

# Meet Your Agency's Mission on Social

*Hootsuite for Government*





## **The mainstream media is taking a backseat**

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as government agencies bypass traditional press and speak directly to people on social media. From small municipal matters to sweeping revolutionary movements, social media is now the de facto voice of democracy.



# Build and manage your agency's reputation

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**TODAY, REPUTATIONS ARE BUILT AND DESTROYED** on social media. With organic reach continuing to decline, every view could be your last chance to make a positive first impression and gain the public's trust. Simply put, your agency's brand is your most valuable asset on social media—and it's also your biggest risk.

With Hootsuite, you can stand out on social by using one platform for all your brand building strategies and tactics.

Grow your social presence by quickly scheduling or publishing content, get insights that will help you create

better content, and reach new audiences through engaging social advertising campaigns. At the same time, you can ensure all messages align with your agency's mission and identify potential issues to keep your reputation safe.

Manage all your social media activity securely from a single dashboard while giving internal departments and contributors the autonomy to use social media in ways that fit their unique needs.

## With Hootsuite, you can:

### Increase awareness and improve public perception:

Broaden outreach campaigns to promote key issues and programs by publicizing across all agency social media channels and accounts. Encourage citizens to invest their attention and energy in shaping and improving policies, programs, and their communities.

### Protect and enhance your agency's reputation:

Easily manage all your users, assets, and campaigns together in a single platform while quickly scheduling and publishing content in bulk to save time, using geo-targeting to connect with citizens in specific locations. Keep your agency reputation safe with centralized and tiered access to your accounts and brand assets, and track the overall success of your campaigns.

### Build trust by leveraging word-of-mouth:

Reach new audiences without solely relying on your agency-owned social channels by activating your employee brand champions. Find and share user-generated content (UGC) or share positive community stories.

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**We're saying we're open for business. In the digital era, wherever citizens are, that's where we want to be—and that's on the web and social, and by smartphone and desktop.**

**ZACHARY TUMIN**

*Deputy Commissioner for strategic initiatives at the New York City Police Department*

By using Hootsuite, the **New York Police Department** has enhanced public sentiment by connecting its 35,000 uniformed officers to the community. Officers and precincts across New York City now own and operate 122 Twitter and 37 Facebook pages.



# Engage citizens and deliver services effectively

**WHETHER YOUR CITIZENS ARE SHARING AN** experience, asking a question, or voicing a complaint, they're talking about you on social media. Successful government agencies know how to find and engage with those conversations in a way that builds trust and loyalty—and use citizen insights to deliver better services. With Hootsuite, you can build relationships by delivering a consistent and superior citizen experience across all departments on social.

Hootsuite allows you to proactively manage conversations with people across multiple social networks—all from one place. You can better understand how people think and feel about your agency by monitoring their feedback, comments, and sentiment. Plus, you'll receive social activity insights to ensure your teams deliver quality service and approved messages to citizens.

## With Hootsuite, you can:

### Listen and respond to citizens—at scale:

Receive a consolidated view of all conversations from across social and the web and proactively monitor to identify and address issues. Respond quickly by assigning posts to the right team member, department, or agency for follow up.

### Use insights to refine your engagement strategies:

Gauge public sentiment, identify trends, and gain insights about your citizens with social media analytics, intuitive reporting, and social listening. Get a clear picture of your overall citizen engagement efforts with our customer relationship management (CRM) integrations.

### Ensure service communications are consistent and compliant:

Centralize all social accounts, users, and activity into one platform to get a comprehensive and coordinated overview of your team's communication with citizens. Set up flexible approval workflows to ensure teams stay within agency guidelines.

### Drive cultural change to deliver digital services

Help your agency meet citizen demand for social media engagement. Build long-term credibility by sharing the results of services, programs, and initiatives that were delivered with the help of social media.

### Hootsuite Enterprise helps ensure security, which breeds credibility.

#### GREG LICAMELE

Director of External Communications,  
Fairfax County Government

With Hootsuite, the government of **Fairfax County** in Virginia, U.S.A. provides **public services for 1.1 million county locals** every day—from police, fire and rescue, animal shelter, public transportation, health department, and recreation centers to disposal facilities.



