

Social Media Plan

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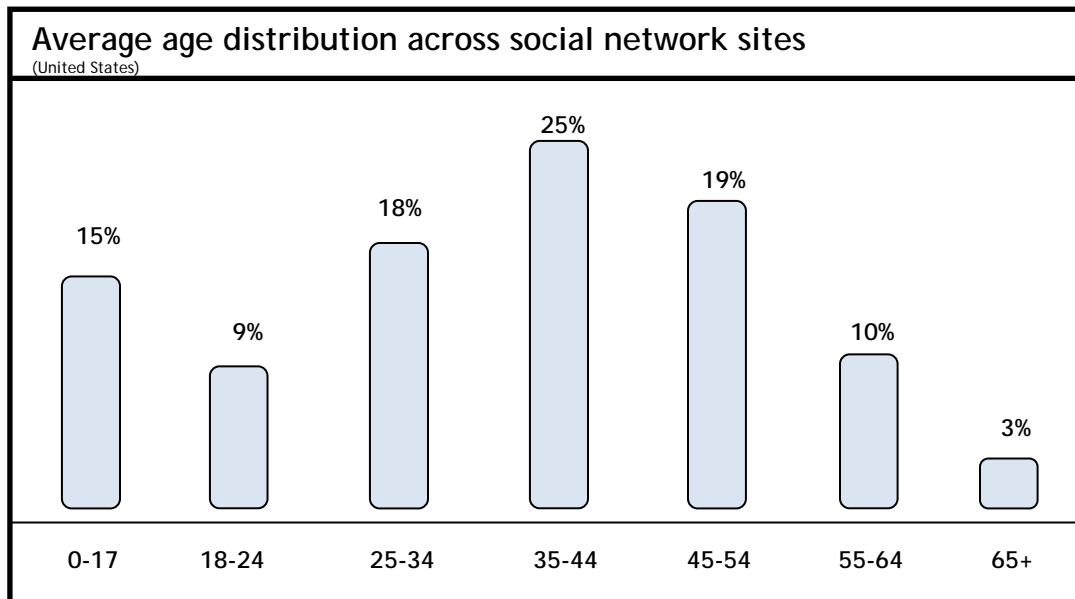
Social Media Plan

Recognizing that no single communication tool serves all populations, MetroPlan Orlando is committed to engaging the public in a variety of ways - including the use of social media.

The Need

An increasing number of individuals are turning to social media for information and to connect with friends, family, colleagues, and organizations. In fact, the use of social media tools has skyrocketed in recent years. Currently, Facebook¹ has more than 500 million active users who spend a staggering 700+ billion minutes per month on the site. Additionally, registered users of Twitter² currently number 105 million, with an average of 300,000 users added per day.

Social media is no longer a tool that just targets younger demographics. A recent social networking study by Pingdom, a technology-based company, found that the majority of social media users - 62 percent - are between the ages of 25 and 54.



Source: www.pingdom.com

The growing prevalence of social media, along with the relative low (or no) cost to utilize this communication tool, triggered the development of a working draft plan for social media outreach. The plan was adopted by the MetroPlan Orlando Board on April 13, 2011 and is now incorporated in the organization's Public Involvement Plan.

Additional Considerations

Though social media tools are increasingly common in communication plans for private, non-profit, and public sector organizations, MetroPlan Orlando recognizes that public record and public access (i.e. Government in the Sunshine) laws in Florida require a thoughtful approach. As additional guidance is provided at the state level, the organization will modify the application of social media tools, when necessary.

¹ www.facebook.com

² www.twitter.com

Social media is a term that can apply to numerous tools with varying applications and features. As a result, MetroPlan Orlando adheres to the following social media guidelines to ensure compliance with Florida's open government and public record laws:

Access

- When social media applications provide mechanisms to restrict content access, MetroPlan Orlando will accept any "friend" requests, while at the same time allowing all content to be freely visible and open to any user.

Posting Comments

- Use of social media will primarily focus on the real-time dissemination of information relevant to the transportation planning process, with a secondary focus on obtaining input on targeted issues of importance.
- MetroPlan Orlando board and committee members are prohibited from engaging in an exchange or discussion of matters via social media that will foreseeably come before the board or committee for official action.
- User Comments:
 - i. The following forms of content shall not be allowed:
 - a) Comments not topically related to the particular social medium article being commented upon;
 - b) Comments in support of or opposition to political campaigns or ballot measures;
 - c) Profane language or content;
 - d) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - e) Sexual content or links to sexual content;
 - f) Solicitations of commerce;
 - g) Conduct or encouragement of illegal activity;
 - h) Information that may tend to compromise the safety or security of the public or private systems; or
 - i) Content that violates a legal ownership interest of any other party.
 - ii. When a feature allowing users to post a comment is activated and an "approval-required" feature exists, the organization will pre-approve all comments prior to publication.
 - iii. When a feature allowing users to post a comment is activated and approval features do *not* exist, the organization will regularly monitor user comments and take appropriate action to delete inappropriate comments.

Public Record

- As with electronic communication, MetroPlan Orlando will post a notice on the social media site regarding Florida public records law.
- MetroPlan Orlando will independently track social media activity monthly.
- Social media records will conform with applicable public record retention schedules, as outlined in Florida Statutes.

As is the case with the MetroPlan Orlando website, the department of public affairs will be responsible for the content and upkeep of any social media sites created to promote the mission of the organization.

Public Involvement Integration

During a testing period tied to the re-launch of www.metroplanorlando.com, the following goals, objectives, strategies, and tactics related to social media will be initiated by MetroPlan Orlando. If successful, this social media component will ultimately be incorporated into the organization's Public Involvement Plan during the next scheduled plan review:

Goal

Use social media tools, such as Facebook and Twitter, to increase awareness of the transportation planning process, leverage other MetroPlan Orlando activities, and solicit meaningful community input.

Objectives

MetroPlan Orlando will use the following objectives to measure the success of the social media plan:

1. To obtain 50 people who "like" the MetroPlan Orlando Facebook Page within the first six months of launching social media efforts.
2. To obtain 150 followers on Twitter within the first six months of launching social media efforts.

Strategies

The following strategies will be used to achieve the above objectives:

- Position MetroPlan Orlando as the transportation planning expert in the Central Florida community by posting current transportation information, such as research, plan details, current industry news, and details on public meetings.
- Partner with transportation agencies, local governments, and interested parties to broaden awareness of MetroPlan Orlando's social media outreach.
- Promote social media efforts during community outreach events, on the organization's website and within printed materials published by the organization.

Tactics

The following tactics will support the social media plan:

- Post content regularly (at least once per month on Facebook and once per week on Twitter).
- Develop editorial calendars to supplement transportation topics already receiving interest in the community with relevant information on key transportation issues.