

**PUTTING SOCIAL MEDIA TO WORK IN YOUR CITY**

## **DISCLAIMER**

I, Dot Frank, do not dare to call myself a social media expert by any means. However, I've foolishly accepted the invitation to serve as your fearful leader as we explore ideas surrounding this incredibly creative and attractive workshop title "Putting Social Media to Work in Your City."

Your opportunity to leave was exhibited in the hidden slide that proceeded this one, so now we're in this together! Sit back, stay off your cell phone, and enjoy the show.

# HOLD YOUR APPLAUSE

Total Page Likes as of Today: 1,036



# ACCORDING TO OUR POLICY...

- Need to identify basics:
  - Who posts
  - What you post
  - How often you post
  - How outsiders post
  - How you deal with critics

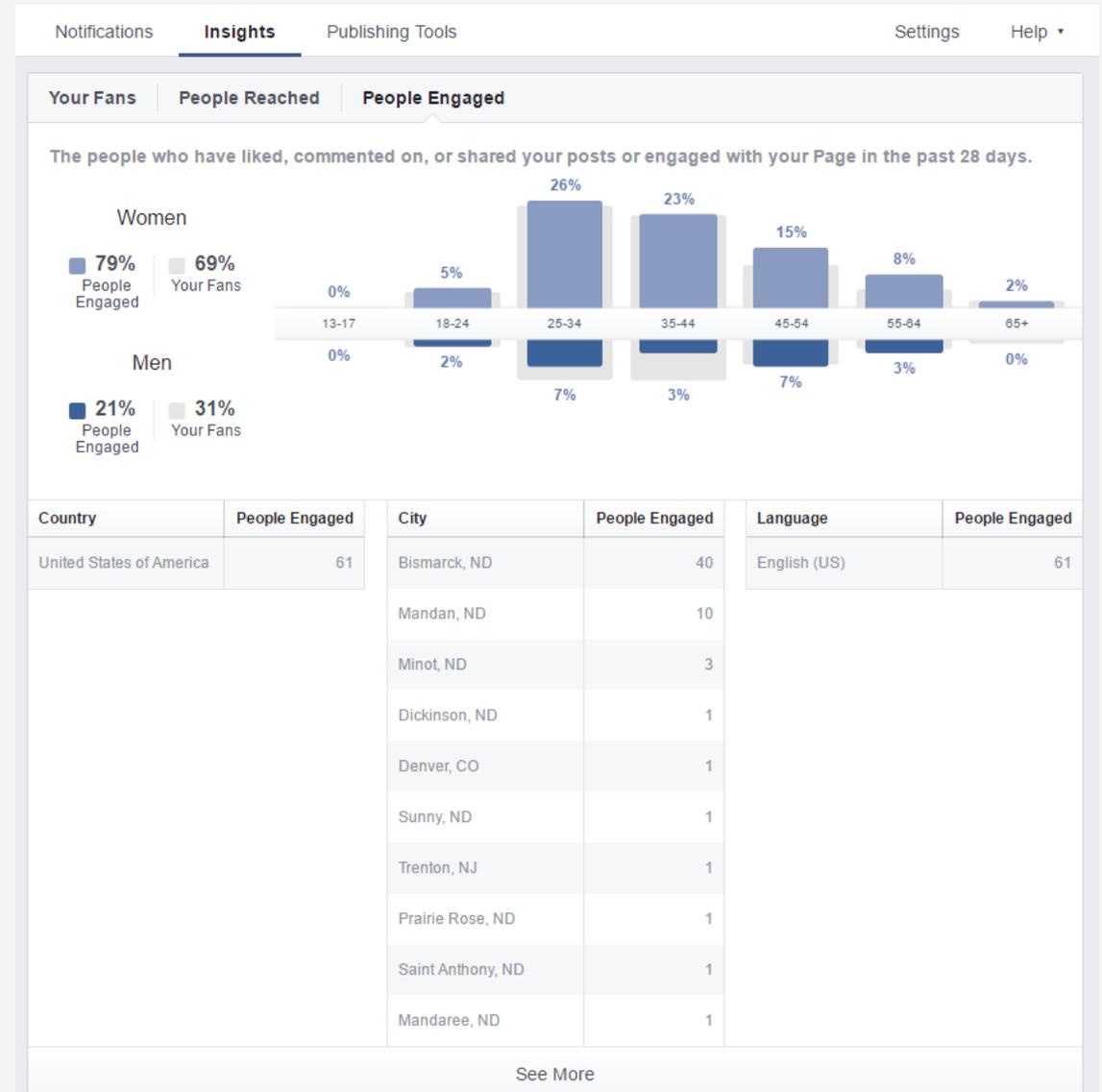




# THE 5 W'S

WHO | WHAT | WHERE | WHEN | WHY

# WHO ARE YOU AFTER?



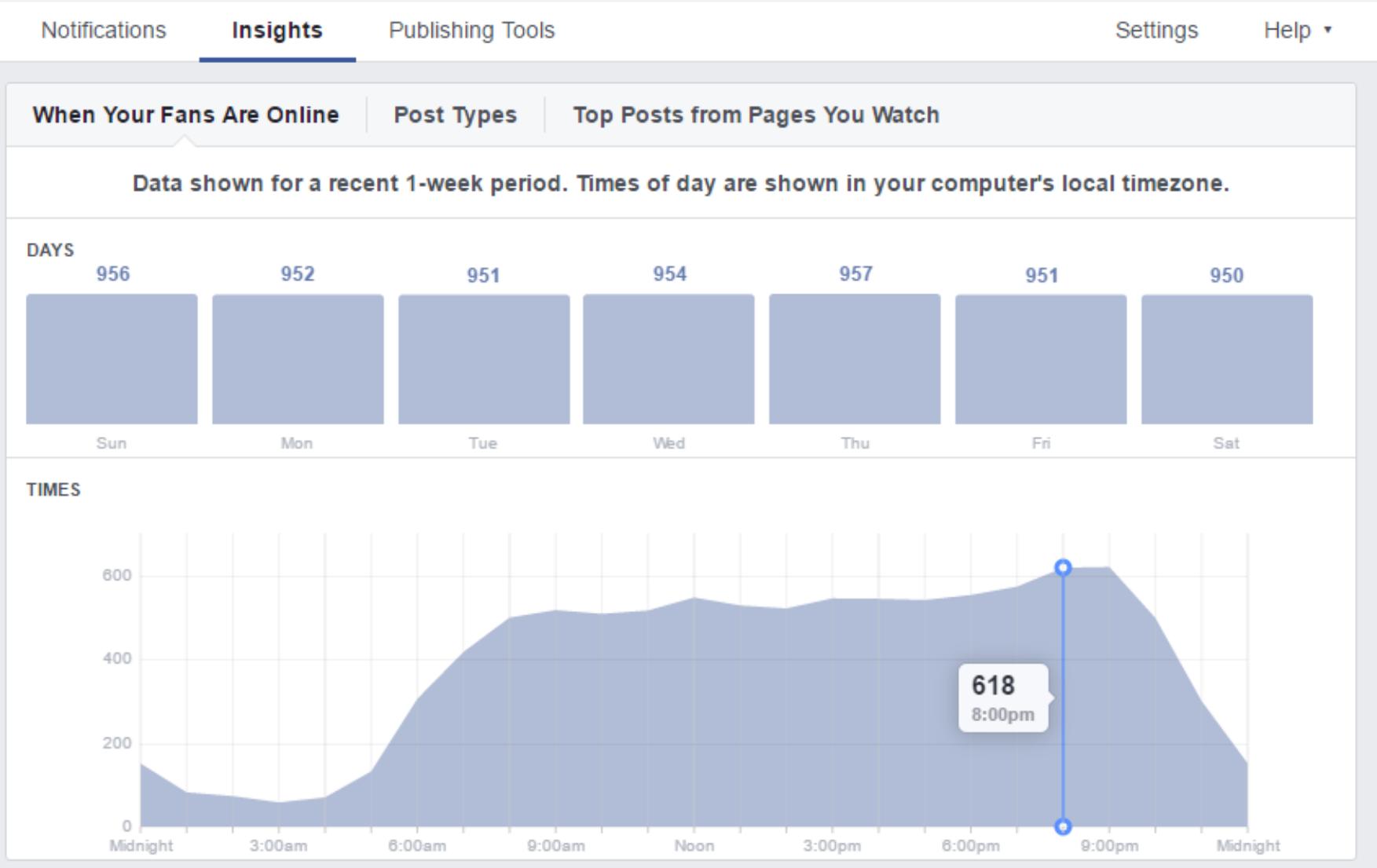
# WHAT DO YOU WANT TO ACCOMPLISH?

