Going All In on Engagement!

@TRMGFOA
No Connection
Opportunity
Leadership Buy-In
City of Roanoke, Virginia - Communications
The City of Roanoke reports the following progress has been made regarding snow removal:
- 65 percent of residential streets have been plowed and treated. Streets that have not been plowed or treated remain very treacherous.
- 100 percent of arterial streets have been plowed and treated.
- 95 percent of arterial streets are widened and down to the blacktop ...
See More

ROAD CONDITIONS

about a month ago

5,366 people saw this post

58 Likes, Comments & Shares
FROM YOUR PAGE AND POSTS
17 Likes 27 Comments 1 Share
FROM LIKES, COMMENTS & SHARES
4 Likes 1 Comments 8 Shares
TOTAL
21 Likes 28 Comments 9 Shares

654 Post Clicks
128 Photo Views 0 Link Clicks 526 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page
A snowdog from Botetourt. Also sent this in:

- Lucy Paynter: Love it
- Becky Miller: cute
- Anna Bella Risa Tajima: so cute
- DP Ray: so realistic
- Darlene McCluskey: That’s pretty cool.
- Carolyn Ann Walker: Adams How pretty I had to cut up and put it in the freezer

Write a comment...
400,000 page reach
700 new page likes
Hundreds of photos
Leadership
Took Notice
Behind the Scenes
Initial Steps

• Brought social media managers together.
• Set goals for our pages.
• Brought in outsider to review what we were doing.
• Set up a chain of command for social media.
<table>
<thead>
<tr>
<th>Main Pages</th>
<th>Dept. Pages</th>
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<tbody>
<tr>
<td>• Promote the city</td>
<td>• Department updates</td>
</tr>
<tr>
<td>• Inform the audience</td>
<td>• In-depth information</td>
</tr>
<tr>
<td>• Engage the user</td>
<td>• Customer service</td>
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</tbody>
</table>
Chain of Command
Further Steps

- Created resources for social media managers.
- Communicated weekly with individual managers.
- Met quarterly with all managers.
- Put guidelines in place.
- Expanded the map!
BUYER TERMINATES CONTRACT TO PURCHASE FISHBURN COTTAGE

Pursuant to the terms and conditions of a Contract for Purchase and Sale of Real Property related to the renovation of the Fishburn Cottage, the Buyer has terminated the Contract.

SIGN UP FOR MYROANOKE ALERTS!

Learn more about the community and stay informed with MyROANOKE alerts.

ROANOKE'S SOCIAL MEDIA CENTER

Stay connected with city departments in one place.

ROANOKE CITIZEN ENGAGEMENT

Learn more about the city and its initiatives through citizen engagement.
Guidelines + Implementation

= Growth/Engagement
Stunning! Sam Dean captured this photo.
The City of Roanoke Christmas Parade is underway!
CITY OF ROANOKE 
OFFICE OF THE MAYOR 
23 CHURCH AVENUE, S.E., SUITE 412 
ROANOKE, VIRGINIA 24011-3794 
TELEPHONE: 471-2800 
FAX: 471-2801

STATEMENT OF MAYOR DAVID A. BOWERS
November 18, 2015

Roanoke is a welcoming city and America is the melting pot of the world, and right and successful we have been at both.

However, since the recent terrorist bombing of the Russian airliner, the attacks in Paris and now with the murderous threats to our nation’s capital, I am convinced that it is presently imprudent to assist in the relocation of Syrian refugees to our part of Virginia.

Thus, today, I’m requesting that all Roanoke Valley governments and non-governmental agencies suspend and delay any further Syrian refugee assistance until these serious hostilities and atrocities end, or at the very least until regarded as under control by U.S. authorities, and normalize is restored.

I’m reminded that President Franklin D. Roosevelt felt compelled to sequester Japanese foreign nationals after the bombing of Pearl Harbor, and it appears that the threat of harm to America from his now is just as real and serious as that from our enemies then.

I further want to assure our citizens that Roanoke’s law enforcement and public safety agencies and will be prepared to the best of their ability to assure our citizens that everything is will be done to protect Roanokers from harm and danger from this present scourge upon the world.

In this regard, at least for awhile into the future, it seems to me to be better safe than sorry.

Sincerely,

David A. Bowers
Mayor
Roanoke City prank wins April Fools' Day

BY EMILY-ERIN ROBINSON | FRIDAY, APRIL 1ST 2016
2016 Stats

• Our biggest year ever.
Total reach

25 Million*

*This number only includes reach from the city's Facebook pages.
16,000 +
New Page Likes in 2016

1.5 Million
Total Video Views in 2016

2.9 Million
Likes, Comments, and Shares in 2016

23 Million
Total Reach on All Posts in 2016
City Departments

Neighborhood Services
Lead Safe
Arts and Culture
Sustainability
Website Pagemasters

- Pagemaster in each Department, Division, and Office
- Website Guidelines
- Website Training
City Council

- Citizen Input on Important Issues
- Social Media
- Council Broadcasts
City Council on Facebook Live

City of Roanoke, Virginia

Roanoke City Clerk's Office was live.
2 p.m. Roanoke City Council Meeting - Monday, June 19, 2017

3.9K Views

Jerry Hansbrough and 8 others
Downtown Roanoke Inc.

- Promotion of Events
- Live Broadcasts
- Giveaways
Neighborhods

• Regularly attend neighborhood meetings
• Build Relationship with RNA
SUBMIT SERVICE REQUESTS ON TWITTER!
@iROANOKE

ROANOKE
CITIZEN ENGAGEMENT
@iROANOKE extremely bad pothole Orange at 10th NW on residential side - appears gravel has come out of a cut spot.

2:33 PM - 6 Jul 2017

iROANOKE @iROANOKE · Jul 6
Replying to @TimHill4U
Service Request #43080 has been created. qalert.me/FWNDMwODA
@iROANOKE Many thanks for the swift work!

Russell Schiavone
@rustyninetynine

Replying to @iROANOKE

Already was here and did a great job. Thanks! I love this new Twitter account!

8:45 AM - 23 Jun 2017

1 Retweet 1 Like
Engaging citizens allows local governments to foster collaborative conversations and create new innovative ways for citizens to get involved. Social media, its advancements, and other digital platforms have provided Roanoke the opportunity to communicate “with” citizens instead of “to” them. These days, that’s what it’s all about, that’s what’s expected.
Roanoke and its leaders realized it, accepted it, and adapted to it.
QUESTIONS/COMMENTS

TIMOTHY MARTIN
@TRMGFOA