

Social Media & TPO Website Plan Layout

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PLAN LAYOUT

The following provides a framework plan to manage the TPO's new social and website platforms. The Ocala Marion TPO recognizes the importance of reaching out to communities on social media tools like Facebook, Twitter and LinkedIn. The use of these tools are to communicate information to the public as well as providing a means for the public to communicate back to Ocala Marion TPO with comments or questions. Additionally, the Ocala Marion TPO coordinates with local agencies/municipalities to leverage their social media resources for any and all relevant projects.

The Ocala Marion TPO reserves the right to repost, share, like, or retweet content from another social media account. A like, share, or retweet of content does not imply an endorsement of that account. Likewise, comments expressed on any TPO social media page do not necessarily reflect the opinions and position of the Ocala Marion TPO, its individual members, administrators or employees. When in doubt, the TPO will take a very conservative approach to what appears through social media.

Third party comments will be rejected or removed when the content:

- Is off-subject or out of context
- Contains obscenity or material that appeals to the prurient interest
- Contains personal identifying information or sensitive personal information
- Contains offensive terms that target protected classes
- Is threatening, harassing, defamatory or discriminatory
- Contains any copyrighted material owned by a third party
- Circumvents Public Records and Open Meetings Laws
- Incites or promotes violence or illegal activities
- Contains information that reasonably could compromise individual or public safety
- Advertises or promotes a commercial product or service, or any entity or individual

PLAN LAYOUT

TPO Social Media Platforms

The three platforms utilized by the Ocala Marion TPO are Facebook, Twitter, and LinkedIn.

Steps for Facebook

1. The business page- information concerning the TPO will be listed on the business page. This includes the address, contact information, website, business hours, meetings and events, etc.
2. Post regularly- posting a total of 5-10 posts a week will keep the audience involved. The audience needs to feel like they know the TPO and can relate to the postings by sharing behind-the-scenes information and photos about the TPO employees and things happening internally. This will show transparency. Facebook's poll features can be used to ask what the audience wants to see or take a look at Facebook Page Insights, which helps take the guessing out of what to share.
3. Promote the page- invitations will be sent to as many committee and board members as possible and partners. Include a link to the Facebook page in all staff email signatures and on future business cards. Also, this includes all social profiles on the website and any promotional materials the TPO may produce.
4. Engage the followers- using hashtags, keep posts updated timely, and respond to comments and private messages as soon as possible.
5. Facebook Ads- promoted Facebook posts look like regular posts but are highly targeted and reach more people. Keep up-to-date TPO factsheets to post on the social media pages and to display on the website.
6. Once Facebook page is started series of notifications will be sent to all contacts and run a Star Banner ad notifying the community of the page.

PLAN LAYOUT

Steps for Twitter

1. **Implement Twitter Cards-** So that every tweet sent stands out. A Twitter Card can be setup so the website to make sure that when followers share posts, the image shows up in the tweets they send. (example below)



2. **Post Regularly-** posting a total of 5-10 posts a week will keep the audience involved. The audience needs to feel like they know the TPO and can relate to the postings by sharing behind-the-scenes information and photos about the TPO employees and things happening internally. This will show transparency.
3. **Identify Influencers and Engage with them-** research other TPO/MPOs that may already have a significant number of followers and engage with them and solicit their helps with share tweets and sharing our Twitter information.
4. **Use Twitter ads to target email contacts-** Twitter will match email addresses with registered Twitter users and target them when we have something to promote.
5. **Use the right hashtags-** use only 1 to 2 hashtags per post. They are great for visibility and getting tweets in front of more people.

PLAN LAYOUT

Steps for LinkedIn

1. **Company Profile-** create a page that includes information about what the TPO does, how long we've been doing it, and how interested parties can contact us for more information.
2. **Participate with groups-** become a member of partner groups on LinkedIn and participate in discussions. Each time we participate, our photo and name are included, plus a short signature with our TPO information on posts can add promotion.
3. **Use LinkedIn to post any job opportunities-** if we ever have job openings LinkedIn is a great platform for that. In addition, all contract opportunities will be posted, such as Request for Qualifications (RFQ) and Requests for Proposals (RFP).

ASSOCIATED HOURS PER WEEK

Post per Day/Week

A total of 1 to 2 hours each day will be devoted to the TPO social media content and social media platforms to make sure that followers stay engaged.

This will equate to up to 10 hours of TPO staff time per week. This role will be filled by Shakayla Irby, Administrative Assistant III/ Social Media Coordinator.

Some of the duties this will include are:

- Request TPO Staff to submit photos and news stories for submission
- Stay on top of Daily trends
- Create content for all platforms
- Stay up to date with TPO events and meetings taking pictures
- Reach out to new followers
- Engage and Interact with Audience
- Monitor posts and comments to the TPOs pages
- Measure the results and growth of each platform weekly

Types of Posts

- Advertisement of Committees and Board Meetings
- Updates of Current and Upcoming Projects
- Public Meeting Notifications
- Florida Department of Transportation (FDOT) Notifications
- Local Transportation News
- Conferences and Organizational Meetings Coverage
- Notification and up to date posts for Transportation Events

Listed below are some community partners the TPO will follow on our social media platforms:

Ocala Star Banner

Feel Downtown Ocala

Ocala Police Department

Marion County Sheriff Department

SunTran

Marion Senior Services

Marion County, Florida

Belleview, Florida

Dunnellon, Florida

FDOT

Florida Highway

Ocala Style Magazine

Ocala / Marion County Chamber & Economic Partnership (CEP)

APA Florida

Association of Metropolitan Planning Organizations (AMPO)

Federal Highway Administration (FHWA)

Federal Transit Administration (FTA)

***Other businesses and agencies to be added as necessary.**

ARCHIVING

If social media sites contain communications sent to or received by the TPO and its employees, such communications are therefore public records subject to Florida Sunshine Laws (including but not limited to: Florida Public Records Law [Fla. Stat. sec. 119] and Florida Open Meetings Law [Fla. Stat. sec 286]). These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Communication and Outreach Team maintains a site and shall preserve records pursuant to a relevant records retention schedule for the required retention period.

Furthermore, archiving of social media records shall fulfill the following requirements:

- Social media records are maintained in an authentic format along with complete metadata.
- Social media records are archived and indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Any employee who administers one or more social networking sites on behalf of the Organization has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

On April 1, 2020, the TPO contracted with PageFreezer to provide social media archive services. Their services will cover all three of the TPO's platforms; use of their cloud-based server and training for staff.

The TPO Archive can be made available by request via emailing Social Media Coordinator, Shakayla Irby at Shakayla.Irby@mariocountyfl.org or by phone at 352-438-2630.

TPO Website Administration

The TPO will maintain an independent, standalone website beginning in January 2020. In the past the City of Ocala provided administrative oversight of the website as it was a subpage to the City of Ocala's website. The TPO will require additional support by its staff to administer updates, modifications, and all changes to website content.

The time devoted to this role will typically be 2 to 4 hours per week. Other TPO staff members will have access to the website to make changes, but will be only minor modifications to eliminate errors and mismanagement of files.

The TPO's website consultant, SGS Technologie, is under contract to perform ongoing maintenance and hosting of the TPO website.