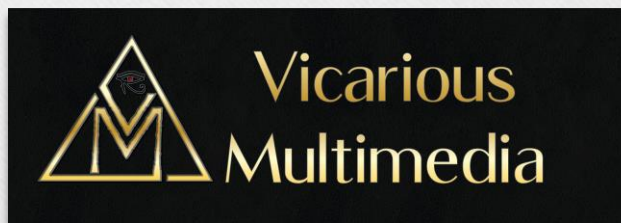




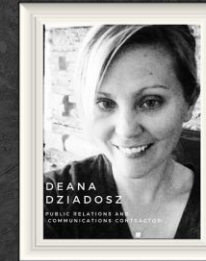
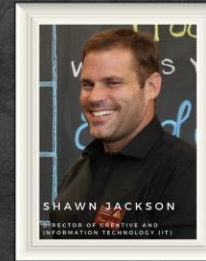
Social Media for Local Government



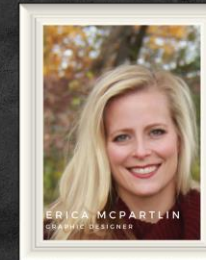
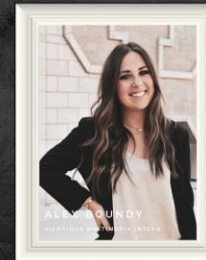
Who We Are



Vicarious Multimedia is a creative firm focused on telling the story of our clients through various mediums in marketing communications and public relations. Communication channels include E- and print newsletters, graphic design, press releases, social media and videos. Our team is made up of writers, editors, social media managers, graphic designers, photographers and videographers.



Vision Delivered....



Social Media Options for Local Government



Social Media channels can exponentially increase the reach of local government organizations and their important communications – these channels are nimble and can do so at a moment’s notice. The overwhelming majority of municipalities throughout the state (and neighboring cities and villages in the north and northwest suburbs) are utilizing at least one (or multiple) social media platforms to augment and leverage their communications. Below are the top six platforms currently being utilized by local government.



Social Media Options for Local Government



Use of 'relatively' brief messages – including with video and website links, graphics/pictures, infographics or just words. Facebook pages can follow/share and 'tag' other pages (such as health departments, State of Illinois, fire districts, etc.) to enhance communications and reach.

2.6 billion U.S. monthly active users

Gender 54% female 46% male

Yearly Household Income

85% less than \$30,000

88% \$30k-\$60k

81% \$60k-\$70k

88% \$70k-\$80k

86% \$80k-\$100k

86% above \$100,000

Age of internet users:

- 86% of people ages 18-29
- 77% of people ages 30-49
- 51% of people ages 50-65
- 34% of people that are 65+

Facebook users spend 35 minutes/avg a day on this platform

96% via mobile devices 25% via laptop or desktop

Social Media Options for Local Government



Emphasizes photo and video sharing via its mobile app (application). This visual content is for followers to interact with through likes, comments, and shares. Use of hashtags is integral to increase exposure/reach.

130 million U.S. monthly active users

Gender 49% female 51% male

Age of internet users:

67% of people ages 18-29

47% of people ages 30-49

23% of people ages 50-65

8% of people that are 65+

Yearly Household Income

44% less than \$30,000

45% \$30k-\$60k

36% \$60k-\$70k

55% \$70k-\$80k

46% \$80k-\$100k

60% above \$100,000

Instagram users spend 53 minutes a day on the platform

99% via mobile devices

Social Media Options for Local Government



Brief, succinct messages (limit of 280 characters but communications are traditionally shorter) where graphics and links to websites or videos can be incorporated. Hashtags are also an important emphasis with Twitter; pages can follow and be followed to share messaging (retweet) when appropriate.

68 million U.S. monthly active users
Gender 50% female 50% male

Age of internet users:

38% of people ages 18-29
26% of people ages 30-49
17% of people ages 50-65
7% of people that are 65+

Yearly Household Income

23% less than \$30k/year
36% \$30k-\$75k
41% more than \$75k

Twitter users spend 3.39 minutes a day on the platform
85% via mobile devices 15% via laptop or desktop

Social Media Options for Local Government



Similar to Facebook in the structure/length of messaging, but more a use for business professionals and could be an asset for the Village's Economic Development Commission. This is where business news and opportunities could be shared through words, video, graphics/pictures, infographics and 'outlinks'. Hashtags are now used more and more on LinkedIn.

310 million monthly U.S. active users

Gender 43% female 57% male

Age of internet users:

16% of people ages 15-25

27% of people ages 26-35

34% of people ages 36-45

37% of people ages 46-55

29% if people 56+

Yearly Household Income

27% less than \$30,000

3.8% \$30k-\$60k

40% \$60k-\$70k

49% \$70k-\$80k

50% \$80k-\$100k

60% above \$100,000

LinkedIn users spend 6 minutes and 7 seconds per session

57% via mobile devices 43% via desktop or laptop

Social Media Options for Local Government



Nextdoor

Similar to Facebook/LinkedIn content structure – words on their own, graphics/pictures and infographics, video and website links. *This website is ideal for local government because municipal Nextdoor pages only allow residents of the village or city to be engaged on the channel.* Residents are automatically 'opted in' to the page based on their address (they can opt out if they choose). Other stats below:

10 Million Users Worldwide
145,000 Active U.S. Neighborhoods

Nextdoor allows government entities (cities/villages, counties, police departments, and fire departments) to launch Nextdoor neighborhoods across their municipality. It includes:

- Free, private social networks designed for each neighborhood
- A single channel to broadcast information across neighborhoods or to all residents on Nextdoor-emergency alerts are available
- Reporting tracks neighborhood level membership and activity

Social Media Options for Local Government



This is a free video sharing website, where page owners can broadcast videos out to followers/subscribers. The latest communication studies show there is 70% more engagement with video compared to other content on social media channels.

