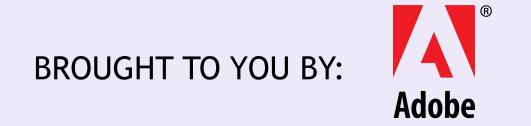
### INCREASE TRUST & ENGAGEMENT BY HARNESSING THE POWER OF THE PEOPLE'S VOICE IN DIGITAL STRATEGY



## HOUSEKEEPING

- <u>Tweet with us</u>: #gltrain
- <u>Ask a question</u>: Submit a question using the "Q&A" box on the console.
- <u>Help</u>: If you have any technical difficulties during the training click on the "help" button located below the slide window.
- <u>CPE</u>: 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".
- <u>VIP</u>: By attending today's Government Innovators Virtual Summit you will be enrolled in the GovLoop VIP program and receive 1 credit.
- <u>On-Demand</u>: 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.

### 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

#### #GLTrain



# The Social Side of City Hall

Warren Kagarise Communications Coordinator

# Welcome to Issaquah



- Nickname: Trailhead City
- Population: 34,590

# **Our Platforms**





# #AtYourService





@cityofissaquah thank you always for being happy and courteous even when I'm beyond cranky or so tired I can't talk straight.

- 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**

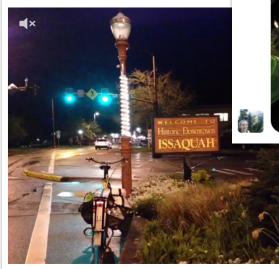


Jeff Youngstrom



♠ Reply 13 Retweet ★ Favorite ▲ Storify ··· More

😵 Vine





Sarah Weeldreyer View Profile







🖉 Follow

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

← Reply 13 Retweet ★ Favorite ••• More



# **Answer Questions**



@cityofissaquah any idea what this is? Found it on a local hike off Newport way pic.twitter.com/SWKLsYBtu1

🔸 Reply 😆 Retweet 🛧 Favorited 🖌 Storify 🚥 More





@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 #issaqu #park! Thanks Issaquah! #wa pic.twitter.com/9gPXOcIJZA

🛧 Reply 🔁 Retweet 🌟 Favorited 🚥 More





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

← Reply 😫 Retweet 🌟 Favorited 👓 More





1-

#### Bernadette E Anne @BernadetteEAnne



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! \ "teaching" you to knit!





Reconnaissance @cityofissaquah. by soaring eagles, towering trees a @FrogAles:





Lincoln Vander Veen @/incoln\_veen r 💽 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

and the trading the

#### Citizens Increasingly Expect a Digitally-Enabled Government

90% of millennials say government websites should be optimized for mobile. 81%

of millennials want to interact with the government online.

More than half of

millennials engage with government or elected officials through social media 2 in 3 millennials are more likely to support a candidate who uses digital tools (apps, web, etc.) to discuss candidacy.

13

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



30%

Q

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



NYPD 19th Precinct



NYPD 75th Precinct @NYPD75Pct - Sep 6 Looks like PO Andrade has found an excellent future partner. Now it's up to @nypdrecruit to sign him up! #75Pct

🚺 🌌 📓 🕥



🔆 💄 Follow

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#### 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

0

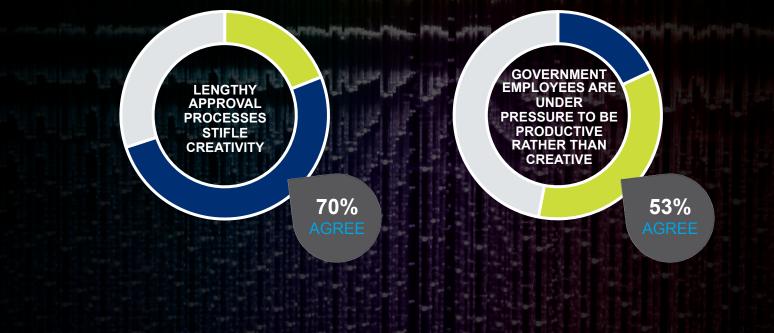
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\*IDC 2015

