



Social Media in Small Systems

Laktran



The Challenges

- Staffing
- Time
- The Fire Dance

Staff & Time

- Communications Department – 2 staff members
- Marketing, Public Relations, Community Outreach, Special Events, Advocacy, System Changes
- Sixty percent of one staff member's time and about 15 percent of the other's is dedicated to grant-funded programs

The Fire Dance



Social Media

- Goals of Social Media for our agency
- Target Markets
- What's working

Goal: Engagement

- Information
- Conversation
- Education
- Advocacy

Target Markets

- Teens – Twitter, FB, You Tube
- College Students – Twitter, FB, You Tube
- Working Adults – Little Twitter, Text Alerts, Enews, FB, You Tube
- Seniors – website at best
- Community Leaders – FB, Linked In

What's Working for Us

- Twitter – connection to GreenPerks
- Facebook – build fan base and dialog with users of system
- You Tube – video promotion and advocacy – [Maria](#)
- Text Alerts – for emergency service info
- Enews – commuter updates on changes and issues
- Website – primary source of information

Keep Fire Dancing