- Build a following?
- Encourage interaction and participation?
- Share information?
- Have a presence?
- Solicit feedback?





# WHEN DO YOU POST?



# WHY SHOULD WE GET SOCIAL?

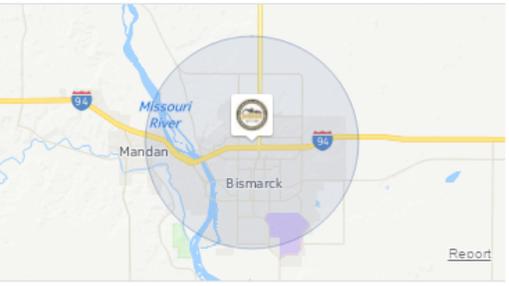
**Promote Local Business** [Close]

**⚠ Your Promotion May Not Run**  
You may not reach your audience because there's too much text in the image used for your promotion. Facebook prefers images with little or no text in promotions. Unless you [qualify for an exception](#), edit your image before placing your order. [Get guidance](#) on reducing image text.

**AUDIENCE** | **DESKTOP NEWS FEED** | **MOBILE NEWS FEED**

**Target Location** 2600 Gateway Ave, Bismarck, North Dakota  
**Radius** 5 miles

**Potential Reach**  
31,000 People



**Age**  
18 - 65+

**Gender**  
All Men Women

**Interests**

Terms & Conditions | Help Center

Cancel Promote

**Bismarck-Mandan Home Builders Association** [Like] [Dropdown]  
Sponsored · [Location Icon]

Professionals building our community through promotion of home ownership, education and legislation since 1958



**Bismarck-Mandan Home Builders Association** [Get Directions]

Like Comment Share



# Bismarck ND City Government

@BismarckNDGov

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## Bismarck ND City Government

18 hrs · 🌐

#BismarckMayor Mike Seminary welcomes attendees to #Bismarck for the North Dakota League of Cities annual conference!



Like Comment Share

3

Government Organization · Bismarck, North Dakota

4.8 ★★★★★ [Open Now](#)

Search for posts on this Page



3,141 people like this

Sandy Knutsen Tibke and 77 other friends



71 people have been here

Dawn Kopp and 4 other friends



[Open Now](#) · 8:00AM - 5:00PM

[Get additional info](#)



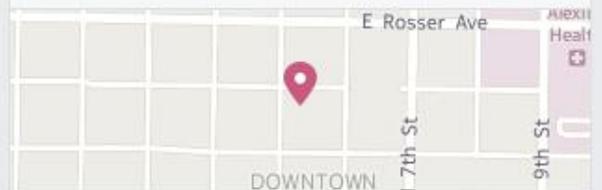
Invite friends to like this Page

4.8 ★

4.8 of 5 stars · 15 reviews

[View Reviews](#)

### ABOUT





**THIS IS HOW YOU NEED TO DO IT**

# WANT VS NEED

**Bismarck-Mandan Home Builders Association**

Published by Dot Frank [?] · August 29 at 8:46am · 🌐

Urge your Member of Congress to support the House language on Energy Codes that would put a stop to the Department of Energy's (DOE) lobbying efforts and ensure that new energy code requirements are cost-effective.  
<http://www.capitolconnect.com/builderlink/letter.aspx...>

31 people reached

Like Comment Share

**NEED**

Published by Tracy Donaghue DeForest [?] · August 25 at 7:27pm · 🌐

Thank you Tom Haider of Haider Glass Specialties for a delicious dinner!



