



---

---

---

---

---

---

---

---

**Hot Topics in Municipal Social Media:  
WHAT'S HOT, WHAT'S NOT  
8 Trends for 2018**

February 8, 2018





---

---

---


---

---


---

---


---



**Holly McPhall**  
Communications Coordinator  
Florida League of Cities  
[hmcphall@flcities.com](mailto:hmcphall@flcities.com)  
850.701.3604



**Scott Paine**  
Director, Leadership Development & Education  
Florida League of Cities University  
[spaine@flcities.com](mailto:spaine@flcities.com)  
813.300.1912




---

---

---

---

---

---

---

---



---

---

---

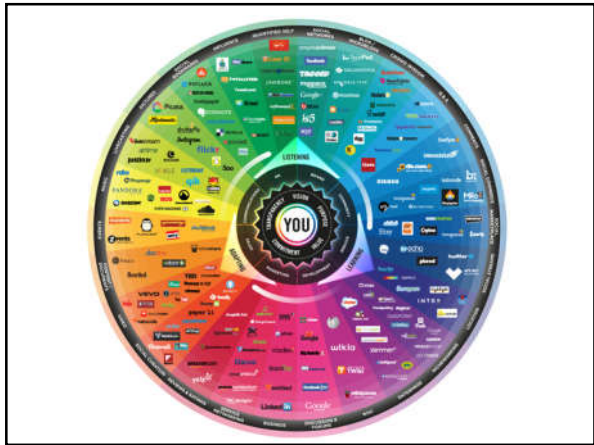
---

---

---

---

---



---

---

---

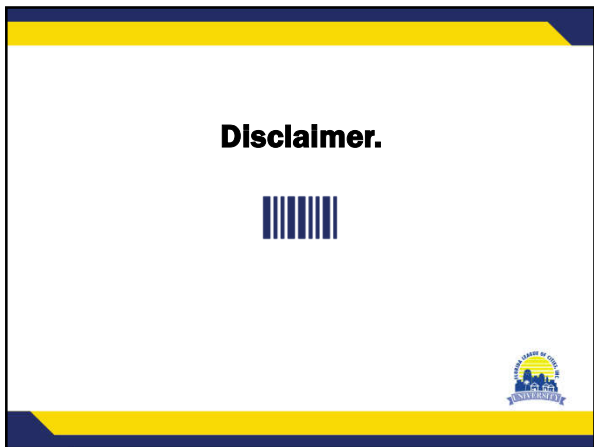
---

---

---

---

---



---

---

---

---

---

---

---

---

**Trend #1**  
**Optimizing the User Experience**



---

---

---

---

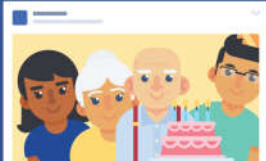
---

---

---

---

**Welcome to News Feed**  
Our goal with News Feed is to show you the stories that matter most to you every time you visit Facebook.



---

---

---

---

---

---

---

---

**Impact on Cities**

- ✓ **Be Authentic**
- ✓ **Invite Interaction**
- ✓ **Encourage "See First"**



---

---

---

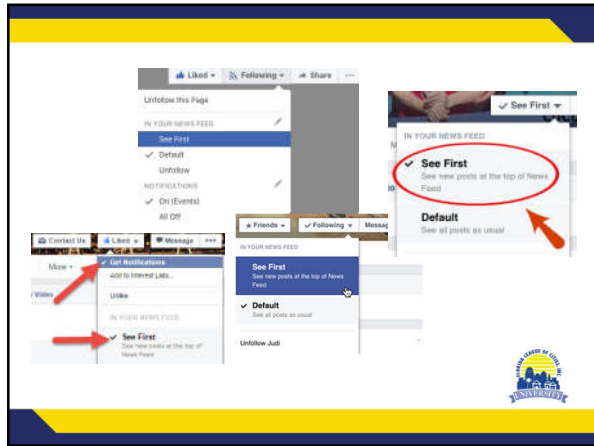
---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

