

A photograph of a park with several large, mature trees in the foreground and middle ground. The ground is covered in grass and fallen leaves. In the background, there is a paved path and some park structures like a picnic shelter and benches.

* Friends, Funds and Facebook

Empowering Citizens through Social Media

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Objectives:

- A) Learn how to use Facebook to create a strong community group
- B) Learn the importance of empowering individuals to participate in community projects
- C) Learn how having a hands on group can benefit a city financially





Smitty



WE THOUGHT IT WAS GOING
TO BE EASY...

BOY WERE WE WRONG!!!!



ARKANSAS
OKLAHOMA

TEXAS TOURIST BUREAU

ARKANSAS
LOUISIANA

Texarkana

Longview Marshall

Bossier City

Shreveport

RED RIVER

BOWIE

TITUS

CASS

MARION

Paris

HOPKINS

FRANKLIN

CAMP

WOOD

UPSHUR

HARRISON

Magnolia

Springfield

Shreveport

We spent the next year devising a plan

- Identified our need
- Identified the potential partners
- Set a goal
- **Review and revise**
- Community involvement
- Report and celebrate success



DOG Park Rules graphic with text: A Park & Open Area... Prohibited:

Texarkana, Arkansas Petsafe Jeffurson Dog Park Community

Create Call-to-Action, Liked, Message, ...

Timeline, About, Photos, Likes, More

Promote dropdown menu with statistics: THIS WEEK, 3 Page Likes, 1,011 Post Reach, UNREAD, 1 Notification, 0 Messages

- Recent activity list: Bettye Richardson commented on Chrystal Sloan's link, Brandy Swint likes Allison Munn's photo, Pat McDowell likes Christy's In House Dog Grooming, William Young, Tracey Prather, Alisha Allie Barrow, Shelly Arterbury S..., Eric Ethridge, Heidi Brown Phil..., Jennifer Snyder J..., Robert Boyd, Stephanie Park J..., Bettye Richardson, Melissa Johnston, Jimmy Smitty Smith, Larry Heinrichs, Amanda Sisco L...

PEOPLE sidebar: 2,112 likes, Earl Soper, Destiny McDaniel and 148 others like this. Promote Your Page: Connect with more of the people who matter to you. Promote Page button.

Status, Photo / Video, Offer, Event +

Texarkana, Arkansas Petsafe Jeffurson Dog Park Posted by Chrystal Sloan (?) · 4 hrs · We are going to have to figure out what to do about the trees and brush that were clear cut beside Nix Creek (behind dog park).



Recent: 2015, 2014, 2013, Launched

See Your Ad Here: Texarkana, Arkansas Pets... Congratulations! Texarkana won! Our community's PetSafe JeffURson Dog Park is now open & i... Like Page · 2,112 people