205 people reached

Boost Post

**WANT**

Dakota  
5.0 ★★★★★ Closes in 10 minutes

Search for posts on this Page

33% response rate, 2-hours response time  
Respond faster to turn on the badge

1,036 likes +5 this week  
Heather Austin and 80 other friends

10 were here 0 this week  
Lindsey Matter

See Pages Feed  
Posts from Pages you've liked as your Page

Invite friends to like this Page

959 post reach this week

ABOUT

2600 Gateway Ave  
Bismarck, ND 58503

(701) 222-2400

Add Price Range

<http://www.bmhba.com/>

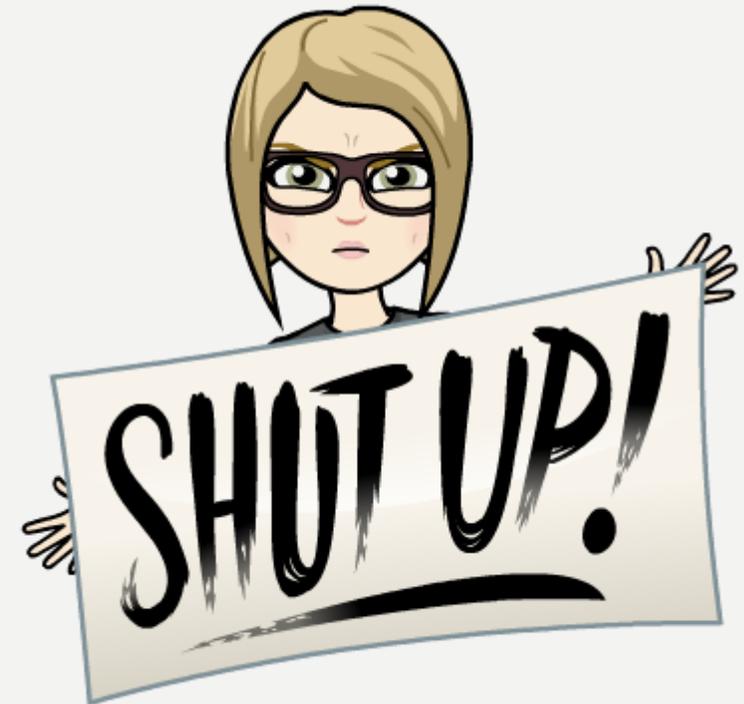
Promote Website

# STODGY ONLY WORKS IN OFFICE



# SPEAK NOW? OR FOREVER HOLD YOUR PEACE?

- Keep track of what people are posting and saying.
- Correct when inaccurate information is shared.
- Don't try to manage emotions or feelings.
- Prevent issues by planning for their potential.



“You do not have to respond to rude people, but you should engage those who take the time to be polite and interested.”

Jason Falls, BuzzMaven.com

# CHIP ON MY SHOULDER

**Bismarck-Mandan Home Builders Association**  
Published by Dot Frank [?] · August 15 ·

Open shelves, perfectly staged kitchens, you'll see all of this and more from Joanna's post in our Fall Parade of Homes Sept. 29-Oct. 2.



**10 Kitchen Organization Tips to Steal From Chip and Joanna Gaines**  
Not everyone is lucky enough to get a Fixer Upper home makeover from Chip and Joanna Gaines, but what everyone can do is steal a few tips from the experts...  
POPSUGAR.COM | BY ERIN CULLUM

295 people reached

Like Comment Share

Boost Post

**Bismarck-Mandan Home Builders Association**  
Published by Dot Frank [?] · October 2, 2015 ·

First Dakota Title - Bismarck, did Chip and Joanna make a stop in your neighborhood? Idea 5 looks awfully familiar!



**Large Styling Lessons From HGTV's Fixer Upper**  
Market goals. Some HGTV pro tips for getting that shabby-chic look.  
AR.COM | BY ANNIE GABILLET

More Likes, Comments and Shares  
Boost this post for \$15 to reach up to 1,300 people.

reached

Boost Post

midt, Lisa Nagel Bannister and 7 others  
2 Comments

Like Comment Share

# HITCH A RIDE



2,545,800 people like this

Stacy Dahlstrom Nelson and 5 other friends



3,003,577 people have been here

 **Bismarck-Mandan Home Builders Association**  
Published by Dot Frank [?] · September 12 at 3:57pm · 🌐

Our friends The Home Depot are hosting a Pro Appreciation Event. Stop in to take advantage of special deals and to thank them for their support of the Bismarck-Mandan Home Builders Association. The Home Depot donated building kits to Lunch with Heroes this year!

