



STATE + LOCAL GOV INNOVATORS

VIRTUAL SUMMIT | 9.14.16 | 10AM-5PM ET

**INCREASE TRUST & ENGAGEMENT BY
HARNESSING THE POWER OF THE
PEOPLE'S VOICE IN DIGITAL STRATEGY**

BROUGHT TO YOU BY:





HOUSEKEEPING

- Tweet with us: #gltrain
- Ask a question: Submit a question using the “Q&A” box on the console.
- Help: If you have any technical difficulties during the training click on the “help” button located below the slide window.
- CPE: To receive credit, you must be logged in for the full 50 minutes, participate in the 3 interactive polls and complete the post-training evaluation. The evaluation can be found under “resources”.
- VIP: By attending today’s Government Innovators Virtual Summit you will be enrolled in the GovLoop VIP program and receive 1 credit.
- On-Demand: On Friday we will email you a link to the on-demand version of the entire Virtual Summit so you can view all of the trainings (including this one), the slide decks and resources.



STATE + LOCAL GOV INNOVATORS

VIRTUAL SUMMIT | 9.14.16 | 10AM-5PM ET

INCREASE TRUST & ENGAGEMENT BY HARNESSING THE POWER OF THE PEOPLE'S VOICE IN DIGITAL STRATEGY



WARREN KAGARISE

Communications Coordinator
City of Issaquah



BRUCE ABLESON

Director, Livefyre Strategy & Solutions
Adobe



CITY OF
ISSAQUAH
WASHINGTON

The Social Side of City Hall

Warren Kagarise
Communications Coordinator

Welcome to Issaquah

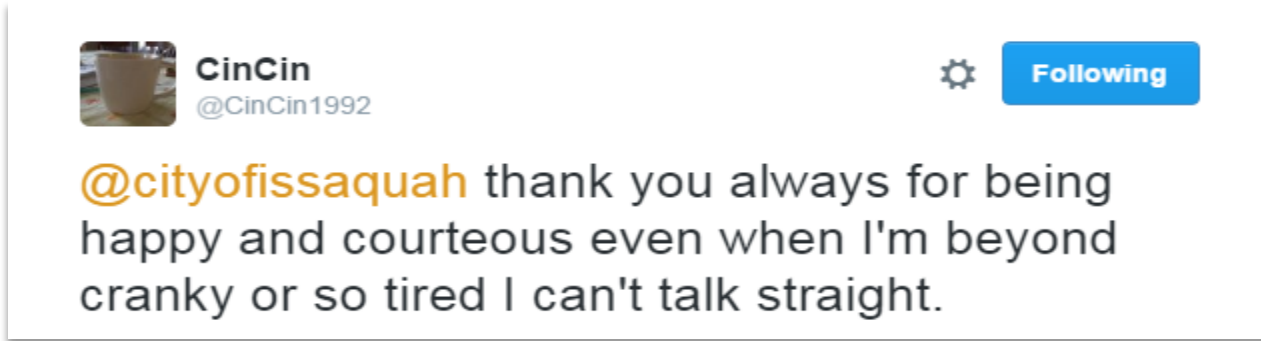


- Nickname: Trailhead City
- Population: 34,590

Our Platforms




#AtYourService



- 24/7 customer service desk
- Respond to 98 percent of social media interactions in less than 24 hours
- Respond to 72 percent of interactions in less than 60 minutes

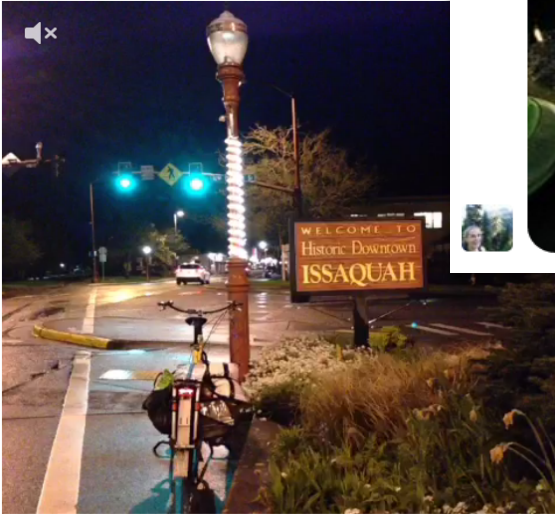
Solve Problems


 **Jeff Youngstrom**
@jeffy

Coming back from Costco and PCC council meeting) to blinking downtown #Issaquah #30daysofbiking
vine.co/v/M1irhenX6AJ


↩ Reply ↻ Retweet ★ Favorite ⚡ Storify ... More

Vine



 **Sarah Weeldreyer**
View Profile

JUL 11TH, 6:48PM



 **familyride**
@familyride

Issaquah: so lovely, lush, and green. Unfortunately, that applies to the bike lanes, too. pic.twitter.com/wtpedmBBGQ

↩ Reply ↻ Retweet ★ Favorite ... More



Answer Questions



Matt
@matloud

@cityofissaquah any idea what this is?
Found it on a local hike off Newport way
pic.twitter.com/SWKLSYBtu1

← Reply ↪ Retweet ★ Favorited ↶ Storify ⋮ More



City of Issaquah
@cityofissaquah

@matloud Yup! It's a storm drain. The orange color is due to high iron content in the groundwater creating iron oxide.
#TheMoreYouKnow

Receive Feedback



Garthe Photo Arts
@garthephotoarts



I love having public #wifi at the #issaquah #park! Thanks Issaquah! #wafwaf
pic.twitter.com/9gPXOcIJZA

← Reply ↻ Retweet ★ Favorited ⋮ More



Joe Heiser
@thePnut_Gallery



Trash can where there was none before and @cityofissaquah make a good team
pic.twitter.com/aISN8Vl4Rp

← Reply ↻ Retweet ★ Favorited ⋮ More



Bernadette E Anne
@BernadetteEAnne



Following

It's only 2pm Tue after huge weekend windstorm and I see @CityofIssaquah streetsweeper on my street. Love #Issaquah!
pic.twitter.com/72rGffyNCy

← Reply ↻ Retweet ★ Favorited ⋮ More



Build Community



Mindy
@Minderella71

Thanks for joining us last
[@cityofissaquah](#) police! V
"teaching" you to knit!



Ann Peavey
@IssaquahMaven

Reconnaissance [@cityofissaquah](#).
by soaring eagles, towering trees &
[@FrogAles](#):



Lincoln Vander Veen
@lincoln_veen



Follow

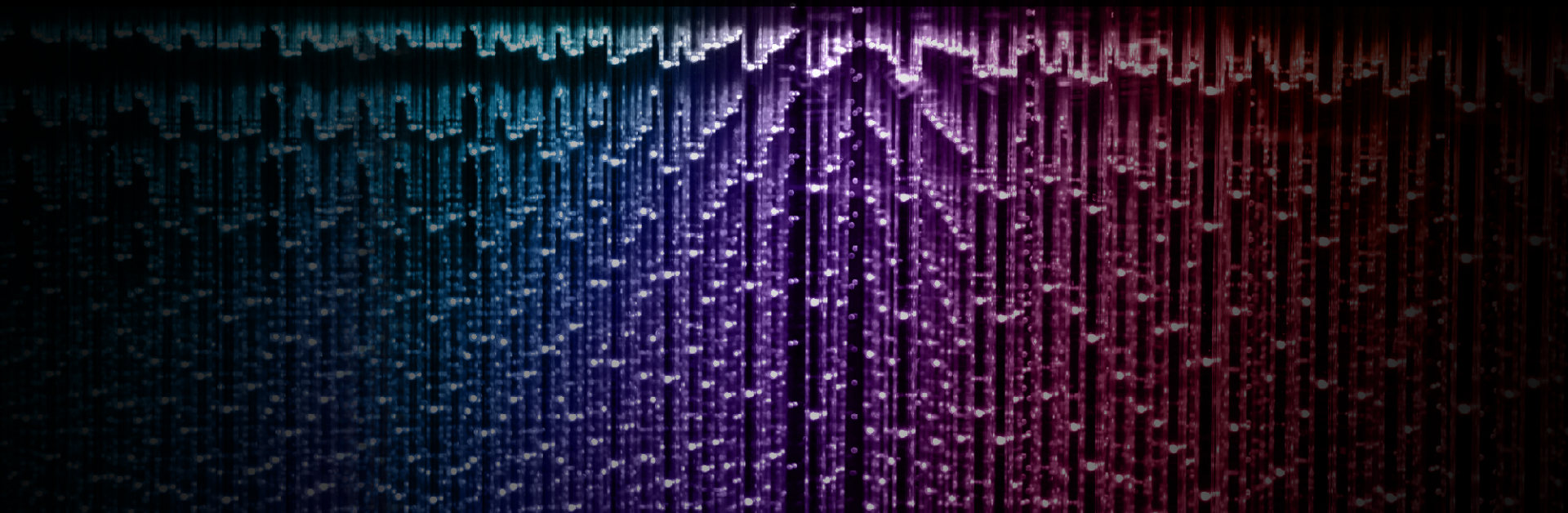
[@cityofissaquah](#) park on [#SquakMtn](#) on a B-E-
A-Utiful [#Sunday](#) afternoon! [#Charlene](#)
[#Issaquah](#) [#IssaquahGoneWild](#)





Next Evolution of Content and Community

Building transparency and trust with your citizens



Citizens Increasingly Expect a Digitally-Enabled Government



In the Digital World, Content is King



The average person engages with **11.4 PIECES OF CONTENT** prior to making a purchase (Forrester)

In government applications, citizens may not be making a “purchase”, but the same concepts apply.



People are **5x MORE DEPENDENT ON CONTENT** than they were 5 years ago (Nielsen)

Source: [HTTP://www.forbes.com/sites/danielnewman/2014/04/10/the-role-of-influence-in-the-new-buyers-journey/](http://www.forbes.com/sites/danielnewman/2014/04/10/the-role-of-influence-in-the-new-buyers-journey/)

User-generated content is more trusted and memorable than other forms of content, and the data proves it:



92%

of people trust peer
recommendations above
all forms of advertising
(NIELSEN)



30%

of millennials' media
time is spent
consuming UGC
(IPSOS MEDIACT)



50%

UGC is more
trusted than other
forms of media
(IPSOS MEDIACT)



35%

UGC is more
memorable than
other forms of media
(IPSOS MEDIACT)

NYPD: Building Citizen Trust

In 2014, Commissioner Bratton established a policy to make the NYPD more social and opened his own Twitter account. Today, NYPD has 117 Twitter accounts, plus presence on YouTube, Instagram, and Facebook.

Benefits

- Officers seem more human and approachable
- Accounts in every precinct create “local” content
- Information is distributed to the community quickly

Done Right

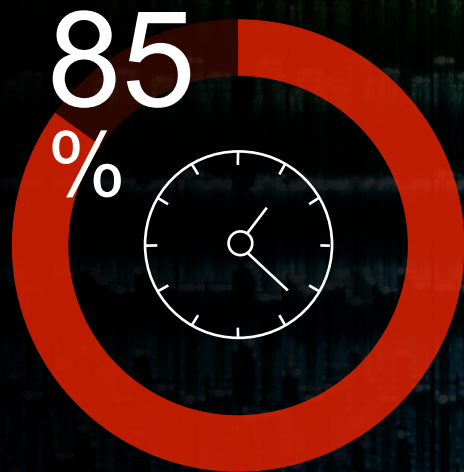
- NYPD removed barriers to producing content
- Empowered their employees to be a voice for their brand
- Raised their visibility across social media

Be Careful

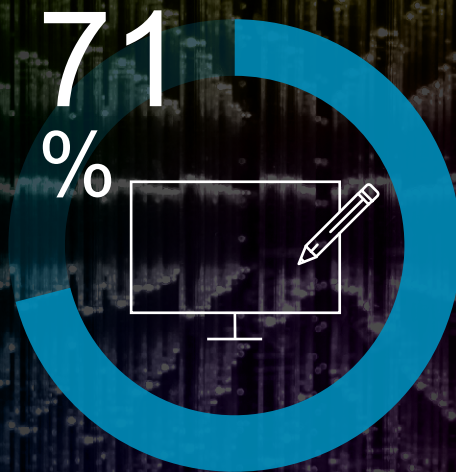
- #myNYPD hashtag promotion gone wrong



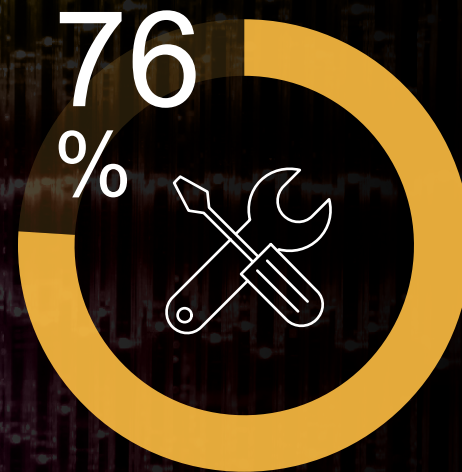
Communications professionals are **striving for content velocity**



Say they are under pressure to create assets/deliver campaigns more quickly*



Say they need to create 10x as many assets these days to support all the different channels



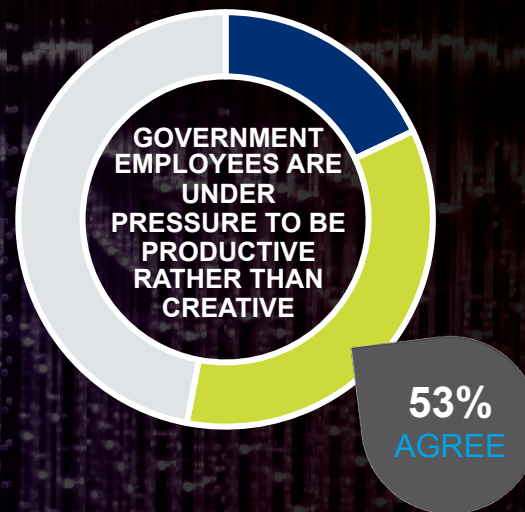
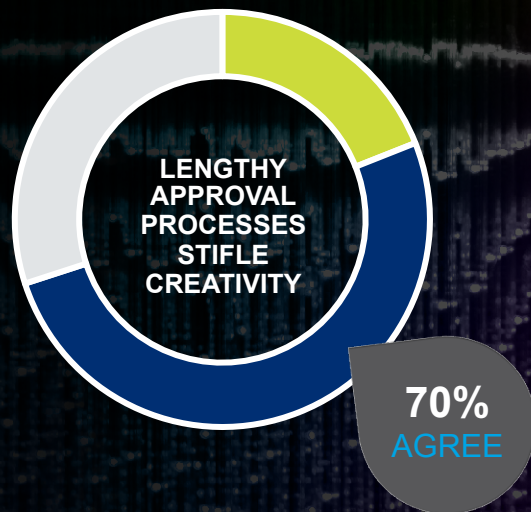
Agree that personalization is driving increased need for more assets

*IDC 2015

Creativity **can be hampered** in the public sector

Barriers to Public Sector Creativity

■ Strongly agree ■ Somewhat agree ■ Disagree



*IDC 2015

User Generated Content: a **goldmine online**



1.8b

photos are
uploaded and
shared per day



80 million
photos shared per
day



500 million
tweets every day



300 million
photos shared per
day



432,000 hours
of video uploaded
daily



9,000 snaps
sent per second

Bureau of Land Management: Building Public Awareness

BLM engages bloggers on Tumblr to create beautiful entries about public lands. Influencers exist in all corners of the Internet, for BLM they include archaeologists and recreation planners.

Benefits

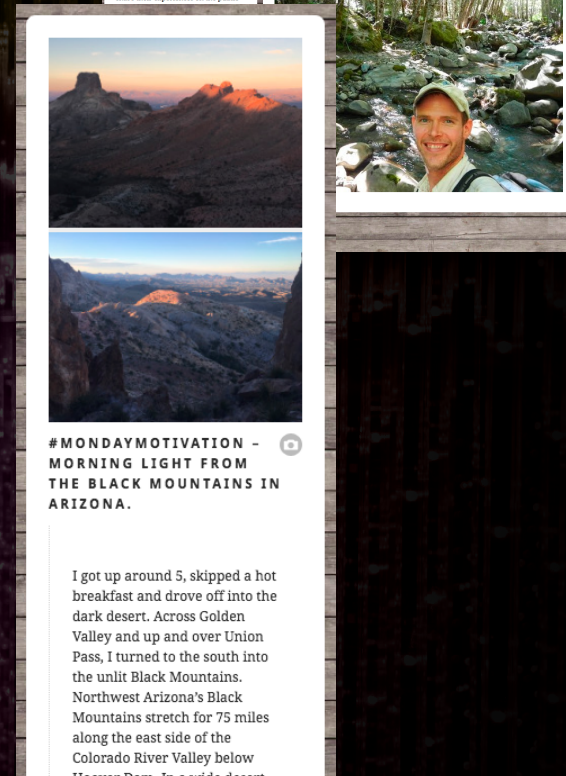
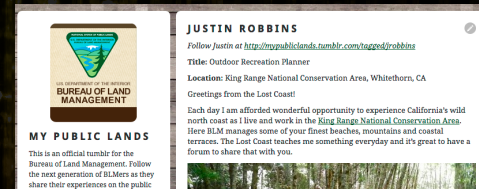
- Public writers bring an authentic voice and view
- UGC provides content that BLM could not produce themselves

Done Right

- Highly curated content focuses on the “product”
- Using social provides another avenue into their content

Be Careful

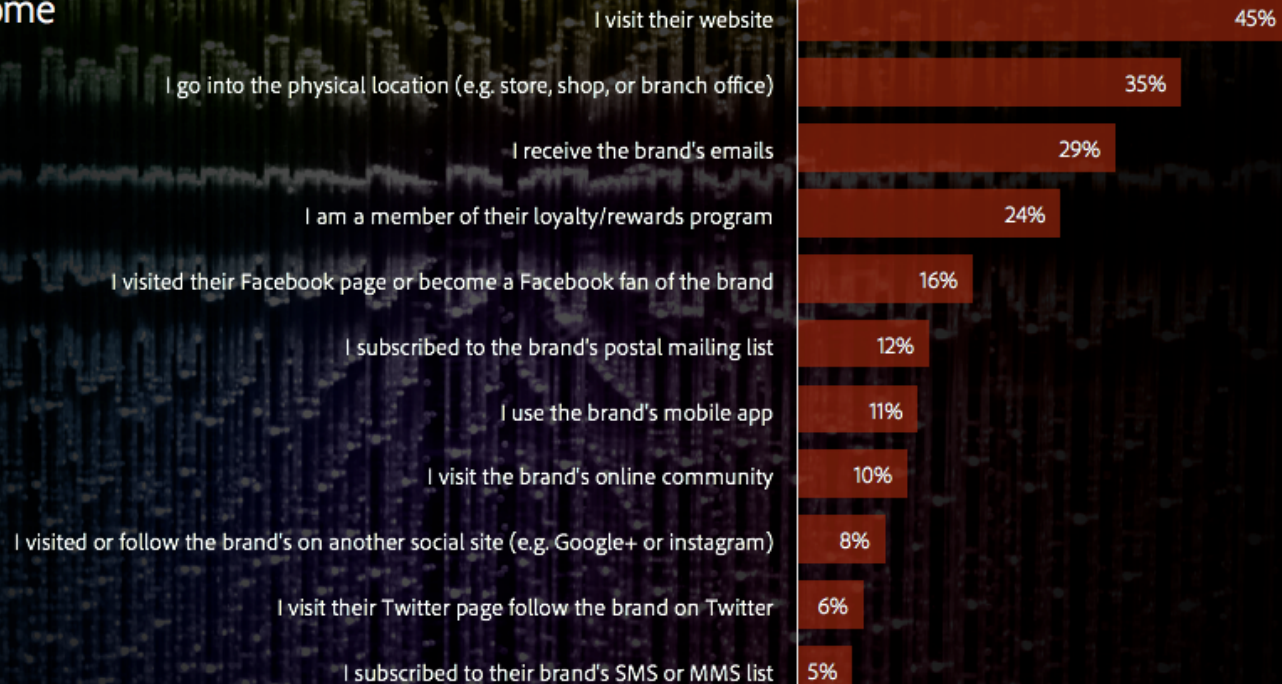
- Longform content requires dedication to keep up with



Consumers prefer owned and operated properties

"A brand's most valuable marketing asset, its own website, has become even more critical today"