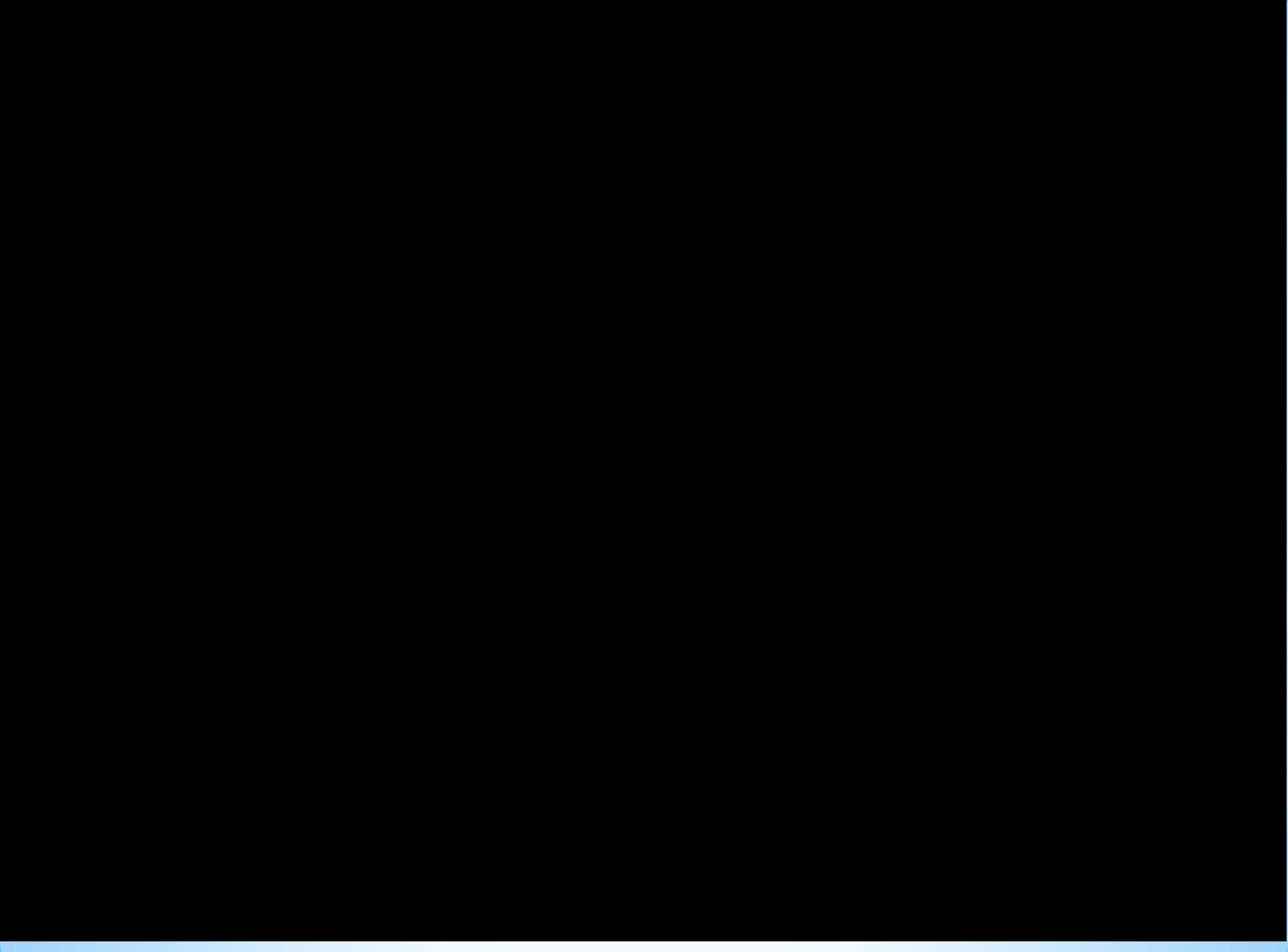


Verizon 2:26 PM

FINALISTS VOTING **TOP DOGS**
June 15-August 1

RANK	CITY	VOTES
1	LYNCHBURG, VA	14838
2	ORLAND PARK, IL	11899
3	TEXARKANA, AR	11381
4	BLOOMINGTON, IN	7303
5	TEMPLE, TX	4713
6	MOUNTAIN HOUSE, CA	4316
7	OAK FOREST, IL	4035
8	AUBURN, NY	3947
9	ESSEX, VT	2637
10	ALLENTOWN, PA	2467
11	DERBY, VT	1863
12	HERNANDO, MS	1838
13	OXFORD, MS	1739
14	WESTFIELD, IN	1653
15	BLUFFTON, SC	899





With everything good you have to expect the bad

Texark66: Results have just been announced and Texarkana has won the Grand Prize of \$100,000 to build a new dog park...

NoseyNancy: wasn't 1 good enough? People sure do love free money. Click, click
WIN! Yay

FarrenWolf: Can't wait to see how \$100,000 will be spent to have a place for dogs to run.