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



photos shared per

500 million tweets every day

**300 million** photos shared per day



仔

432,000 hours of video uploaded daily

9,000 snaps sent per second



0

photos are uploaded and shared per day

19

#### 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



ureau of Land Management. Follo tion of BLMers as they

#### IUSTIN ROBBIN

Follow Justin at http://mypubliclands.tumblr.com/tagged/irobbir

Each day I am afforded wonderful opportunity to experience California's wil orth coast as I live and work in the King Range National Conservation Area. ere BLM manages some of your finest beaches, mountains and coasta reaces. The Lost Coast teaches me something everyday and it's gr







# M O N D A Y M O T I V A T I O N MORNING LIGHT FROM THE BLACK MOUNTAINS IN ARIZONA.

I got up around 5, skipped a hot breakfast and drove off into the dark desert. Across Golden Valley and up and over Union Pass. I turned to the south into the unlit Black Mountains. Northwest Arizona's Black Mountains stretch for 75 miles along the east side of the Colorado River Valley below

Title: Outdoor Recreation Planne Location: King Range National Conservation Area. Whitethorn. CA Greatings from the Lost Coast

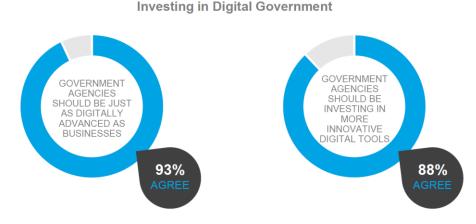
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#### Consumers prefer owned and operated properties

"A brand's most valuable marketing asset, its own website, has become I visit their website 45% even more critical today" 35% go into the physical location (e.g. store, shop, or branch office) Forrester Research 29% I receive the brand's emails And the Property of I am a member of their loyalty/rewards program 24% 16% visited their Facebook page or become a Facebook fan of the brand I subscribed to the brand's postal mailing list 12% I use the brand's mobile app 11% visit the brand's online community 10% I visited or follow the brand's on another social site (e.g. Google+ or instagram) 8% I visit their Twitter page follow the brand on Twitter 6% I subscribed to their brand's SMS or MMS list 5%

#### Citizens want their government to have a digital presence

## They want government to invest in digital services



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

ADOBE | DIGITAL GOVERNMENT VOTER POLL

Adobe

22

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

-CONSIDERATION

Content Social Commerce Marketing UGC AWARENESS PURCHASE Community LOYALTY

#### 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

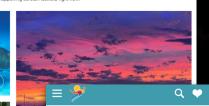
 High-velocity UGC requires moderation or approval workflows











@AUSTRALIA

Take a look at what's happening across Australia right now.



#### Adobe and Livefyre Help you Harness the Universe of UGC

✓ Thought Leadership ✓ Product Pages Intranets ~ 🖌 f ଓ Email Newsletters Community ✓ Ad Units ~  $\checkmark$ Conversations ✓ Articles or blogs ✓ Live Events Employee Engagement **MODERATE** ✓ Thought ✓ Social Commerce Leadership **POWLEBBURST ENERST** ✓ Real-time Publishing TAG What's your favorite powerburst taste, cherry, lime or mango? If you've got epic #extreme photos and videos, we want to • Ou could be the next tucky winner and take ne \$5k plus a bunch of other prices RIGHTS REQUEST #powerburstlave LIVE UPDATES: #POWDERPIPE COMPETITION AT THE 2016 POWDERGAMES PUBLISH POWERBURST PREAD THE WER Have you tried the new cherry powerbust? Here's what our fans think:

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### **ASK US YOUR QUESTIONS**





WARREN KAGARISE Communications Coordinator City of Issaquah

BRUCE ABLESON Director, Livefyre Strategy & Solutions Adobe

#### #GLTrain

### **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