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Why Social Media?

● Years To Reach 50 Million Users

- Radio – 38 years
- TV – 13 years
- Internet - 4 years
- iPod – 3 years
- Facebook – 100 million users in less than 9 months
- iPhone applications hit 1 billion in 9 months

Did You Know?

- 7.4 Billion People on Earth
- 3.419 Billion People Are Internet Users
- 2.307 Billion People Are Social Media Users



A Changing Society

TRADITIONAL

Driven and controlled
by Editors/News Directors

Limited space or number of
times item will be published
or broadcast

Limited number of media
outlets/readers & viewers

SOCIAL

Driven & controlled
by you

Unlimited amount of
time item can be
posted

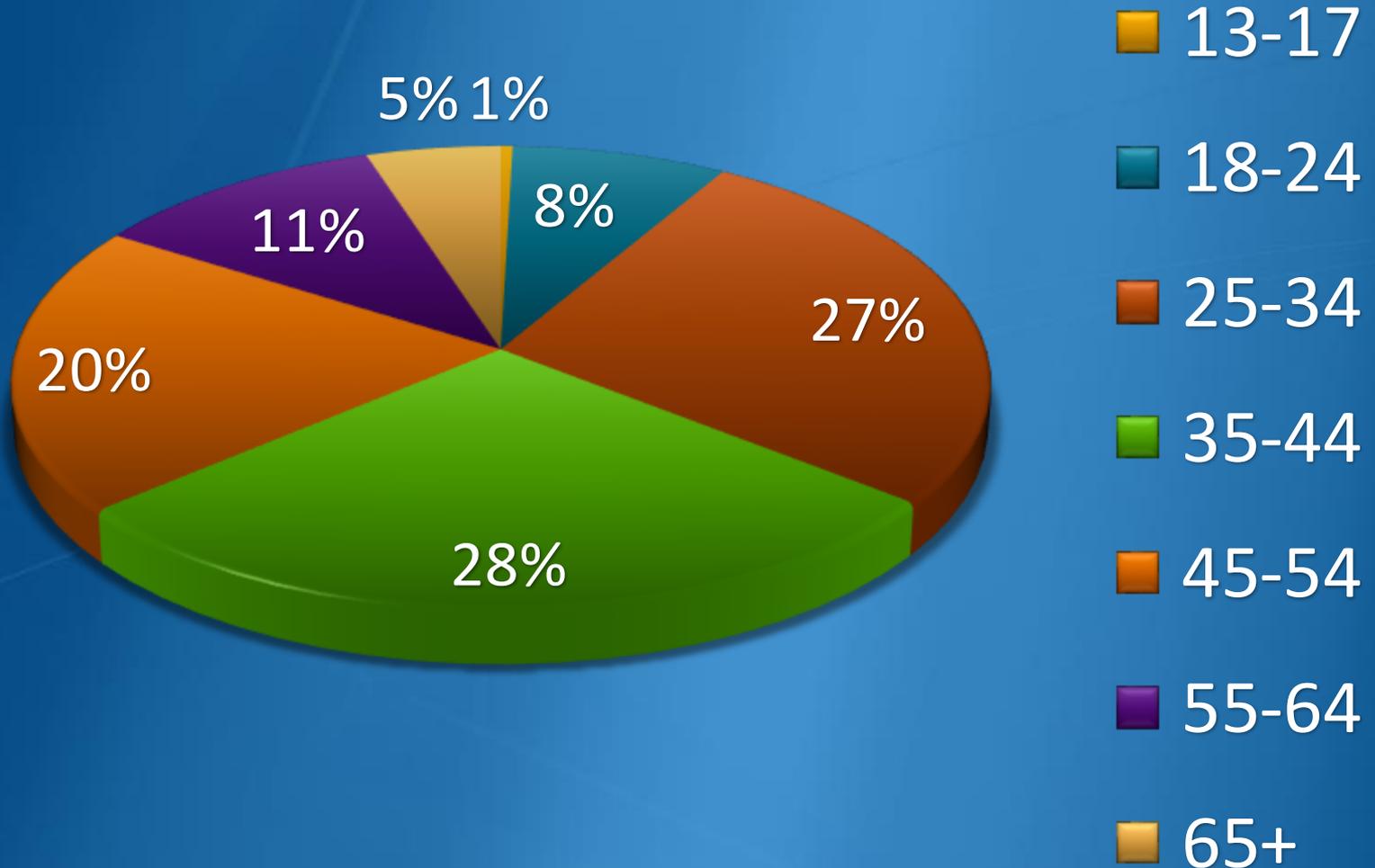
Endless channels of
information; sharing

Why Facebook?

