

Networked Neighborhoods

Engaging your community

#CommunityU

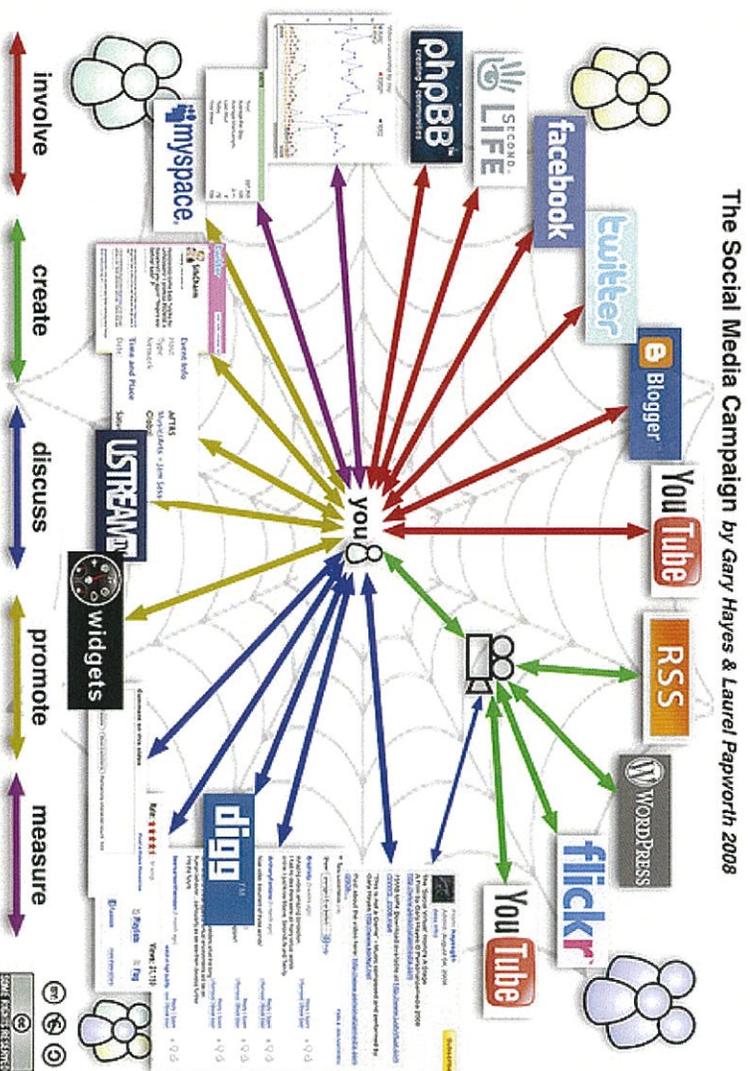


Image by Laurel Papworth laurelpapworth.com AND Gary Hayes personalizemedia.com

New ways of connecting



Who is using Social Media?

- ▶ One in every nine people on Earth is on Facebook
 - ▶ Each Facebook user spends on average 15 hours and 33 minutes a month on the site
 - ▶ 175 million users registered on Twitter
 - ▶ 190 million average Tweets per day occur on Twitter
 - ▶ YouTube has 490 million unique users who visit every month
 - ▶ People upload 3,000 images to Flickr every minute
 - ▶ Google+ has more than 25 million users
 - ▶ 500 billion: the number of peer influence impressions Americans generate per year via social media.
-



“ Social media is everything and nothing.

Nothing because social media has become like air to the people who use its various forms regularly. It's not "social media" - it's simply letting my friends know what I'm doing/thinking/wishing/ etc. through a digital means.

Everything because as more people are armed with web-enabled smartphones, there's nothing that can't quickly be shared with a broad group of people.

Governments and big businesses have CCTV, the people have camera phones."