# Manage critical response communications

**SOCIAL MEDIA PRESENTS A MAJOR REVOLUTION** in the way people interact with and consume their news. Forty-two percent of Americans say Facebook is their primary source of news, compared to just 20 percent who identify traditional media channels as their primary source. Press releases no longer cut it in a crisis—government agencies and emergency response teams need to speak directly to the people via the most efficient channels. A strong critical response plan, directed through

social media, can be a mitigating factor in containing a crisis, and can often help save lives.

Hootsuite allows you to proactively manage conversations across multiple social networks—all from one place. You can add more users to support remote response teams and remain in control of communications to deliver quality service and life-saving information to citizens.

## With Hootsuite, you can:

### Unify crisis management efforts:

Respond quickly in a crisis by leveraging a custom library of ready-to-use content. Post essential updates and answer questions across multiple social media networks quickly and accurately. Scale up response teams and deploy new users, while easily managing multiple contributor permissions and publishing approvals.

### Listen and respond to requests—at scale:

Receive a consolidated view of all conversations from across social and the web and proactively monitor all communications to identify and address issues.

### Mitigate risk and control rumors:

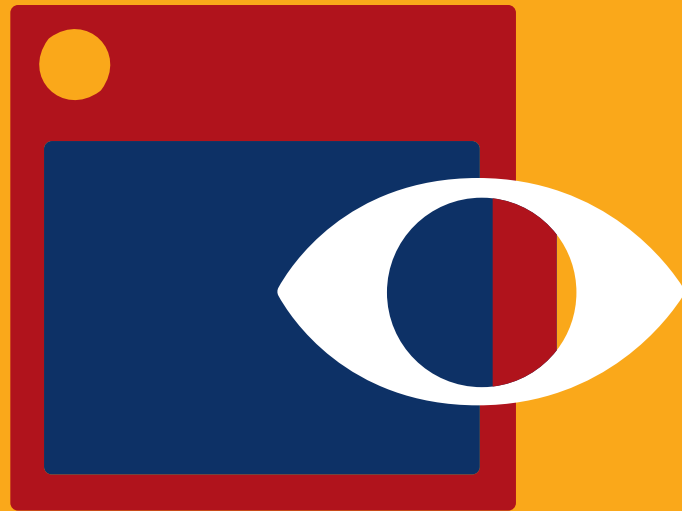
Monitor comments across multiple social media channels to detect trends and manage potential problems before they escalate. Communicate important information quickly and help shape the narrative in public conversations. Ensure all social media activity is both on-message and compliant with regulations and policies.

**If we were to use Twitter natively, it would have been next to impossible to manage the sheer volume of requests. Hootsuite streams allowed us to see incoming and outgoing messages, prioritize responses, and monitor keywords.**

**JENNIE WALKER**

*Social Media Advisor, Communications and Stakeholder Relations, RMWB*

**The Regional Municipality of Wood Buffalo (RMWB)** used Hootsuite to effectively streamline and coordinate **crisis communications on social media** during and after the 2016 Horse River wildfire.



# Enhance employer brand and recruit new talent

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**A RECENT SURVEY FOUND MORE THAN 90 PERCENT** of government agencies rank recruiting and retaining qualified personnel as the most important issue they face.

While government agencies have attractive roles to offer candidates, recruiting for these positions is often difficult. It can be hard to compete with companies in the private sector who often have greater resources to recruit and retain the best employees.

The way that people are looking for jobs has fundamentally changed too. Often the best candidates aren't aware of the wealth of opportunities available in government.

If you're expanding your department, replacing retirees, seeking candidates for newly open roles, or looking to simplify your operations, Hootsuite can help you connect with fresh talent, showcase your employer brand, and leverage your employee networks to reach new audiences.

## With Hootsuite, you can:

### Connect with fresh new talent:

Easily manage all your assets and recruitment campaigns in a single platform while quickly scheduling and publishing content in bulk to save time, or use geo-targeting to connect with candidates in specific locations. Track the overall success of your recruitment campaigns.

### Gather insights to improve your hiring strategies:

Gauge employer sentiment and gain insights about your candidates. Reach new audiences by quickly testing hundreds of targeting options for social advertising campaigns.

### Showcase your employer brand:

Find and share user-generated content (UGC) or share positive employee stories to paint an authentic picture of life at your organization.

