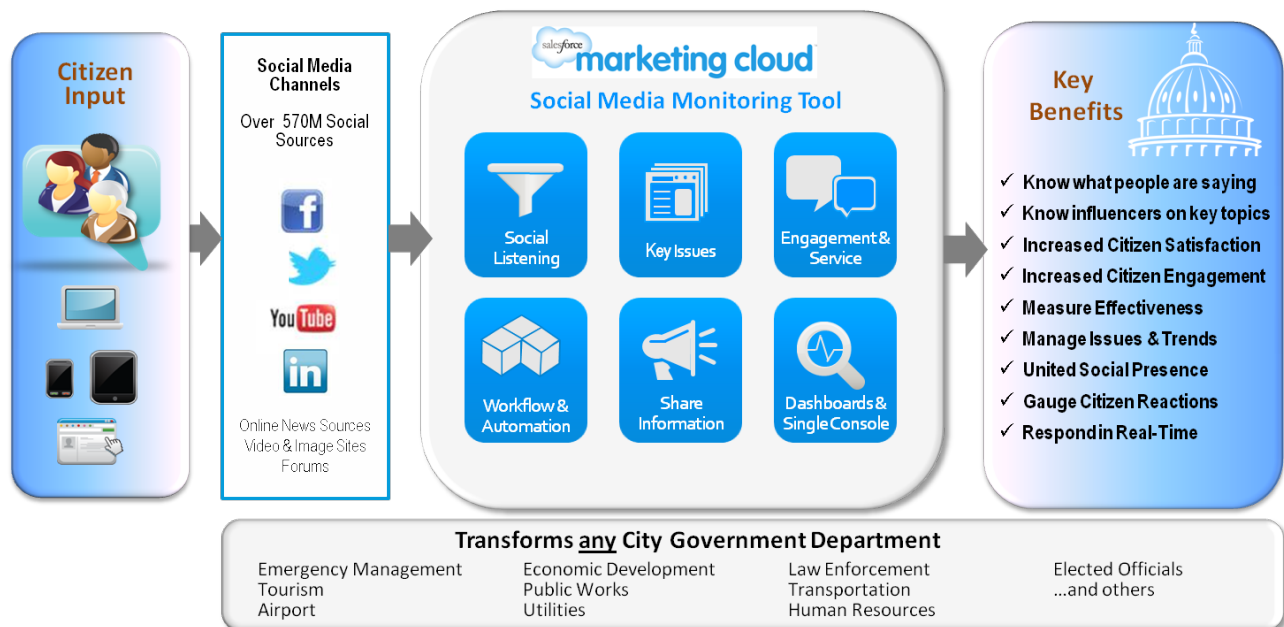# Social Media Monitoring in City Government:

Harnessing Social Intelligence to Better Serve the Public

Social media monitoring in government has evolved beyond monitoring for volume, trends, and sentiment analysis. The next generation of social monitoring involves enhancing conversations with meaningful insights – on the influencers, sources, and content itself – to get even more value from the social web. From emergency management, economic development, tourism, public works, utilities, airports, law enforcement, and the mayor's office, City government organizations at every level are embracing social media monitoring tools not only to better deliver their agency's communications goals, but also to tap new sources of intelligence to advance their mission, improve citizen services, and better serve the public.

Marketing Cloud, is salesforce.com's market-leading social media monitoring and engagement tool that is helping government agencies transform from the old to new communications and turning insights into action. The growth of online conversations and metrics requires a platform that can effectively manage the billions of posts being created every month. Agencies are listening and connecting with citizens in real-time when and where they are most engaged, whether on social networks, websites, or mobile.

> *"We provide our partners and officers with social analytics so we can all be better communicators with the public."*

Transforms any City Government Department

Emergency Management	Economic Development	Law Enforcement	Elected Officials
Tourism	Public Works	Transportation	...and others
Airport	Utilities	Human Resources	

From customer service, partner and community outreach, marketing and awareness, to disaster relief learn how some of the leading innovators in government and non-profit organizations are transforming for the social era thru their innovative use of social intelligence and engagement:

City & County of San Francisco: Turns around negative publicity by monitoring social media and analyzing sentiments and trends to engage with over 800,000 residents and local influencers. After the incorrect information was published by the Wall Street Journal, and many others, Marketing Cloud helped the City & County turn around negative publicity by managing all social media platforms, constituent inquiries, and addressing public sentiment and concerns. Social insights and intelligence are now impacting real-time policy decisions and helping the Mayor's Office, Board of Supervisors, Department of Technology, SF Municipal Transit Authority, SF Public Utilities Commission, and Department of Emergency Management better communicate with the public.

New Jersey Transit: Improving customer service by listening and engaging constituents on their terms
New Jersey Transit serves the largest statewide public transit system with more than 250 million passengers a year. They deployed a salesforce.com customer service portal and also tapped Marketing Cloud to improve customer service for 900,000 daily trips. As part of their broader social enterprise transformation, they were able to raise customer inquiry handling by 500% and reduce response time by 35% without adding staff.

Michigan Economic Development Corporation: Promoting job creation & economic development
MEDC is a public-private partnership serving as the state's marketing arm and lead agency for business, talent and jobs, tourism, film and digital incentives, arts and cultural grants, and overall economic growth. MEDC offers a number of business assistance services and capital programs for business attraction and acceleration, economic gardening, entrepreneurship, strategic partnerships, talent enhancement and urban and community development. MEDC is tapping Marketing Cloud to help monitor promising business opportunities and to know more about the businesses they are working with.

American Red Cross: Using the Social Web to stay on top of emergencies
The country's leading disaster recovery organization is using Marketing Cloud as a social media crisis monitoring command center to track Twitter, YouTube, and Facebook to find emergency victims and pass that info on to first responders to help get aid to disaster victims.

With complete control over the collection and analysis of data, capture the big picture in one easy-to- view dashboard to learn about volume, overall sentiment, key demographics, influencers and more: