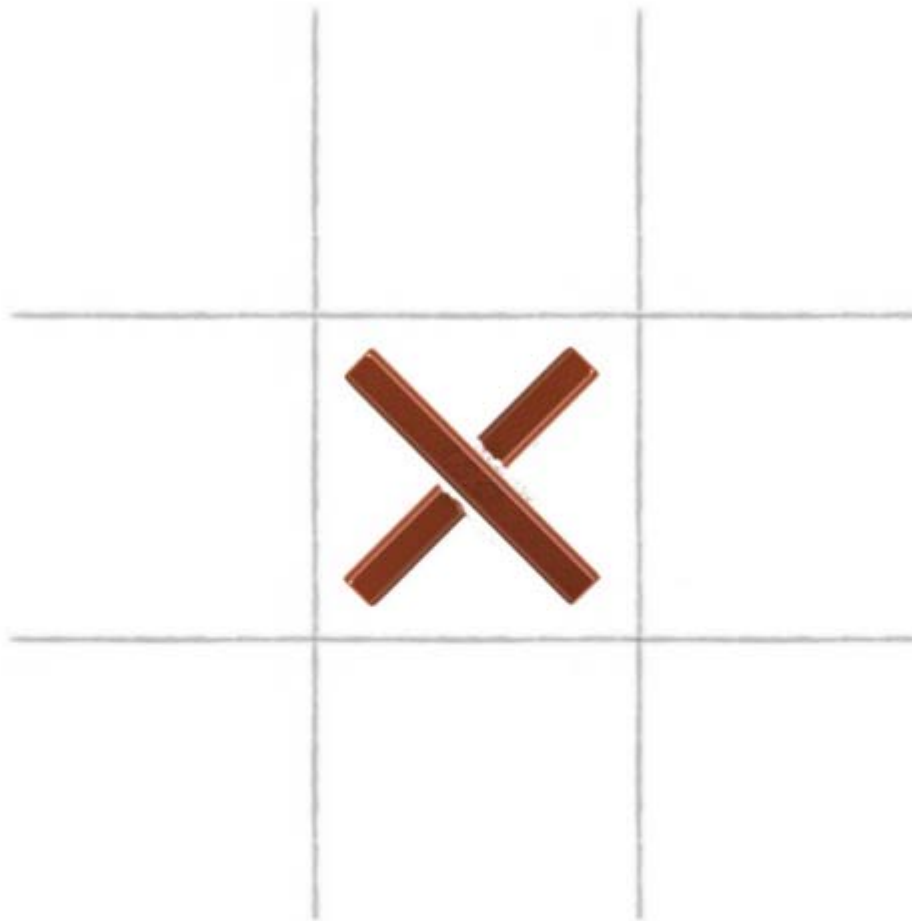


Can tell I like chocolate abit too much when I'm following
[@KITKAT](#) and [@Oreo](#) hahahahahah

5:36 PM - 11 Mar 2013

91 RETWEETS 41 FAVORITES





KITKAT 
@KITKAT

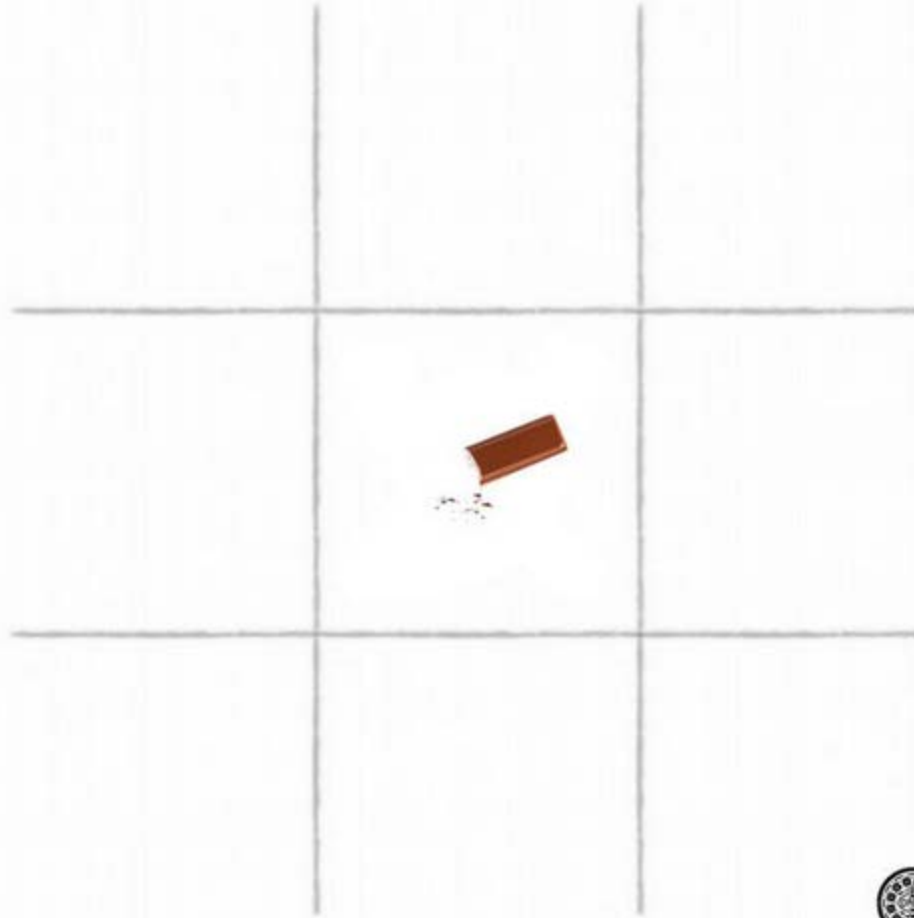
 Follow

The fight for [@Laura_ellenxx](#)'s affections is on. [@oreo](#) your move
[#haveabreak](#) [twitpic.com/cb1g84](#)

11:41 AM - 13 Mar 2013

331 RETWEETS 239 FAVORITES





Oreo Cookie 

@Oreo

 Follow

Sorry, @kitkat we couldn't resist ... #GiveOreoABreak

6:42 PM - 13 Mar 2013

428 RETWEETS 352 FAVORITES







When is collection day?

Find out your collection schedule.
Search for your address to begin.

Example: [454 W 12 Ave, Vancouver, BC](#)


VANCOLLECT



My Schedule

NEXT COLLECTION

Friday, Mar 28

Items being collected:

-  Green Bin
-  Recycling

REDUCE YOUR GARBAGE!

Reduce your garbage by keeping all food scraps for your yard waste!

You can now add meat, fish, bones, dairy, bread, cooked items and food soiled paper such as napkins, pizza boxes and paper plates to your Green Bin.





NYPD
Like This Page · November 27

Jennifer Foster of Florence, AZ was visiting Times Square with her husband Nov. 14 when they saw a shoeless man asking for change. She writes, "Right when I was about to approach, one of your officers came up behind him. The officer said, 'I have these size 12 boots for you, they are all-weather. Let's put them on and take care of you.' The officer squatted down on the ground and proceeded to put ...See More

Like · Comment · Share

615,572 people like this.

219,506 shares

View previous comments 6 of 48,432

Nate Hankinson He's not actually homeless and he wants money for unauthorized publicizing.
3 hours ago · Like

Nathaniel Green This is what good Police do they have a very difficult job to do not popular but the ones that have the right heart do this kind of thing often.
3 hours ago · Like

Nesto Tha Spainerd Jaramillo This officer is doing something we should all do help our fellow man and expect nothing we do this and this country would be awesome
2 hours ago · Like

Mieu Cau Sincères mes felicitations de votre

Write a comment...

NYPD
November 26
Police officers assigned to 25
.25-caliber firearm Nov. 16 fr
the driver saw the gun and r
Stephanie Troutman and Joe

Emre Akçay good! police nypd.
December 2 at 11:14am · Like

still have wonderful people in the world.
2 hours ago · Like

Almie Hala Herdzio very nice
45 minutes ago · Like

A fine fabric hoodie that
redefines business
casual. Only at
Betabrand.com.

Jeffrey Zeldman
checked in at Gate B22
Foursquare.

Shekhar Patil likes Sa
Dhruvak's photo.

Manisha Bhalekar
AARON RODRIGERS IS
DELICIOUS! GO PAW
WOOT!

Mashable added a ne

Vibha Goshier likes Ga
Mira's photo.

Wendy Darling likes C
Radin's photo.

Michael Allenberg li
Michael's photo.

Anita Jasani Tabeer
Altagraia Beatrice Pier
Cutebridge's photo.

Jeffrey Zeldman com
on his activity on Fours
The sweetie hell of w

Peter Lee commented
Elizabeth Reed's link. O
hadn't heard that in...

Jim O'Brien updated h
photo.

Jim O'Brien likes Frog
photo.

Sangeeta Parakala
commented on Gau
photo: "Adorable!"

Sangeeta Parakala

Turn on chat to see who
available.

IMPACT

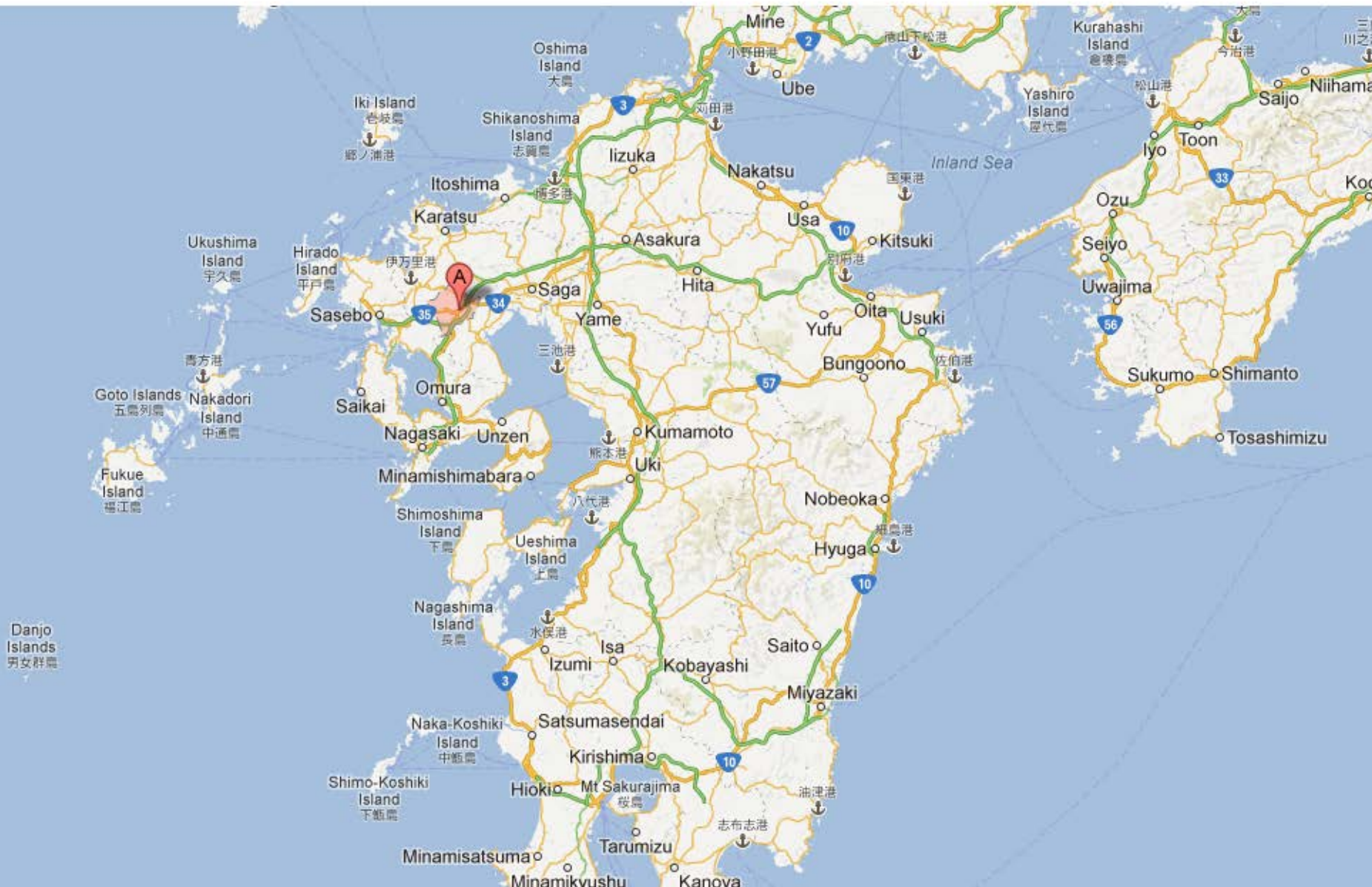
2MM Views

615K+ Likes

219K+ Shares

48K+ Comments

CITY OF TAKEO, JAPAN



“いいね！” 20000 突破 / FB 本社から緊急来日

TAKEO

広報武雄
No.82
2012年12月号



武雄市役所

20,869 likes · 4,638 talking about this

Like

Message



Community/Government

武雄町大字昭和1番地1, Takeo-shi, Saga, Japan 843-8...

+81 954-23-9121



市役所からの
お知らせ

くらしの
便利帳

8

About

Photos

HOME

市役所からの
お知らせ

くらしの
便利帳

Highlights



武雄市役所 shared F&B 良品's photo.

Friday

【本日、午前10時、FB良品がリニューアルしました！】

10月8日午前10時、武雄市発のビジネスモデル、フェイスブックを活用した通販サイト『FB良品』がリニューアルしました。

Likes



F&B 良品

Community & Government

Like



Facebook Japan

Computers/Internet Website

Like

Create Page

Now

November

2012

2011

Started

Sponsored

Cities I've Visited



Use Now · Salons

Buy & Sell Web B...

Want to Buy
an Online
Business?

Here's How >>

2,126 people like ver...

We Have Good Ne...



4,392 people like Bel...

A1Supplements.c...



Like · 11,051 peo...

ICELAND





Stjórnlagaráð

5,884 likes · 28 talking about this · 78 were here

Like Message

Government Organization · Organization



5,884 Likes



1

About - Suggest an Edit

Photos

Likes

Map

Events

Highlights

Post

Photo / Video

Write something...

Activity December

Recent Posts by Others on Stjórnlagaráð

See All



Goran Paladin

A way to go! Please find a way to export it to other countries. December 5 at 12:45pm



Ahmed Djait

Hi everybody, i am from Tunisia, what you've done is really i...

Create Page

Now

November

2012

Founded

Sponsored

TripAdvisor



Use Now · Manis

Buy & Sell Web B...

Want to Buy an Online Business?

Here's How >>

2,126 people like ver

Must Be Over 18

Play



Play Now · 1,500 Battle Pirates.

We Have Good Ne



4,392 people like Bel

3

WHEN?



Oreo Cookie

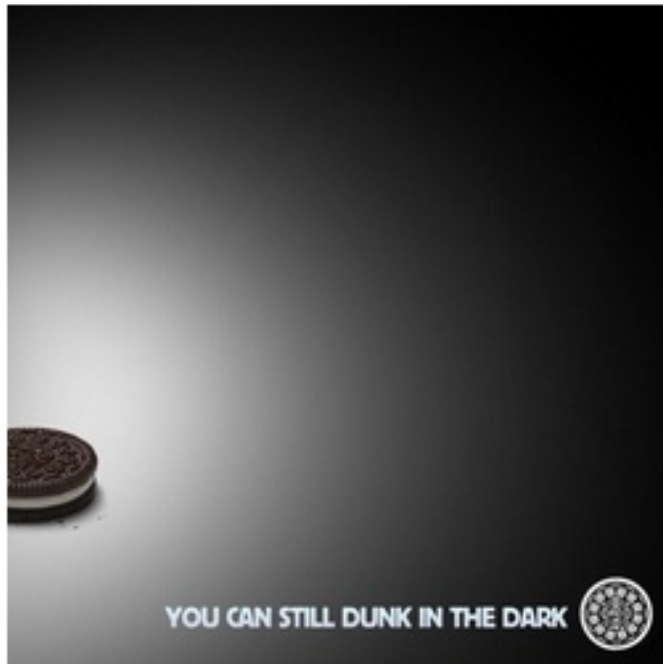
@Oreo



Follow

Power out? No problem.
pic.twitter.com/dnQ7pOgC

Reply Retweet Favorite More



12,862
RETWEETS

3,944
FAVORITES





Tide @tide

20h

We can't get your #blackout, but we can get your stains out.
#SuperBowl #TidePower pic.twitter.com/JpQBRvjf

Hide photo Reply Retweet Favorite More



1,320
RETWEETS

337
FAVORITES



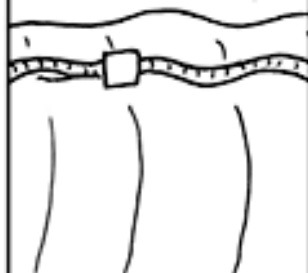
WHEN AN EARTHQUAKE HITS, PEOPLE FLOOD THE INTERNET WITH POSTS ABOUT IT—SOME WITHIN 20 OR 30 SECONDS.

ROBM163 HUGE EARTHQUAKE HERE!



DAMAGING SEISMIC WAVES TRAVEL AT 3-5 km/s. FIBER SIGNALS MOVE AT ~200,000 km/s.

(MINUS NETWORK LAG)



THIS MEANS WHEN THE SEISMIC WAVES ARE ABOUT 100 km OUT, THEY BEGIN TO BE OVERTAKEN BY THE WAVES OF POSTS ABOUT THEM.



PEOPLE OUTSIDE THIS RADIUS MAY GET WORD OF THE QUAKE VIA TWITTER, IRC, OR SMS BEFORE THE SHAKING HITS.

WHOA!
EARTHQUAKE!



SADLY, A TWITTERER'S FIRST INSTINCT IS NOT TO FIND SHELTER.

RT @ROBM163 HUGE EARTHQUAKE HERE!





Mack

Mack

164FF

NEW YORK CITY
BROOKLYN DEPOT

MACK

I was eight when
my dad was killed
at work.

Work zone crashes kill nearly
1000 people a year.

DANGER

DANGER

THE PRESSURE
30 PSI

SAFETY

400 OIL OIL

The Daily POTHOLE MILL & PAVE



A publication of New York City DOT



Follow us as we work to make New York City's streets smooth.

287,737 potholes repaired in 2014 (4/8/2014)

4,786

potholes repaired yesterday, March 4.

That's one pothole every 18 seconds!

1 month ago



Atlanta Police Dept 

@Atlanta_Police

 Follow

If you **CAN'T** get through to 911 please send a message to us through Facebook or Twitter.

7:07 AM - 29 Jan 2014

506 RETWEETS 70 FAVORITES



EXIT
245 



The Home Depot

@HomeDepot



Follow

Several stores in the Southeast are open to those seeking shelter in inclement weather –see list here: thd.co/Mdb9ux #snow @cwwaits

Reply Retweet Favorite Buffer More

RETWEETS

309

FAVORITES

95



10:35 PM - 28 Jan 2014

Reply to @HomeDepot @cwwaits



Duffie Dixon 11Alive
@DuffieDixon

Follow

Stranded motorists sleeping, warming up inside the Home Depot off Cascade Rd off 285 #11alive

5:05 AM - 29 Jan 2014

10 RETWEETS 2 FAVORITES



Chris Tomer
@chris_tomer

Follow

Folks sleeping in grocery stores, stranded in Atlanta. Photo: Jaime Sarrio @KDVR @ch2daybreak

10:11 AM - 29 Jan 2014

34 RETWEETS 4 FAVORITES



ATL Public Schools
@apsupdate

Follow

Principal reporting kids at Therrell are fed and now wide awake! #makingthemostofit #aps #weather

