



## **Using Social Media in Civic Engagement**

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PACE

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# Introduction

How is social media changing the way citizens engage with their government and communities?

- Why city governments need a social media strategy.
- Using social media for civic engagement – The Pickens Plan.
- Where social media is going.



# Why City Governments Need a Social Media Strategy

- Social media is not a fad. It's fundamentally changing the way we share and receive information. It's the #1 activity on the internet.
- People consumer information in new and different ways.
  - 34% get news online vs. 31% from newspapers
  - TV still dominates



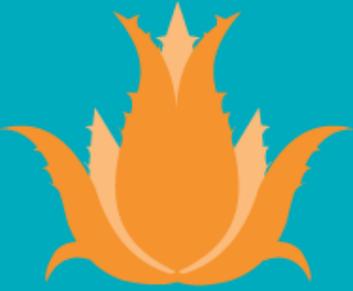
# Why City Governments Need a Social Media Strategy

- Over 50% of the world's population is under 30 and over 90% of them have joined a social network.
- However, the fastest growing segment on Facebook is 55-65 year old females.
- 78% of users trust peer recommendations more than any other source for information.

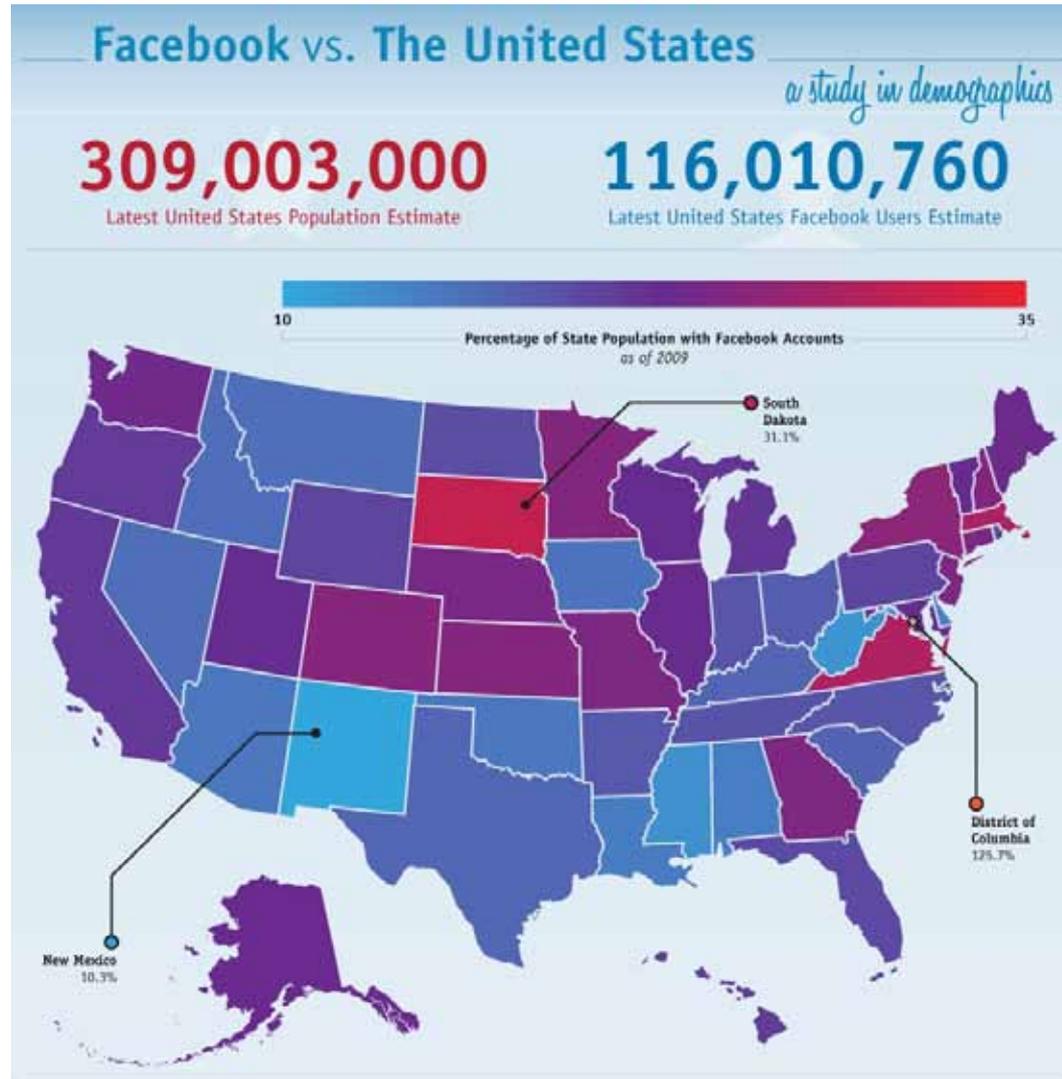


# Why City Governments Need a Social Media Strategy

- Purpose-built Facebook pages have created more than 5.3 billion fans.
- Twitter processes almost 10 billion tweets in a single year.
- We no longer search for news and information, it finds us.