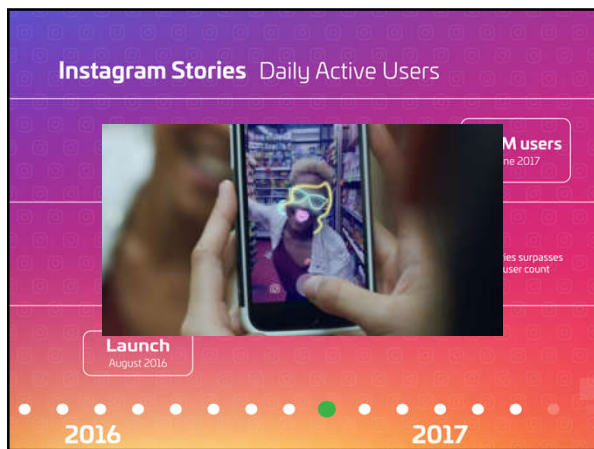
---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Impact on Cities**

- ✓ Not currently available to FB Page
- ✓ Millisecond Marketing
- ✓ Fun with Filters



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Trend #3**  
**The Decline of Twitter**



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Trend #4**  
**Increase In Influencer Marketing**



---

---

---

---

---

---

---

---



---

---

---

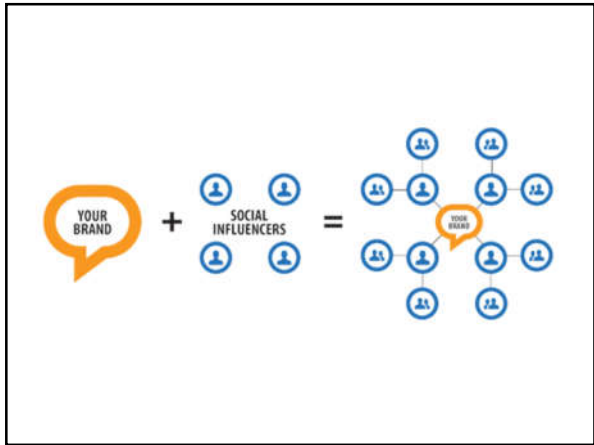
---

---

---

---

---



---

---

---

---

---

---

---

---

**Impact on Cities**

- ✓ Rethinking Investment/  
Engagement Strategy
- ✓ Generalized/Targeted Boosting
- ✓ Identifying Brand Ambassadors



---

---

---

---

---

---

---

---

**Trend #5**  
**Lawsuits, Governance & Internal Policies**



---

---

---

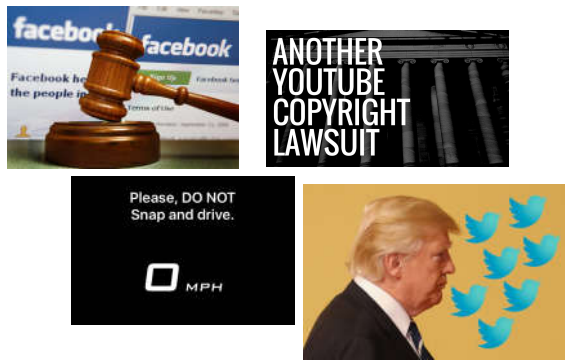
---

---

---

---

---



---

---

---

---

---

---

---

---

**Impact on Cities**

- ✓ **Content Planning**
- ✓ **Engage Legal Team**
- ✓ **Internal & External Policy**