1:18 AM - 29 Jan 2014

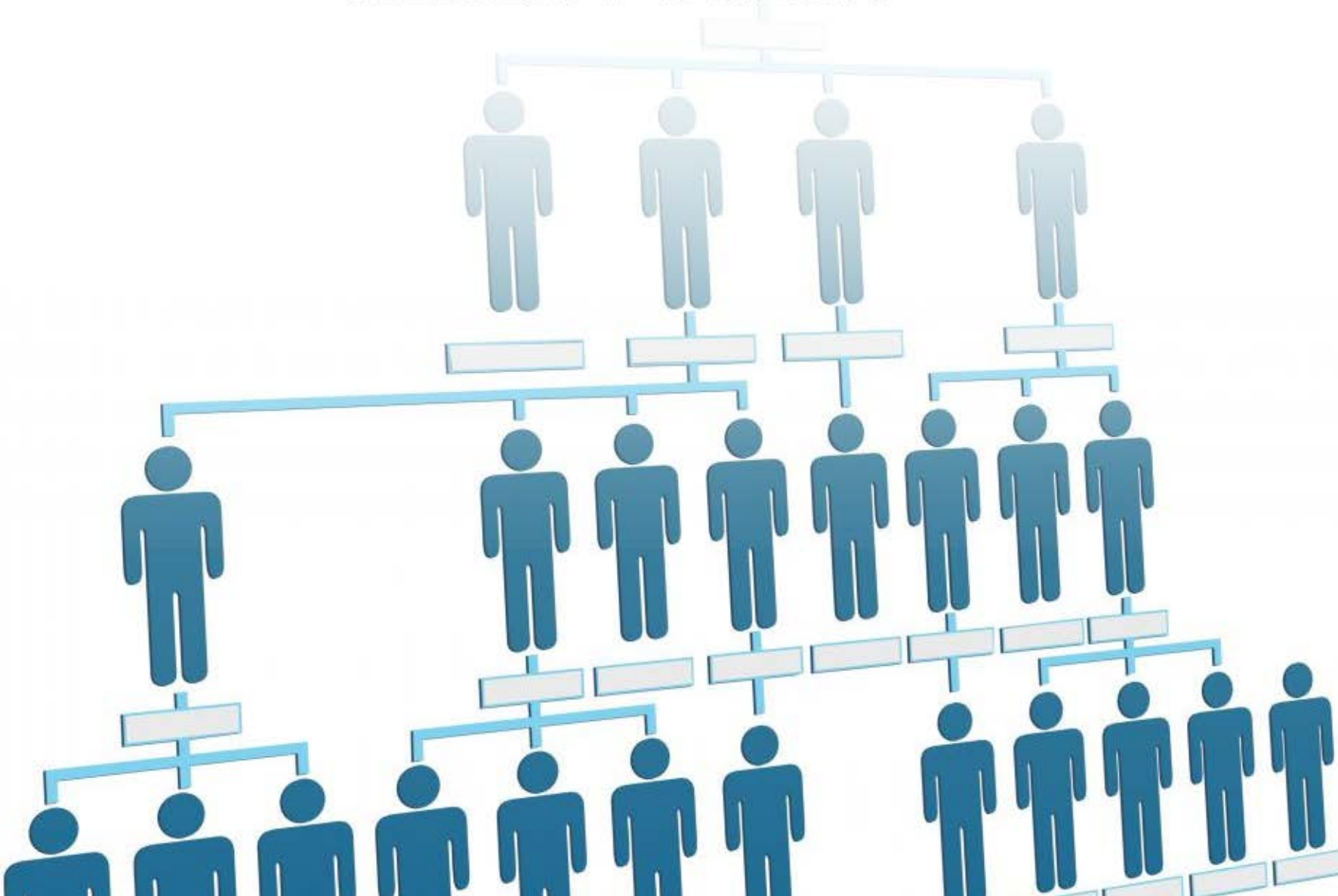
31 RETWEETS 8 FAVORITES



4

HOW?

REALITY CHECK



REALITY CHECK

Are you ready?



GOALS

Specific

Measurable

Attainable

Realistic

Timely

STRATEGY

Awareness

Interaction

Enthusiasm

Collaboration



USERS AND YOU





THANK YOU!