



Taking It to the Streets: *Social Media at Arlington County*

January 2011

Briefing for COG Planning Committee

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Across the County

- Several Arlington County departments maintain a social media presence:
 - **Office of Communications** (Facebook: 4,825, Twitter: 2,122)
 - **Libraries**
 - **Environmental Services** (Fresh Aire. BikeArlington, CarFree Diet)
 - **Housing**
 - **Others:** Office of Emergency Management, Volunteer Arlington, Artisphere, Arlington Employment Center, ShopArlington

Where Are We?



WORDPRESS



Goals

- Reach a new, different audience
- Raise awareness of County programs
- Start “conversations” with constituents
- Provide customer service

Strategies

- Transparent, open government
- Integrated Approach
- Multiple accounts, general & focused.
- Creative cross-promotion
- Creative staffing

Examples

- Trash, recycling and leaf pick-up
- FreshAIRE
- Snowmaggdon
- Housing Blog

Trash, Recycling, Leaf Pickup



Arlington County Virginia Vacuum leaf collection begins today. Crews will make 2 passes through each neighborhood. Sign up for email schedule updates using the link below:



2010 Leaf Collection Program

www.arlingtonva.us

Details on the 2010 leaf collection program, including schedules and home composting.

7,302 Impressions · 0.08% Feedback

📅 November 15 at 12:50pm · Like · Comment · Hide Feedback (6) · Share · Promote

👍 2 people like this.



Kara Brown Lee What about Lacey Woods? ✕

November 15 at 12:59pm · Like · Flag



Andy Platt @Kara - it's by civic association, not subdivision.

November 15 at 1:13pm · Like · Flag



Arlington County Virginia Kara -- You can check your civic association using this mapping tool, select "civic association" from the select category drop-down menu: http://gis.arlingtonva.us/GIS/gis_MapsByTopic.asp

November 15 at 1:29pm · Like



Kara Brown Lee thanks thanks!

November 15 at 2:00pm · Like · Flag



The video player shows a man in a blue shirt talking to a man in a yellow safety vest next to a blue recycling bin. The video title is "Here/now: Know Your Recycling" and it has 1,253 views. The channel is "Arlington Virginia Network" with a "Subscribe" button and "Playlists" link.



LaurenMarley @ArlingtonVA Perfect timing! The house we're moving into TODAY is FULL of paint, chemicals, A/C unit, pots & pans, etc <http://bit.ly/b49p9>

about 1 hour ago from web

facebook fresha

AIRE
ARLINGTON INITIATIVE TO REDUCE EMISSIONS
www.arlingtonva.us/aire

ARLINGTON VIRGINIA DEPARTMENT OF ENVIRONMENTAL SERVICES

Arlington Initiative to Reduce Emissions (AIRE)

Wall Info Notes Events Photos Boxes >>

Write something...

Attach: Share

Arlington Initiative to Reduce Emissions (AIRE) 30 days and counting: Federal Energy Efficiency Tax Credit Expires December 31, 2010! ACT NOW! <http://bit.ly/ipvYb5>

30 days and counting: Federal Energy Efficiency Tax Credit Expires | Under One Roof
bit.ly
Is your furnace or water heater on the fritz? Are you are thinking of insulating your attic or making other energy efficiency improvements? NOW IS THE TIME TO ACT!

22 hours ago · Like · Comment · Share

Arlington Initiative to Reduce Emissions (AIRE)

TIME for New Energy-Saving Strategies
Being a reader of Time, I was nerdishly delighted to receive the latest issue featuring 'The 50 Best Inventions of 2010'. Flying cars. Sarcastm detection. (No, really.) The first synthetic cell. A road-straddling bus. The list goes on, and every...

