

ITS Strategic Roadmap – FY20 Planning

Social Media

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Background

In 2018, 73% of American adults actively utilized a social media site and that participation continues to grow. To engage with those persons who have incorporated social media as a key source of information, Metro Nashville Government departments and agencies operate over 120 social media accounts on a wide range of platforms including Facebook, YouTube, Twitter, LinkedIn and Instagram. Metro departments and public officials rely on social media to connect with citizens and disseminate information. Metro Government regularly reaches 75,000 users monthly via the general Metro Facebook and Twitter accounts alone and has peaked at reaching over 250,000 users in a single month from these accounts.

Social Media accounts drive traffic to information hosted on Nashville.gov and other Metro web properties and operate as a point of entry for citizens to access Metro staff and services. ITS manages nine official social media accounts.

Twitter: [@MetroNashville](#), [@hubNashville](#), [@MNNGov](#), and [@NashvilleGovJob](#)
Facebook: [Metro Nashville](#), [hubNashville](#), and [Metro Nashville Network](#)
LinkedIn: [Metropolitan Government of Nashville and Davidson County](#)
YouTube: [@MetroGovNashville](#)

Nashville.gov maintains a listing of Metro social media properties at: <http://socialmedia.nashville.gov>

Metro ITS serves as a resource for social media administrators in other Metro departments and coordinates closely with Mayor's Office and Metro's department and agency Public Information Officers to strive for consistent messaging across all platforms.

Key external stakeholders include Nashville residents, visitors, news organizations, community leaders, and opinion leaders who are searching for and sharing information about Metro Nashville Government. Internal stakeholders include public officials, departments, affiliated organizations and Metro social media administrators.

Metro departments are responsible for the content and management of respective social media accounts, however Metro ITS is responsible for establishing appropriate policies regarding social archiving, security, consumer terms of use and content moderation.

ITS utilizes a Social Media Archiving tool that will retain all posts for connected Social Media sites for a rolling 30 days per the approved retention policy for Social Media. It is the responsibility of the social media account owner to work with ITS on connecting accounts for this purpose.



Current Strategic Drivers

1. **Demand for Customer Service and Engagement** (High) – The public participates in dialogue with Metro staff from nearly all departments via social platforms and expects two-way communication.
2. **Departmental Need: Public Record Requests** (High) – Social media posts and user comments are subject to Tennessee State open records requests and Metro must provide a means for this content to be available when those requests are made.
3. **Metro’s Desire to Drive Metro News** (High) – Social media provides a direct link to citizens for Metro Government news and allows Metro to be the first point of contact. Metro can establish dialogue topics proactively, and news agencies can join the conversation and multiply reach.
4. **Technology Change: Quality Versus Quantity** (High) – Social media sites are tweaking algorithms to create custom news feeds based on user preferences. It is less effective to be the loudest voice in the social scene and more ideal to craft posts relevant to citizens.
5. **Technology Change: Digital Assistants & Voice Touch** (High) – artificial intelligence assistants including Siri, Cortana, Alexa and Google Assistant will create an increased reliance on SEO. These searches will rely heavily on phrases rather than keywords, so it is important to draft social posts with a human voice to include key phrases/answers to questions rather than keywords alone.
6. **Technology Change: Search Engine Optimization** (Medium) – Social media postings now appear in Google search results and social input is valued higher than other types of organic postings by current algorithms. Social sharing of links increases SEO for information hosted on Nashville.gov.
7. **Technology Change: Increased Mobile Access** (Medium) – mobile devices are the primary means for social consumption. 94% of users who consume Metro social media do at least a portion of this consumption on a mobile device. The ease and frequency of social media access on a mobile device allows news to break and info to spread rapidly.
8. **Long-form Social Content** (Medium) – the current best practice in social posting for government and businesses involves posting information with a link to an external site (ex: Nashville.gov). With continued changes to social feed display algorithms, there is benefit to hosting long-form content directly on the platform itself instead. Some examples include Facebook’s updated Notes functionality and native thread support in Twitter.
9. **Technology Change: Improvements in App. Functionality** (Low) – along with mobile accessibility, social media applications are updating platforms to improve user experience. Auto-play video within timelines increase consumption of digital video and instant articles have decreased load times. Digital video in 360-degree format and virtual reality integration provides an opportunity to create detailed, consumer experiences.

On the Horizon Strategic Drivers

1. **Change in Current Administration** (High) – An election for Metro Government in the fall of 2019 has the potential to alter Metro leadership including our current mayor, vice mayor and members of the Metro Council. With this election comes the potential to disrupt the planned direction of systems, funding and personnel related to the current administrations.



2. **Technology Change: Ever-evolving Social Scene** (Medium) – While Facebook, Twitter and LinkedIn remain the most popular channels for social media outreach, it is important to follow trends to identify channels experiencing growth and to monitor the audience breakdown for each channel. This will create a more targeted outreach strategy based on audience size and demographics.

Short Term Goals (0-6 months) 7/1/19 – 12/31/19

#	Goal/Objective	Est. Start	Est. Duration
1	Continue to work with all of Metro’s social media content authors or PIOs to connect all existing and to be created Metro Social Media Accounts to our Social Media archiving tool.	7/19	ongoing
2	Explore software solutions to provide support for social media team management (HootSuite, for example), cross-promotion, and social listening. (Funding may be required)	7/19	3 months
3	Incorporate more social media features into the new version of Nashville.gov.	7/19	6 months
4	Work with the CRM team to incorporate bidirectional social media activities into hubNashville’s processes.	7/19	3 months

Medium Term Goals (6-18 months) 1/1/20 – 12/31/20

#	Goal/Objective	Est. Start	Est. Duration
1	Investigate and potentially implement additional crowdsourcing projects. (Funding may be required)	1/20	6-12 months

Long Term Goals (18-36 months) 1/1/21 – 6/30/22

#	Goal/Objective	Est. Start	Est. Duration
1	Utilize social media to provide virtual reality/in-person experiences for vulnerable citizens (incorporate Metro Nashville Network and council meeting video into social video streaming capabilities). (Funding may be required)	1/21	1 year

Related Roadmaps:

- Nashville.gov
- CRM (Community Response Management)

Related Resources:

- List of Metro’s social media properties: <http://socialmedia.nashville.gov>