- Affordable way to promote City services and events
- Dialogue on upcoming City projects/programs
- Alternative to a public open house
- Engage with the public
- Improve customer service to residents

City Of Cheyenne

Facebook Profile



Page Messages Notifications Insights Publishing Tools Settings Help



City of Cheyenne, Wyoming - Government
@CityOfCheyenneCityWyoming

- Home
- About
- Photos
- Reviews
- Likes
- Wall Paper
- Videos
- Events
- Posts
- Manage Tabs
- + Add Shop Section

Liked Message More

September 6 at 8:02am

Demo of Old Community House



6,843 people reached Boost Post

3.2K Views Like Comment Share

+ Add a Button

Cindy Asher Rando August 28 at 12:27pm

is the residential fire pit ban still in effect?

1 Comment Like Comment Message

REVIEWS

3.7 stars 30 reviews

Thomas B Sanders 2 stars I recently replaced my back garage door with another prehung door. When I took the old prehung door to the transfer stat... See More May 13, 2016

Like Comment

Rich Anderson 3 stars The courthouse and everything is great everyone is always helpful. The law enforcement in town is pretty decent except f... See More May 18, 2016

Like Comment

Chat (Off)



City of Cheyenne, Wyoming - Government

@CityOfCheyenneCityWyoming

- Home
- About
- Photos
- Reviews
- Likes
- Wall Paper
- Videos
- Events
- Posts
- Manage Tabs

+ Add Shop Section

Promote

Liked Message More

Write a comment...

City of Cheyenne, Wyoming - Government
August 10 · 🌐

Homeowners are reminded to keep at least two feet distance between bins. Any closer and the automated truck arms are unable to pick up the bins.



3,821 people reached

Boost Post

Like Comment Share

+ Add a Button

30 reviews

Thomas B Sanders
2★ I recently replaced my back garage door with another prehung door. When I took the old prehung door to the transfer stat... See More
May 13, 2016 · 🌐

Like Comment

Rich Anderson
3★ The courthouse and everything is great everyone is always helpful. The law enforcement in town is pretty decent except f... See More
May 18, 2016 · 🌐