The Falcon: ...and having a place for dogs to run is no less important than having this place for bitter old bastards to vent

Farrenwolf: just because I say something other folks don't agree with, doesn't mean I am bitching. It just means folks don't agree with me. If folks don't like it, don't read it.

attaBoyLuther: you're always the turd in the punchbowl, You're always raining on someone else's parade. I've never seen such a miserable person as you...

JoeyButtafuoco: Are the "folks" you associate with as miserable and negative as you are?

NoseyNancy: Farronwolf makes more sense than you do buttafuoco baffoon

JoeyButtafuoco: The least you can do is spell my name right, heifer. Out of eight words in your post, you misspelled three of them. You must have gone to school at Dollar General.

NoseyNancy: your jokes are as lame as you

RedGooseFoot: You're ugly and your mamma dresses you funny









PetSafe

JeFFURson

Dog Park

JeFFURson
Pet



Crystal Sloan



SMALL
DOGS
UNDER 25 POUNDS

 **DOG Park** 
Rules

Prohibited:

-
-
-
-


Handwritten notes on a white sign.



\$100,000

PLAYGROUND EQUIPMENT



\$20,000



\$40,000

Mardi Bras - Texarkana



TEXARKANA, TX

\$1,860 of \$500

Raised by 29 people in 12 days

Donate Now

SHARE ON FACEBOOK

gofundme

187 TOTAL SHARES **f** SHARE 183 **t** TWEET 4

Created January 25, 2013
 Cathy Brown Smith

HOW WE WON OUR CONTESTS:

- 1) Create a FACEBOOK page so people can find you easily
- 2) Invite all your friends whether you think they will like it or not and explain what the group is about
- 3) Send private messages daily to people who were currently online with link to vote attached
- 4) Keep it in the public's eye
- 5) Keep it fresh: new ads, new ways to promote it
- 6) Ask FACEBOOK pages, local/national celebrities and places frequented by many to post on their page
- 7) Have businesses take pictures with banner so we could show community who was supporting us
- 8) WE NEVER SLEPT!!!!

Stakeholders

Who might have the power to block this idea?

Who else really cares?

Someone who has positive interest in the project or who cares?

Who has special skills or interest and would be willing to commit time to the group effort?

You have just identified the stakeholders

Influence (to block decisions)

Interest (in the work of the group)

Impacted (those who will be affected by decisions)

Intelligence (those who possess data needed to contribute)

Handling Common Problems

Difficult Group Situations

- 1) Waning group energy, interest or attention
- 2) Unresponsive group
- 3) Only part of the group participates
- 4) The group is getting highly emotional

Difficult Individual Behaviors

- 1) Dominates the project/meeting
- 2) Personal agendas
- 3) Constantly negative or antagonistic
- 4) Attack, criticize or pick an argument
- 5) clowning

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

HOW TO FIND FACEBOOK CONTESTS

- Google search (dog park facebook contest)
- Like companies facebook pages
- Google specific companies (PetSafe facebook contest)
- Pay attention to those pages or ads that we sometimes overlook
- Look at what your friends are “liking” or “sharing”

WHAT TO DO AFTER YOU WIN

- SHARE COMMUNITY NEWS AND UPCOMING EVENTS
- MAKE ANNOUNCEMENTS
- SHOWCASE COMMUNITY CULTURE
- SHARE PHOTOS AND VIDEOS
- USE AS A RECRUITMENT TOOL
- GET FEEDBACK FROM THE COMMUNITY
- GENERATE FACEBOOK DISCUSSIONS ABOUT COMMUNITY ISSUES
- TAKE POLLS
- ASK QUESTIONS

OTHER WAYS TO UTILIZE FACEBOOK PAGE

- Share community news
- Share upcoming events
- Make announcements
- Showcase the community culture by sharing photos and videos
 - Use as a recruitment tool
 - Get feedback from the community
 - Start a discussion encouraging community engagement
 - Take a poll
- Ask the citizens questions to help further your mission “what is a project you would like to see next?” or “if you had \$25,000 to use in your community, what would you do with it?”