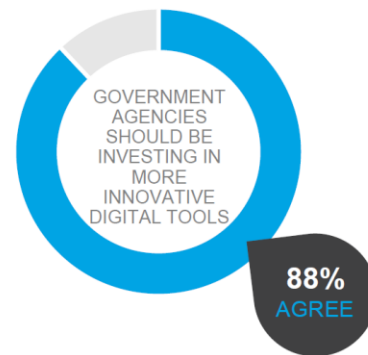
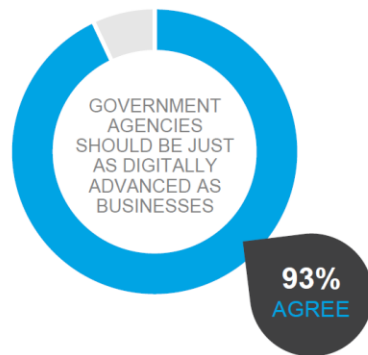
— Forrester Research



Citizens want their government to have a digital presence

They want government to invest in digital services

Investing in Digital Government

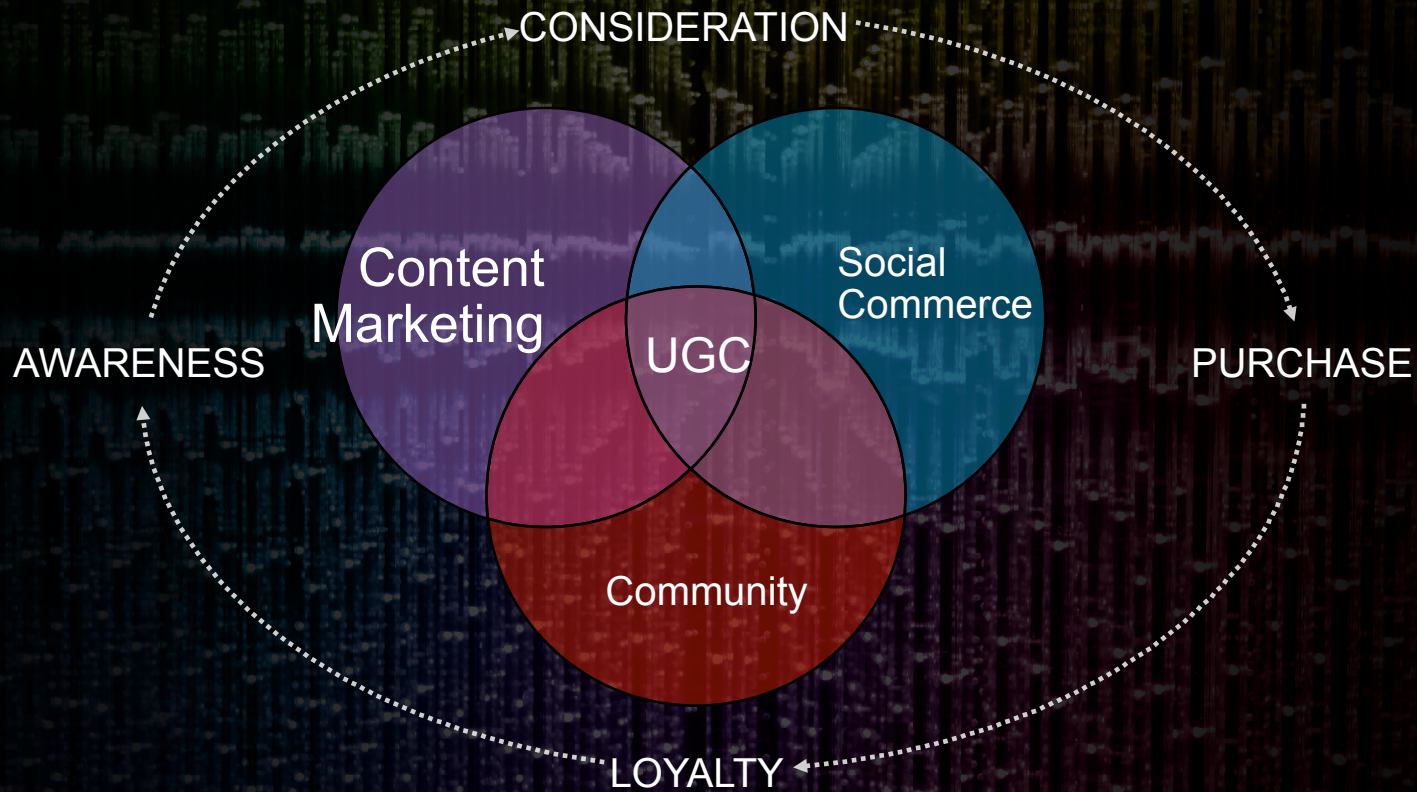


Q14: How much do you agree or disagree with the following statements? (TOP 2 BOX: "STRONGLY AGREE", "SOMEWHAT AGREE")

ADOBE | DIGITAL GOVERNMENT VOTER POLL

9

UGC is critical to **the entire user journey** and your marketing strategy



Tourism Australia: Showing the beauty of Australia through UGC

TA had lofty goals – to increase brand awareness, time on site, improve perception of Australia’s aquatic and coastal experiences, and decrease content creation time. Australia.com leverages over 1,000 pieces of UGC created about Australia every day.

Benefits

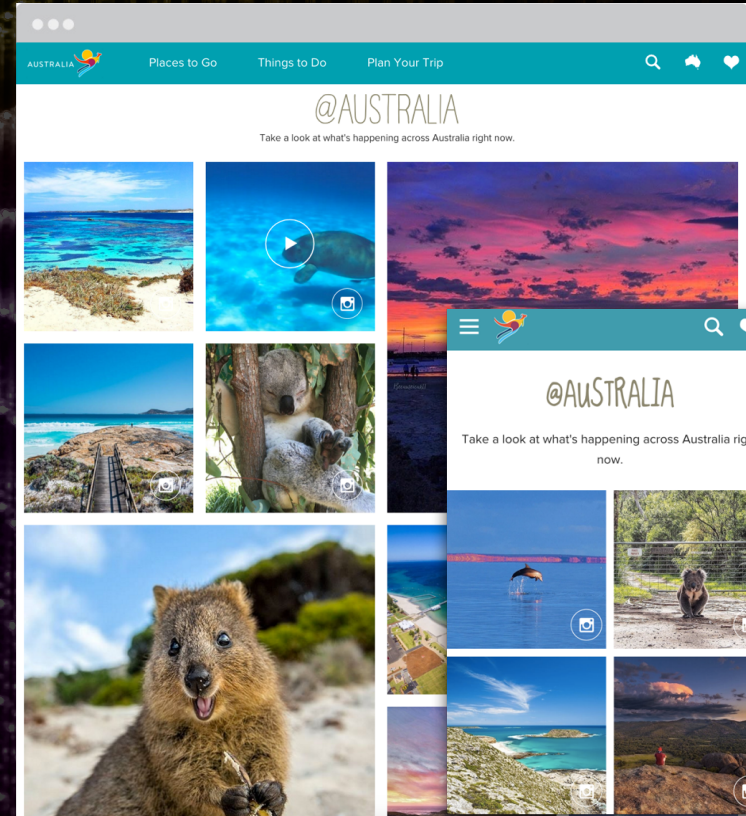
- TOS increase of 66%, 77% increase in new visitor leads.
- Decrease in time spent managing professional content
- Authentic and beautiful content

Done Right

- Took advantage of content that was already being produced (T&H is content is huge)
- Curated content carefully to preserve brand voice