November 17 at 2:19pm · Like · Comment · Share

Arlington Initiative to Reduce Emissions (AIRE) Don't miss the great Passive House event tonight at Arlington's Central Library. Info here: <http://on.fb.me/9cTulF>

November 9 at 3:28pm · Like · Comment

About Us News Events How to Play Register Contact Us

GREEN GAMES OPENING CEREMONY
WATCH VIDEO

THE GAMES BEGIN ON JAN. 1st 2011
Register Now

Property Owners/Managers
SAVE YOUR BUSINESS SOME SERIOUS GREEN
How to Play
Tips and Tricks for Greening Your Building
Best Practices for Property Owners/Managers
Register Now!

Office Tenants
GET YOUR OFFICE IN THE GAME!
How to Play
Tips and Tricks for Greening Your Office
Best Practices for Office Tenants
Register Now!

Events
December 1, 2010 - 10:00am
Webinar Wednesday: Completing the Scorecard - Tips and Tricks (Get a Head Start)
Office Tenants
December 1, 2010 - 2:00pm
Webinar Wednesday: Your Portfolio Manager Account (Get a Head Start)
Property Managers
January 5, 2011 - 10:00am
Webinar Wednesday: Completing the Scorecard - Tips and Tricks
Office Tenants

AIRE
ARLINGTON INITIATIVE TO REDUCE EMISSIONS
www.arlingtonva.us/

ARLINGTON VIRGINIA DEPARTMENT OF ENVIRONMENTAL SERVICES

ArlingtonAIRE

30 days and counting: Federal Energy Efficiency Tax Credit Expires
<http://twlv.net/K4jKvz>
about 17 hours ago via Tweettve

TIME for New Energy-Saving Strategies <http://twlv.net/6aJUez>
about 17 hours ago via Tweettve

Number of the day - 17 BILLION <http://twlv.net/ADLQAU>
about 17 hours ago via Tweettve

30 days and counting: Federal Energy Efficiency Tax Credit Expires
<http://twlv.net/Ym09pa>
about 19 hours ago via Tweettve

TIME for New Energy-Saving Strategies <http://twlv.net/yucUOc>
about 19 hours ago via Tweettve

Name AIRE
Location Arlington County, VA
Web <http://www.arling...>
Be AIRE supports and encourages the community to join us by committing to actions that will make Arlington a more sustainable place to live, work, and play.

67 following 120 followers 7 listed

Tweets 226
Favorites

Following

View all...

Connecting Through Snowmageddon

Snowfighting video



Website: 110,000+ visits



eNewsletter: 10,000+



**Arl. Alert:
32,300+**

**Twitter:
~1,300**

FB: 3,300+

Flickr group/set



Housing Blog

Why it Happened

- Current news system was out of date
- Tight budgets = Do more with less (AND promote it better)
- Leverage County-wide use of social media
- Use of popular format allows greater audience reach and brings in new people
- Desire to improved resident knowledge and participation

How it Happened

- Silo busting
 - Improved work coordination
 - Less work by sharing the load
- Improved messaging
- Broad topic with specific stories means the entire site appeals to a larger audience

Housing Blog

Strategies

- Motivated team and leadership support are essential
- Sometimes post short and quick, sometimes longer
- Thematic posting is effective – Crystal City
- The more we promote, the more views we get - targeting
- We've been covered in local and national press – tbd, planetizen, sun gazette, ggw, arlnow, etc.
- Time needed to promote is as significant as time needed to craft content



Our Stats

- 3 posts/week
- 110+ Subscribers
- 7,000+ total views, 25 comments

Housing Blog

Other Accomplishments

- Our audience is growing & get other residents involved
- Increased participation by County staff

Lessons Learned

- Better integrate with County website
- Find other social media tools that would improve planning process, promote more dialogue
- Identify staff time for social media work

Lessons Learned

- We can't do it alone
- Replying with a phone number is often enough
- Sometimes you have to *"go analog"*
- Can't always predict most popular topics
- It's OK to make mistakes
- Lots of shades of gray in social media

What's Next?

- Social Media workgroup for employee outreach and support
- Continue to work with existing tools if they remain relevant
- Keep eyes on horizon for changes in the social media space
- Work on using technology to enable conversation and engagement with constituents

Possible Tools for Planning

- Online Polls
- Feedback Tools
- Timelines
- Voting