Paul Isakson, Co-Founder, Thinkers & Makers
[Http://paulisakson.typepad.com](http://paulisakson.typepad.com)

Prepare

- ▶ **Goals & strategy**
 - ▶ What is success? What are your goals?
 - ▶ Integrate social media into daily activity
 - ▶ Make sure your updates are in line with the priorities and messages of your organization
- ▶ **Who are you trying to reach?**
 - ▶ Residents
 - ▶ Businesses/Industry
 - ▶ Media
 - ▶ Government officials



Participate: Engage your Audience

- ▶ Be honest
 - ▶ Build trust
 - ▶ Be authentic
 - ▶ Contribute to the conversation
- ▶ Mix it up
 - ▶ Avoid repetitive posts
 - ▶ Be creative
- ▶ Be social
 - ▶ Have fun
 - ▶ Build a genuine relationship
 - ▶ Be visual



Pay Attention

- ▶ Listen to what's being said about your organization
- ▶ Measure
- ▶ Who are others following, talking about
- ▶ What is being said about your topic
- ▶ Watch the trends
 - ▶ Technology & tools
 - ▶ Topics and discussions



Use humor or promote a cause

facebook

Search

Q



- Wall
- Info
- Friend Activity (1+)
- Photos
- Videos
- Links

About

Welcome to the official Houston

Houston Police Department

Government Agency · Houston, Texas



Wall



Houston Police Department
Future K-9 officer perhaps?



Wall



Houston Police Department
Sign up today. All proceeds benefit Assist the Officer and Operation Salute Our Troops (Post Traumatic Stress Disorder Foundation of America.)

A promotional flyer for a charity golf tournament. The text reads: "Assist the Officer & Operation Salute Our Troops (PTSD Foundation of America) Benefiting 2nd Annual Stars and Stripes Charity Golf Tournament The Clubs of Kingwood Thursday, October 27, 2011 Shotgun Start at 10 a.m." The flyer includes a logo for the event and a list of sponsors.



Make your point on YouTube (www.youtube.com)

The screenshot displays a YouTube video player interface. At the top, the YouTube logo is on the left, and navigation links for 'Search', 'Browse', and 'Upload' are on the right. Below the logo is a search bar and a 'Create Account | Sign In' link. The main content area features a video player showing a woman, Mayor Annise Parker, speaking at a podium. The video title is 'Part 1 - Koehler Street Development Meeting 8/25/2010'. The channel name is 'MayorAnniseParker's Channel' with a 'Subscribe' button. The video has a duration of 09:31 / 11:32 and is set to 360p resolution. Below the video player, there are three related video thumbnails: 'Part 1 - Koehler Street Development Meeting' (11:32, 50 views), 'Part 2 - Koehler Street Development Meeting' (8:05, 32 views), and 'Part 3 - Koehler Street Development Meeting' (8:47, 11 views). A 'More info' link is also present. At the bottom left, there is a link to 'View comments, related videos, and more'.

State your message – you are the news!

The image shows a screenshot of a Twitter profile for the Eastwood Civic Assoc (@eastwoodhouston). The profile header includes the name, handle, location (Houston, TX), and a bio: "Developed in 1913 in the historic East End, Eastwood is one of Houston's first master-planned, deed-restricted subdivisions. @ksniemeier on deck. http://eastwoodcivicassociation.org/". The profile statistics show 216 tweets, 63 following, 42 followers, and 0 listed. A "Recent Images" section displays a banner for a "WELCOME TO FASTWOOD" event, with text: "WELCOME TO FASTWOOD DEVELOPED IN 1913. DEED RESTRICTED COMMUNITY". Below the banner are several tweets from the account, including one about a monthly ECA meeting and another about recycling. The bottom of the screenshot shows the profile header for the Midtown Civic Club (@hmcctweets), including its bio: "Houston Midtown Civic Club - Serving the Museum District and Midtown areas of Houston" and website: "http://www.midtowncivicclub.org/".

Idylwood Civic Club

In Houston's Historic East End

- HOME
- ABOUT
- CONNECT
- CALENDAR
- NEWSLETTER
- CONTACT

You are here: Home

CONNECT WITH US





NAVIGATION

- HOME
- About Idylwood
- Connect
- Monthly Newsletter
- Photo Gallery
- Calendar
- Online Documents
- Helpful Links
- Contact

NEXT MEETING

Tuesday, October 18, 2011 at 7:30 p.m., St. Austin Center
Download the latest meeting agenda [here](#).

