



COMMUNICATING DURING A CRISIS: USING SOCIAL MEDIA TO SHARE YOUR STORY QUICKLY, AUTHENTICALLY AND TRANSPARENTLY

April 9, 2020 | 12 – 1:00 p.m.
Power Lunch Webinar





CAPIO WELCOME: TERESA COLLINS

*CAPIO Vice President of Awards
and Communications Manager for the City of Escondido*

Meet Our Team



Betsy Lowrey
Assistant to the City Manager/PIO



Christine Damko
Economic Development Manager/PIO



Brianna Borunda
Social Media Specialist



BETSY LOWREY
*Assistant to the City
Manager/PIO
City of Temecula*



CHRISTINE DAMKO
*Economic Development
Manager/PIO
City of Temecula*



BRIANNE BORUNDA
*Social Media Specialist
City of Temecula*

Organizational Structure

- No formal PIO position - shared between the City Manager's Office and Economic Development
 - Economic Development typically manages social media and branding
 - Assistant to the City Manager is link to the City Manager & City Council
- During a crisis/emergency, working together allows us to leverage resources inside AND outside City Hall:
 - Utilize MORE and DIVERSE city staff
 - Relationships with community members

Communicating During a Crisis

COVID-19
Temecula's Story
4.9.20

Starting point of the sprint ...

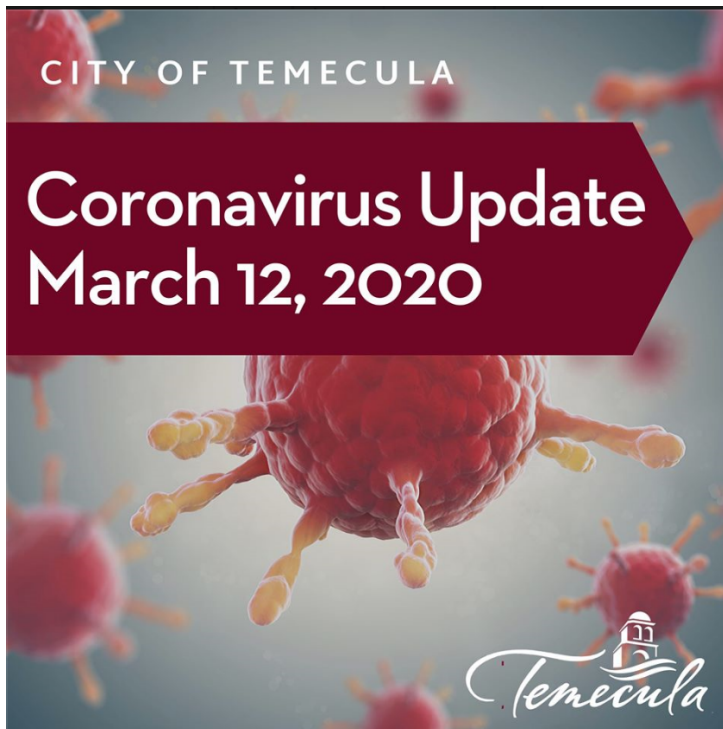
- **March 12, 2020:**
 - President's rare Oval Office speech
 - International Travel Ban
 - NBA suspends season
 - **Riverside County Public Health Department Order canceling all public gatherings at/above 250 people**

Coronavirus Update



Starting point of the sprint ... Branding!

TIP: Take the time to establish a brand and stick to it



City of Temecula - City Government

March 12 at 9:25 PM · 🌐

Coronavirus Update - March 12, 2020 @ 9 pm

As of March 12, 2020, the City of Temecula, per orders from Riverside County Public Health Department, will be canceling all public gatherings at or above 250 people until April 30, 2020 as a means of slowing the spread of coronavirus (COVID-19).

Events/Programs to be Rescheduled: The City will make every effort to reschedule events later in the year, if feasible. The following community events and programs are required to be cancelled... [See More](#)

CITY OF TEMECULA

**Coronavirus Update
March 12, 2020**



POSTPONED EVENTS

- Second Saturdays at the Temecula Valley Museum
- The Carnival of Music
- World Down Syndrome Awareness Day Celebration
- Autism Awareness Day Celebration

Real Life: It was CRAZY!

- CM, Council, Community were hungry for information
- We broke our own rules ... over posted (which was warranted at the time)
- We posted same information on all platforms (which also was a rule breaker)
- We sent out Press Releases, E-blasts & started a website
- **PIOs: We didn't have time to breathe ... the weight of this crisis was on us**

Transitioning the Sprint to a Marathon

City Manager:

- Created standard weekly Zoom meetings with community stakeholders
- Enhanced EOC into 3 divisions:
 1. PIO - Public outreach, no research!
 2. Recovery - Legislative/research deep dive into CARES Act and other state/federal legislation
 3. HR - Staffing, Health & Safety of Employees

Transitioning the Sprint to a Marathon

- Allows PIOs access to more staff
- The PIO Team:
 - Expanded to 13 (not all devoted full time to PIO)
 - Pulled from Parks and Rec, IT, Econ Dev, CMO

***TIP: We looked at people's skills versus their titles.**

Transitioning the Sprint to a Marathon

PIO Team:

Betsy: website (home base for info)

Christine: social media

Tip: Divide the main job duties and delegate!