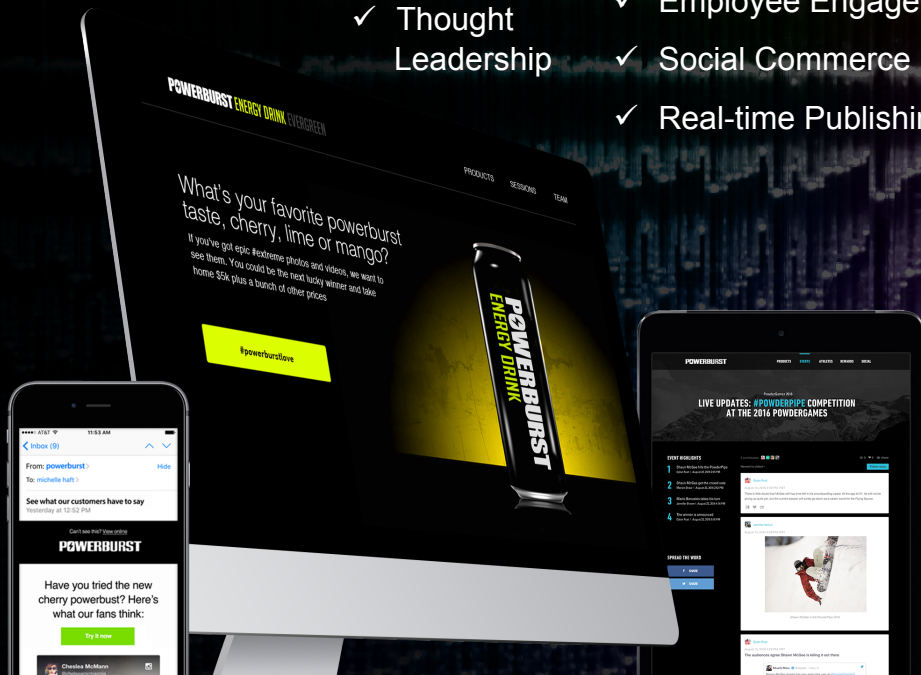
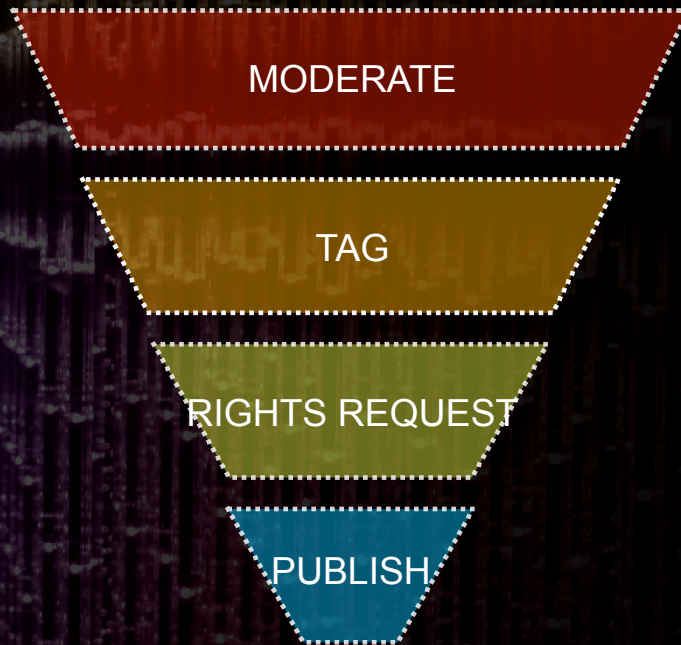
Be Careful

- High-velocity UGC requires moderation or approval workflows



Adobe and Livefyre Help you Harness the Universe of UGC

- ✓ Product Pages
- ✓ Email Newsletters
- ✓ Articles or blogs
- ✓ Intranets
- ✓ Ad Units
- ✓ Live Events
- ✓ Thought Leadership
- ✓ Thought Leadership
- ✓ Community Conversations
- ✓ Employee Engagement
- ✓ Social Commerce
- ✓ Real-time Publishing



Contact Us



Adobe Government Solutions

800-872-3623

PublicSector@adobe.com

Visit the website: adobe.com/government

Subscribe to our blog: blogs.adobe.com/adobebeingovernment/



STATE + LOCAL GOV INNOVATORS

VIRTUAL SUMMIT | 9.14.16 | 10AM-5PM ET

ASK US YOUR QUESTIONS



WARREN KAGARISE

Communications Coordinator
City of Issaquah



BRUCE ABLESON

Director, Livefyre Strategy & Solutions
Adobe



STATE + LOCAL GOV INNOVATORS

VIRTUAL SUMMIT | 9.14.16 | 10AM-5PM ET

TODAY'S SCHEDULE - WHAT'S NEXT?

12:00 PM - 12:50 PM ET

Embrace Shadow IT

1:30 PM - 2: 20 PM ET

The Insider Secrets to Understanding Gov Compliance

2:30 PM - 3:20 PM ET

Top Things to Consider When Implementing Video & Body-Worn Camera Solutions

3:30 PM - 4:20 PM ET

Creating an Opening Data Strategy That Just Works: Building Smart Communities Through Next Generation Open Data Opportunities

4:20 PM - 5:00 PM ET

Career Chat & Virtual Booth Crawl to Win Swag