NEWS

Welcome to Idylwood

Idylwood is fortunate to have an active Civic Club (NOT a homeowners populated by both new and long-time residents who care deeply about are willing to give of their time and talents to preserve its unique character) with the City of Houston and other service groups such as the police, constables, and firemen, to provide a safe environment for it also acts when necessary to enforce Idylwood's deed restrictions, a major neighborhood tidy and well-maintained.



NOTICE OF PROHIBITED YARD PARKING REQUIREMENT AREA APPLICATION

Idylwood Civic Club has submitted an application for the establishment of a Prohibited Yard Parking Requirement Area (Section 28-303 of the Code of Ordinances) for all streets within Idylwood Subdivision with the Houston Planning and Development Department.

Once established, violating the Prohibited Yard Parking Requirement Area will be a misdemeanor and violators will receive a fine not exceed \$150 a day.

For information, contact the applicant at 713-459-8959 or the Houston Planning and Development Department at (713) 837-7

Submitted by Berny Green.



- HOME
- MISSION
- STAKEHOLDERS
- MEETING RECORDS
- COMMITTEES
- CONTACT US

Next GHSNC Meeting

Tuesday, October 18, 2011, from 6:30-8:00 PM
Houston Heights Fire Station & City Hall (Vale and West 12th Streets)

Are you coming? Let us know on our event page on [Facebook](#).

New Civic Map of the Greater Heights Super Neighborhood

The Greater Heights Super Neighborhood Council is pleased to present the second iteration of our map showing boundaries in our super neighborhood! This map has been developed over the last year based on information by each civic stakeholder organization. As changes are requested and/or as boundaries move, we'll continue to update versions here.



Civic Map of the Greater Heights Super Neighborhood
Current as of May 24, 2011

GHSNC is on Facebook

Become a fan to receive our updates!

facebook

Greater Heights Super Neighborhood Council

Like You like this.



119 people like the Greater Heights Super Neighborhood Council.

Dashboards can help you manage



Featured x HoustonPlanning (Twitter) x Houston Planning & Development Department (Facebook Page) x +

+ Add Stream

Home Feed (HoustonPlanning)

- HoustonDaily** (HoustonPlanning)
4:01pm via SNS Analytics
HSD reforms boosted math scores, reading stagnant sns.mv/fcezy3
- thenodular**
4:01pm via TweetDeck
We are sewing inside @GrandPrizeBar @6pm today. Come by and try our new items. Saturday we have an opening for the truck got a spot for us?
- blogawful**
3:59pm via TweetDeck
As near as I can tell the business downtown is moving along as normal despite #occupyhouston Vive la revolution...or

Mentions (HoustonPlanning)

- samu2ringso** (HoustonPlanning)
3:26pm via Web
@HoustonPlanning cheap ipads goo.gl/FF6x8 JF96FK3 Show Conversation
- latnomarketing**
9:28am via TweetDeck
Great. RT @SandraSays: Im 1 of the speakers! RT @HoustonPlanning: Reminder: RSVP 4 Community U Conference... (cont) deck/yf-YZTYq
- SandraSays**
9:28am via TweetDeck
Im 1 of the speakers! RT @HoustonPlanning: Reminder: RSVP 4 Community U Conference.

Direct Message (Inbox) (HoustonPlanning)

- BuildABetterHOU**
Sep 14, 10:43am
Complimentary forum by the Performance Institute and IBM on 9/21 that could Build A Better Houston bit.ly/qZLbL8
- BuildABetterHOU**
Sep 8, 8:09pm
Thank you for following Build A Better Houston. For more information: goo.gl/6owwJ
- TheImageMakers**
Aug 24, 12:23pm
Someone is posting a pic of you all over twitter :(link2pic here http://t.co/2nRk0U



Take Aways

- ▶ The tool isn't what's important, what's important is how you use it.
- ▶ Be aware of what you're trying to do. It's important to have a goal when approaching these tools.
- ▶ Be aware of your limitations. Social media can be time intensive, and most of us have limited resources, so don't try to do everything at once.
- ▶ The technology will change. We all have to learn to adjust.



And so in conclusion...

- ▶ Traditional media is reaching less and less
- ▶ Social media can help you
- ▶ Take it slow
- ▶ Invest the time
- ▶ Build trust
- ▶ Learn from others
- ▶ Get started



Thanks for listening!



Networked Neighborhoods

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