Content Creation

Tips and Free Tools

- **Canva** – graphics, animation option, brand colors/fonts
- **Grammarly** – spell check
- **Linktr.ee** – add multiple links in bio
- **IG Line Break** – clean/legible caption
- **Creator Studio** – post from PC rather than phone
- **Airtable** – Content Calendar

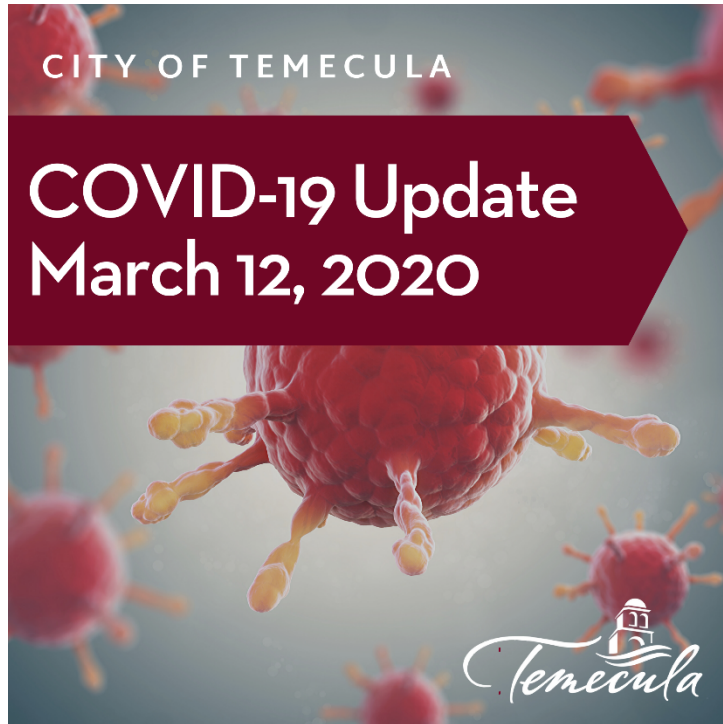
Our Approach

- **Week 1 & 2**
 - Posting as much information possible (almost 6-7 times per day)
 - County Information
 - Daily Resources
 - Closed Facilities
 - Video Updates
- **Week 3 & 4**
 - Posting 3 times per day
 - Incorporating more videos
 - Resources & County Updates

Coronavirus Update



Branded Content



COVID-19 NEWS



ALL PARKING LOTS TO CITY PARKS AND RECREATIONAL FACILITIES ARE CLOSED

All parking lots to City parks and City recreational facilities are closed effective Tuesday, April 7, 2020, until further notice. As a reminder, all City athletic fields, sports courts, hockey rinks, the skate park, pump track, and all City playgrounds are also closed among many other temporary closures. A full list of closed recreational facilities is located on the City's website.



[TemeculaCA.gov/Coronavirus](https://temecula.ca.gov/Coronavirus)

Coronavirus Update



Branded Content



Coronavirus Update



Taking a break from the seriousness! Weekly Campaign: #TemeculaFUNathome



Managing Comments & Direct Messages During a Crisis

- **Utilize your team to help with responses**
 - Breakdown by platform
- **Important that you acknowledge comments and direct messages**
 - Set up automatic responses
 - Not every message needs a response
 - Don't know the answer? Refer them to the correct department/organization to reach out to.
 - "Like" thank you responses

Our Insights

- **Followers:**
 - Facebook - 20,903 → 21,670
 - Instagram – 13,285 → 14,464
 - Twitter - 8,327 → 8,685
- **Reach:**
 - Facebook
 - Typical – 8 to 10k
 - March 12 – 19th – 18k to 40 k
 - After March 28th – under 10k
some post barely reaching 1-2k



Our Insights

- **Reach:**
 - **Instagram**
 - Typical – 7k to 8k
 - March 12 – 19th – 10 k to 12 k
 - After March 28th – 8k to 10 k
 - **Twitter**
 - Typical –102k
 - March 12 – 19th – 271k
 - After March 28th – 69.1k



Moving Forward

- Push people to the website for detailed information
- Slowly move into our original Social Media Strategy (less is MORE, authentic, days with themes)
 - #MayorMondays – Updates
 - #TCSDTuesdays – Parks and Rec Updates
 - #TemeculaFunThursdays – Highlighting Community
 - #SmallBusinessSaturdays – Business Resources
 - Crossposting - daily Live updates from Riverside County Public Health
- Prepare for recovery – new brand with bright colors resembles hope

Moving Forward

- **Prepare for recovery**
 - New brand → Your Economic Recovery Resource
 - Bright colors to resemble hope for the future
 - New website with economic recovery information from CARES Act and other loan programs



**SBA ECONOMIC INJURY
DISASTER LOAN (EIDL)**

THE SBDC CAN HELP YOU WITH YOUR EIDL LOAN, NAVIGATE
AVAILABLE RESOURCES, ANSWER YOUR QUESTIONS, ASSESS YOUR
BUSINESS, FUNDING AND EMPLOYEE OPTIONS.



How to Verify Your Accounts



Jannelle Watson
(U.S. Politics & Government Outreach)

jannelle@fb.com



Other Resources:

Politics.fb.com

fb.me/securitycheckup

fb.com/govtpolitics

facebook.com/gpa/help

Until then, we give you a virtual hug!
Questions?

Follow @CityofTemecula





QUESTIONS?



ADVANCING PUBLIC SECTOR COMMUNICATORS



ADVANCING PUBLIC SECTOR COMMUNICATORS



The **California Association of Public Information Officials (CAPIO)** is the leading statewide organization dedicated to **advancing public sector communicators across** all levels of government.

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Video goes here