### Use your employee networks to reach new candidates:

Reach new candidates without solely relying on your agency's social channels by activating your employee advocates.

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#### JEREMIAH BENTZ

Director of Digital Engagement,  
US Marine Corps Recruiting

**Using social media, we can connect with our target demographics and engage with them in a more authentic way than through traditional media like television and radio. We use Hootsuite to ensure that core messaging stays the same throughout 48 regions in the USA, giving recruiters the flexibility to balance nationally produced content with local stories that build advocacy and support in their communities.**



## Integrate social across your agency

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**SOCIAL NETWORKING NOW ACCOUNTS FOR ONE** third of our daily internet activities—and almost every internet user can now be reached via social media. In the last two years, the amount of citizens placing priority on the integration of social media with government services has doubled. These rapid changes in consumer preference are forcing governments to integrate social media into their working processes and develop a cross-functional strategy for engaging with citizens.

With Hootsuite, you can integrate social into the fabric of your organization by enabling everyone to participate and creating efficiencies in areas like recruitment, communications, and security. Our solutions help make cross-functional teams more efficient with integrated approval workflows and the ability to streamline everyday operations.

## With Hootsuite, you can:

### Empower every department to meet agency objectives:

Centralize all social efforts into one platform and set up each department with social technology that suits their needs—whether it's citizen engagement, service delivery, recruitment, communications, or information technology. Build your team's social media maturity with training and education that matches their skill level.

### Understand your citizens:

Gauge public sentiment, discover trends, and receive ongoing insights about your citizens. Measure the impact of your citizen connections with social media analytics and intuitive reporting to improve services. Leverage constituent awareness and knowledge to fight waste and fraud.

### Break down silos and connect your data:

Analyze social data alongside other datasets through our partner integrations. Take advantage of Hootsuite's collaborative partner ecosystem and flexible API to tailor our platform to your agency's needs.

### Make limited budgets go further:

Target specific demographics in a cost-effective manner for recruiting opportunities.

**Because of the shift to digital and the rapid-fire way information is disseminated, the use of social media as a means to communicate has become a necessity.**

**ALLISON PENNISI**

*Deputy Director of Communications,  
NYC Emergency Management*

With Hootsuite, the **City of New York** has become the world's premier digital city. They've successfully moved traditional service and communications channels to social media and today, **over half of all interactions with NYC citizens are digital.**

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## Here's how Hootsuite and our collaborative partner ecosystem can help you meet your agency's goals:

KEY CAPABILITIES	AGENCY GOAL				
	Build and manage your brand	Engage citizens and deliver services	Manage critical response communications	Enhance employer brand	Integrate social across your agency
Team management	✓	✓	✓	✓	✓
Publishing and workflows	✓	✓	✓	✓	✓
Compliance and archiving	✓	✓	✓		✓
Monitoring and engagement	✓	✓	✓	✓	✓
Social analytics	✓	✓	✓	✓	✓
ROI attribution reporting				✓	
Social ads	✓	✓	✓	✓	
Listening and market insights	✓	✓	✓	✓	
Employee advocacy	✓		✓	✓	✓
Additional content sources	✓	✓	✓		✓
Reputation management	✓		✓	✓	
CRM/ticket management integrations		✓	✓		✓
Business intelligence integrations		✓	✓		✓

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**Empower your team with the expertise they need to succeed on social—and make the most of your investment—with Hootsuite Services**

**Professional services:** See the value of your investment faster with expertise that helps you get up and running with Hootsuite, improve adoption, and optimize your activity on social.

**Training and education:** Arm your organization with the knowledge you need to use the Hootsuite platform effectively and succeed in social.

**Customer success:** Make the most of your investment in social with dedicated account management and expert guidance.

**Solution partners:** Your agency can also choose to leverage one of our global consulting and service leaders that specialize in government IT and business process solutions.



HOOTSUITE FOR GOVERNMENT

# About Hootsuite Government

*Partner with Hootsuite to accelerate your social transformation*



Hootsuite is the most widely used platform for managing social media, loved by over 16 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 250+ business applications and integrations, allowing organizations to extend social media into existing systems and programs. Along with our channel and agency partners,

we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

**Request a custom demo today by visiting [hootsuite.com/government](https://hootsuite.com/government).**