# Demographics of Facebook

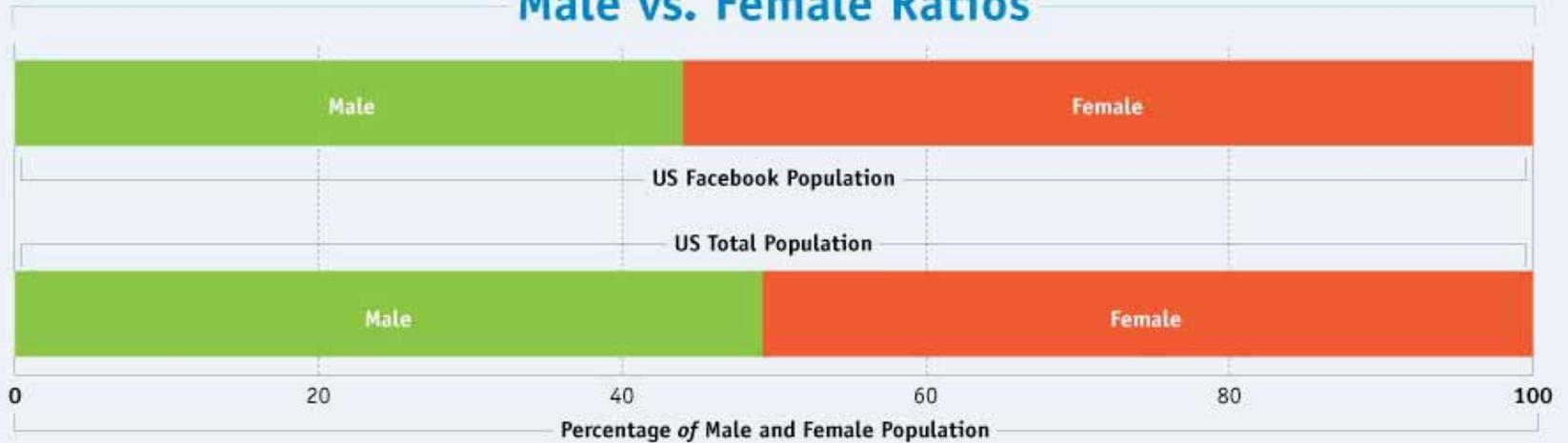






# Demographics of Facebook

## Male vs. Female Ratios

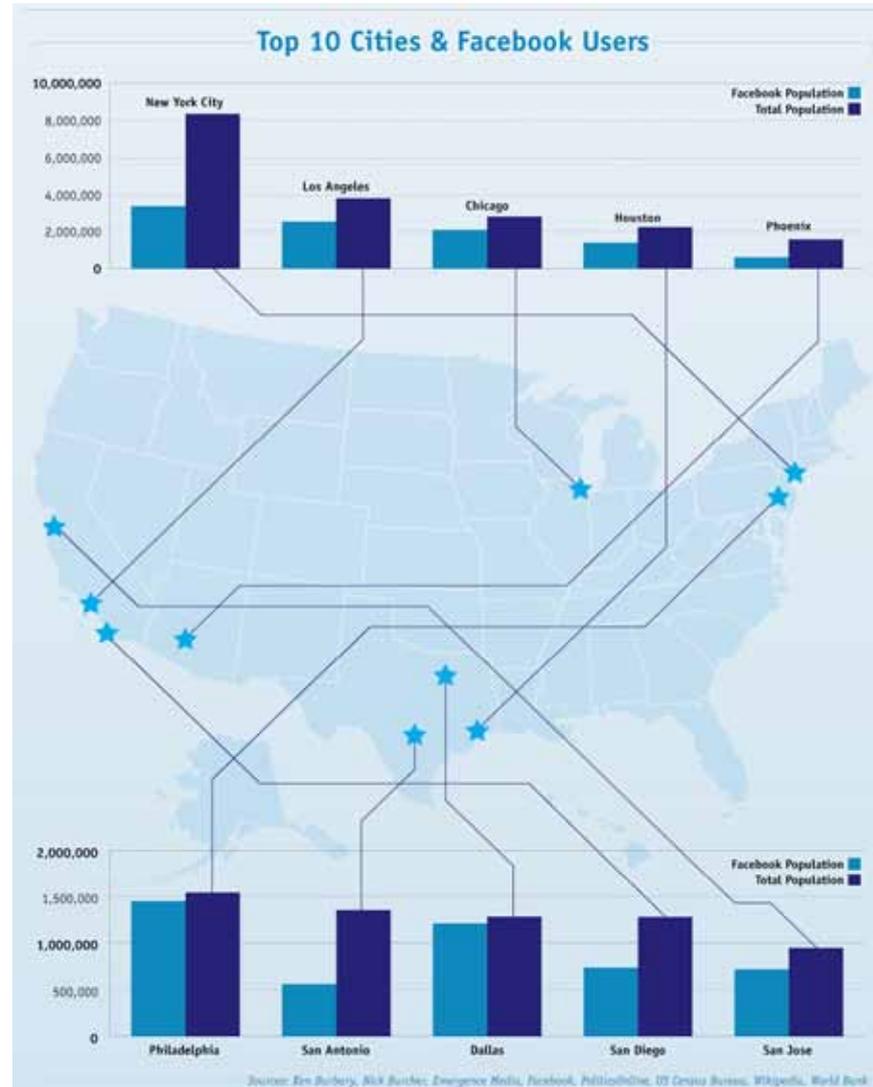


## Political Beliefs





# Demographics of Facebook





# Pickens Plan



- Largest public affairs campaign during 2008 election cycle.
- Mission: introduce energy issues into the national dialogue & build a supporter base of 1 million+.
- Online campaign consisting of robust website, custom social network, action center, and presence on social networks such as Facebook and Twitter.
- Within first 9 months of the campaign 1.5 million supporters were recruited.
- Over 1.3 million emails have been sent to elected officials.
- Over 40% of supporters have taken action at least once.



# Pickens Plan

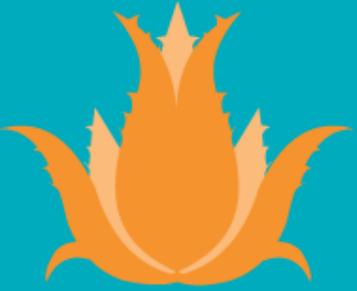


- Two years later, still one of the most recognizable public affairs initiatives in the United States, recruiting an average of 5,000 new supporters each month.
- Widely credited with creating public awareness about energy issues.
- Rhetoric used by Boone to describe the current energy situation has become the standard language used by media, elected officials and business leaders.
- Online activities were critical to the momentum of the campaign.



# Opportunities

- A vehicle for obtaining public support for your initiatives.
- Engaging citizens in the process so they feel informed.
- Increasing the speed that information is released and available.
- Greater transparency.



# Opportunities

- Citizens engage with one another about public policy issues, creating a public dialogue.
- Find out what's on people's minds through conversation, not just feedback.
- Create a level of transparency that fosters trust.



# Future of Social Media

- Remember: Social media has changed the way we communicate. Tools may come and go, but the medium is here to stay.
- Location based applications, Foursquare, Gowalla, Facebook locations.
- Start now, don't get left behind.



# Thank You!

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