**THE HOME DEPOT PRO XTRA** | **PRO LOCAL AD** > | **X ACCESS YOUR ACCOUNT** >

Building Materials | Electrical | Lumber | Paint | Plumbing | Tools & Hardware

**SAVE AN EXTRA 5%** ON ORDERS OF \$1,000 OR MORE! **EXCLUSIVE SAVINGS JUST FOR YOU**  
Visit your local Pro Desk for details. **LEARN MORE >** **09/12-09/17/2016**

**PRO APPRECIATION EVENT** **SEPTEMBER 12-18** **LEARN MORE >**

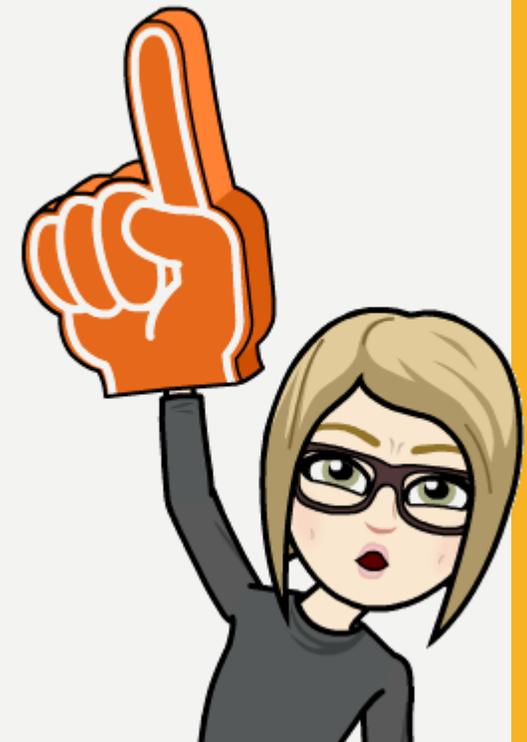
**JOIN US IN STORE Thursday, September 15, 7 a.m. – 2 p.m.**

603 people reached

👍 Like    💬 Comment    ➦ Share    **Boost Post**

# WINNING POSTS

- Pictures & Videos
- Tags
- Guest Posts
- Universal Appeal
- Pop Culture
- Current Trends
- Current Events
- Trivia
- Contests
- Facts & Stats
- Staff, Elected Officials & Committees



# TIPS\*

- Rules Rule
- Complete Completely
- Keep An Eye on Things
- ~~Any~~ A Response is a Good Response
- Identify Yourself
- Let them Talk
- Be Mindful of their Mouths
- Change Your Clothes
- Pre-Post
- Trust Your Gut
- Remember the Algorithms
- Get Regular
- Be Insightful

**\*CAN BE LEFT IN THE JAR ON YOUR WAY OUT**

...can we  
talk?



# LETS TALK

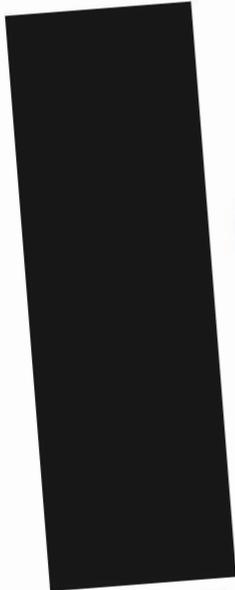
- Who...do you need to talk to?
- What...do you need them to know, to do, to say?
- Where...are going to get their attention and can you easily spread the word?
- When...is the best time to get their attention?
- Why...do you need to get social?
- How...can you creatively capture their attention?

FEATURED

# Giant reptile bones found in Pembina Gorge could be new species



April Baumgarten Forum News Service 15 hrs ago



## Latest in section

Wisconsin guard, tribal member Koenig joins pipeline protest

 The Latest: Judge drops injunction against tribal leaders

Bismarck contractor banned from doing business in state

FORUM NEWS SERVICE

This quadrato (jaw joint) bone from the mosasauro was discovered in August during a public fossil dig in the Pembina Gorge. The bone

## LETS DO

How would you use the following images to communicate anything about your community?







# THROW DOWN A CHALLENGE



