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
Coronavirus Update

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
Starting point of the sprint ... Branding!

TIP: Take the time to establish a brand and stick to it
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
COVID-19 Update
March 12, 2020

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.
Branded Content

STAY HOME. SAVE LIVES.
CHECK IN.
CHECK IN ON VULNERABLE NEIGHBORS WITH A CALL, TEXT OR PHYSICALLY-DISTANCED DOOR KNOCK.
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 – 19\(^{th}\) – 18k to 40 k
    - After March 28\(^{th}\) – under 10k
    - some post barely reaching 1-2k
Our Insights

• **Reach:**
  • **Instagram**
    • Typical – 7k to 8k
    • March 12 – 19\(^{th}\) – 10 k to 12 k
    • After March 28\(^{th}\) – 8k to 10 k
  
  • **Twitter**
    • Typical – 102k
    • March 12 – 19\(^{th}\) – 271k
    • After March 28\(^{th}\) – 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
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?
The California Association of Public Information Officials (CAPIO) is the leading statewide organization dedicated to advancing public sector communicators across all levels of government.
1. Section Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

2. Section Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

3. Section Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.