167 million U.S. monthly active users

Gender 50%/50% female to male

Age of internet users:

67% of people ages 18-29

47% of people ages 30-49

23% of people ages 50-65

8% of people that are 65+

Yearly Household Income

44% less than \$30,000

45% \$30k-\$60k

36% \$60k-\$70k

55% \$70k-\$80k

46% \$80k-\$100k

60% above \$100,000

YouTube users spend 11 minutes and 43 seconds per session

70% via mobile devices 30% via desktop or laptop

Social Media Usage in Nearby or Neighboring Communities



17 Area Municipalities # Social Media Sites–Which Sites Utilized

- **Arlington Heights (2):** Facebook–Twitter
- **Bannockburn (1):** Facebook
- **Barrington (2):** Facebook–Twitter
- **Buffalo Grove (5):** Facebook–Twitter–LinkedIn–Nextdoor–YouTube
- **Deer Park (1):** Facebook
- **Deerfield (4):** Facebook–Twitter–YouTube–Instagram
- **Hawthorn Woods (1):** Facebook
- **Inverness (2):** Facebook–Twitter
- **Kildeer (2):** Facebook–LinkedIn
- **Lake Bluff (3):** Facebook–Twitter–Instagram
- **Lake Forest (4):** Facebook–Twitter–YouTube–Instagram
- **Libertyville (5):** Facebook–Twitter–Nextdoor–YouTube–Instagram
- **Lincolnshire (2):** Facebook–Twitter
- **North Barrington (1):** Facebook
- **Palatine (1):** Facebook
- **Riverwoods (2):** Facebook–Instagram
- **Vernon Hills (3):** Facebook–YouTube–Instagram

Social Media Usage in Nearby or Neighboring Communities



Examples from Comparable Communities

Barrington (2): Facebook–Twitter Nearly 5,000 Facebook followers, 2,000 Twitter followers **Population 10,300**

Hawthorn Woods (1): 1,855 Facebook followers
Population 8,200

Inverness (2): Facebook-Twitter 525 Facebook followers, 70 Twitter followers **7,633 population**

Kildeer (2): Facebook–LinkedIn 550 Facebook followers, 51 LinkedIn followers **4,024 population**

Lake Bluff (3): Facebook–Twitter–Instagram 2,300 Facebook followers, 98 Twitter followers, 1,068 Instagram followers
Population 5,700

Social Media in Neighboring Communities



Data from 17 Area Municipalities

- 12% are utilizing 5 social media sites (2/17)
- 12% are utilizing 4 social media sites (2/17)
- 12% are utilizing 3 social media sites (2/17)
- 25% are utilizing 2 social media sites (6/17)
- 29% are utilizing 1 social media site (5/17)

[Relatively] Comparable Communities

Bannockburn (1): Facebook

Barrington (2): Facebook-Twitter

Deer Park (1): Facebook

Hawthorn Woods (1): Facebook

Inverness (2): Facebook-Twitter

Kildeer (2): Facebook-LinkedIn

Lake Bluff (3): Facebook-Twitter-Instagram

North Barrington (1): Facebook

Riverwoods (2): Facebook-Instagram

What Social Media Management Looks Like...



Whatever social media channel the Village may choose, the goal is to maintain connections with community stakeholders *where they are*, by sharing public information (health, safety, welfare, construction updates, weather, accidents, etc.) when it affects their lives. This can be viewed as one of the core responsibilities local governments have as taxing bodies. Social media can also be used to help market the entire business community (HDLGBA/all Village businesses), economic development initiatives and other Village priorities.



What Social Media Management Looks Like...



Information/Updates: Weekly and as-needed (minimum of two posts per week to keep the page fresh)

Monitoring: Daily

Correspondence Through Messaging: As-needed

Types of Messaging: A multimedia approach (words, graphics, pictures, infographics, links to websites or videos) and customized for specific social media channel

Handling Any 'Negativity': From time to time, followers to pages could post negative comments. We follow a policy and procedures....

 **Nextdoor**

twitter 

LinkedIn

facebook 


Instagram

 **YouTube**

In Summary



Utilizing some form of social media could help the Village of Long Grove to have a more 'immediate' connection to reach stakeholders (residents, businesses and property owners) and cast a wider net regarding overall communications. While the semi-monthly Enewsletter is a solid digital communication tool, it currently has 1,553 subscribers that may or may not be stakeholders (anyone can sign up for it). Social media could help to 'market' the Enewsletter to increase subscribers, as well as share public information more quickly when necessary and strengthen connections with the greater community.



Questions?