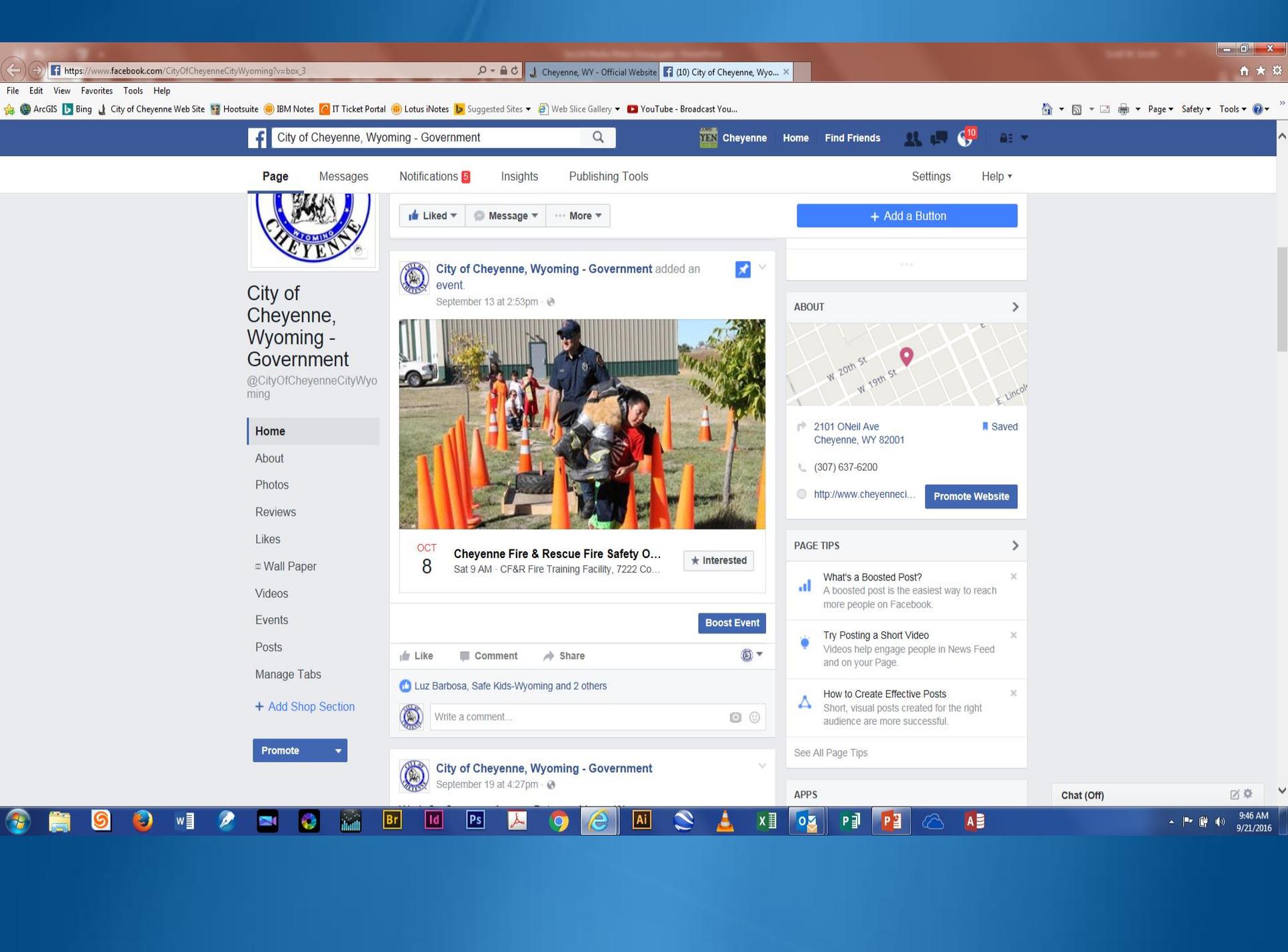
Like Comment

COME YEN
Tell people what you think
★★★★★

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Facebook © 2016

Chat (Off)



City of Cheyenne, Wyoming - Government @CityOfCheyenneCityWyoming

- Home About Photos Reviews Likes Wall Paper Videos Events Posts Manage Tabs Add Shop Section

Promote

Liked Message More

Add a Button

City of Cheyenne, Wyoming - Government added an event. September 13 at 2:53pm



Cheyenne Fire & Rescue Fire Safety O... Sat 9 AM - CF&R Fire Training Facility, 7222 Co...

Boost Event

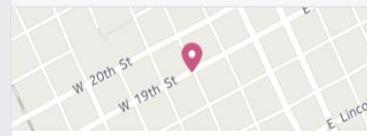
Like Comment Share

Luz Barbosa, Safe Kids-Wyoming and 2 others

Write a comment...

City of Cheyenne, Wyoming - Government September 19 at 4:27pm

ABOUT



2101 O'Neil Ave Cheyenne, WY 82001 (307) 637-6200 http://www.cheyenneci... Promote Website

PAGE TIPS

- What's a Boosted Post? A boosted post is the easiest way to reach more people on Facebook. Try Posting a Short Video Videos help engage people in News Feed and on your Page. How to Create Effective Posts Short, visual posts created for the right audience are more successful.

See All Page Tips

APPS

Chat (Off)

Social Media Guidelines

- Social communications posted by the City should help residents, businesses, and co-workers. Social networks may be used to inform the public about City-sponsored events and other activities in our community.
- The City's intent to use Social Media as a means of communications to the residents/visitors of Cheyenne.
- In the event of any discrepancies as to what constitutes an appropriate post, the final decision is made by the Mayor and/or PIO.

When posting, remember

- Items should be of interest to the public.
- Posting material that is discriminatory, harassing, obscene, defamatory, libelous or threatening is strictly forbidden.
- An employee should have no expectation of privacy when using Social Media sites.
- Stick to your area of expertise. Don't guess and don't assume. If you don't have enough knowledge to answer a question posed on Facebook, direct the question to the department who can provide the answer.

When posting

- Postings should not criticize City policies, City employees, members of the City Council, or elected officials.
- Postings should not criticize members of the public or the issue they are asking about.
- All statements must be true and not misleading.
- Never comment on anything related to legal matters or litigation.

When posting ...

- Post meaningful and respectful comments, always be professional.
- Write in a concise manner, checking grammar, punctuation, and spelling.
- Don't be cute. Something you might post on your personal Facebook page may not be suitable for a City Facebook page.
- Write like you are having a conversation with that person. This makes the most more meaningful.

When posting

- Inappropriate posts and contents subject to removal are:

Comments not on topic

Profane language or vulgar content

Sexual content or links to sexual content

Solicitations of commerce

Information that may compromise security or safety of the public or public system

Objectionable images, ideas or personal information will not be posted

What's Next For The City?

- We have our own mobile App.
- Periscope: Broadcasting live City events
- Next Mayor?

Questions