---

---

---

---

---

---

---

---





---

---

---

---

---

---

---

---



---

---

---

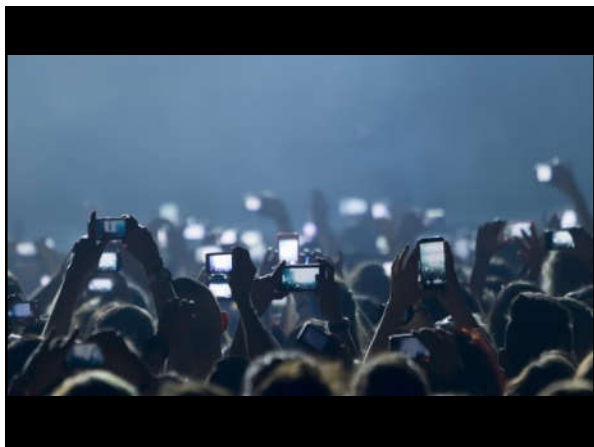
---

---

---

---

---



---

---

---

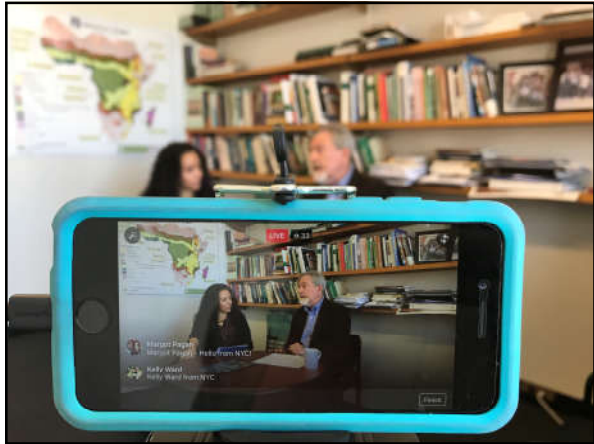
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---


---

---

---

---

**Trend #7**  
**Augmented Reality**



---

---

---

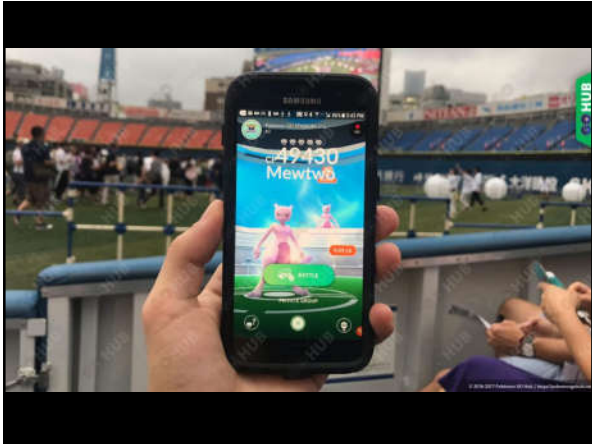
---

---

---

---

---



---

---

---

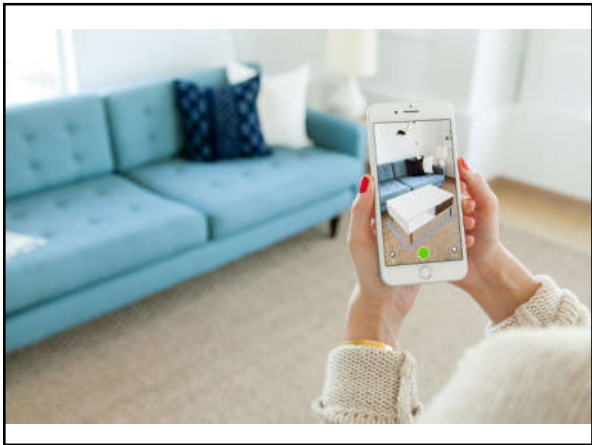
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Trend #8**  
**Artificial Intelligence**



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Impact on Cities**

- ✓ **Opportunity to Revolutionize Engagement**
- ✓ **Increased Investment In Technology**
  - ✓ **Content Planning**



---

---

---

---

---

---

---

---

**Questions???**





---

---

---

---

---


---

---

---

**Upcoming Online Learning Opportunities**

**February 20:** Marketing Your City – Municipal Web Design  
**March 8:** Hot Topics in Public Opinion  
**March 14:** Septic to Sewer: Getting There From Here  
**March 28:** Post-session Legislative Recap  
**April 12:** Hot Topics in Municipal Ethics  
**April 18:** How to Start & Maintain a Youth Council



---

---

---

---

---

---

---

---

**Upcoming IRL Learning Opportunities**

**February 13:** Ethics Training Day – Meeting State Requirements and more (Orlando)  
**February 22:** Social Media Training Day – Foundations, the Science behind Newsfeeds and more (Cutler Bay)  
**March 2-3:** IEMO III – The Leadership Challenge (Orlando)  
**April 20:** Grants Workshop – Resources & Education (Tallahassee)  
**May 2018:** Spring Summit Series – Investigations, Accusations, Confrontations: How Cities Should Respond (4 locations)



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---