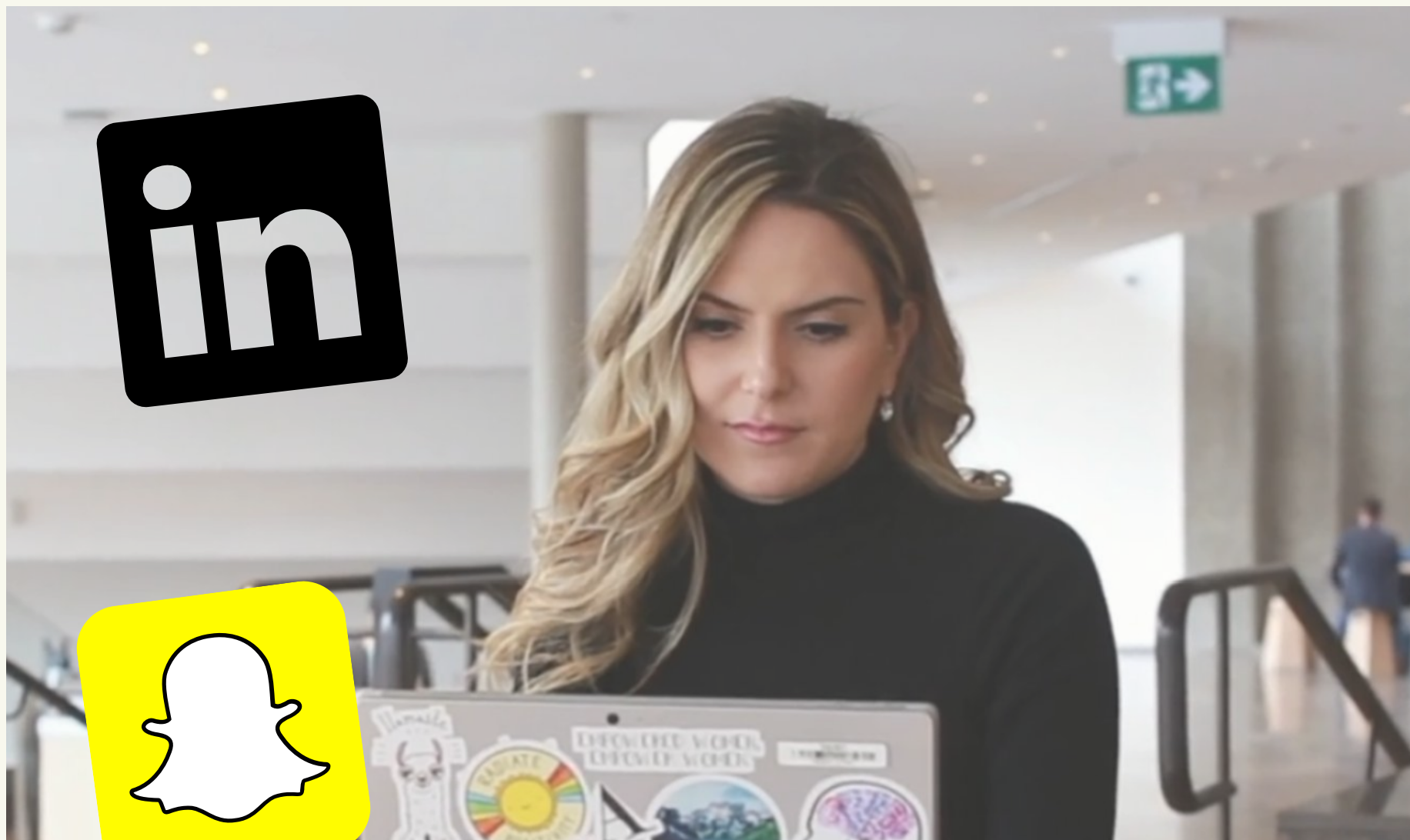




effective use of
SOCIAL MEDIA
in the public service





presented by

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@AmandaBernardo

@JustMath19



what we plan to cover in this **PRESENTATION**

01

What is Social
Media?

02

Instagram
Overview

03

A Deep Dive on
Facebook, LinkedIn
and Twitter

04

Personal
Branding

05

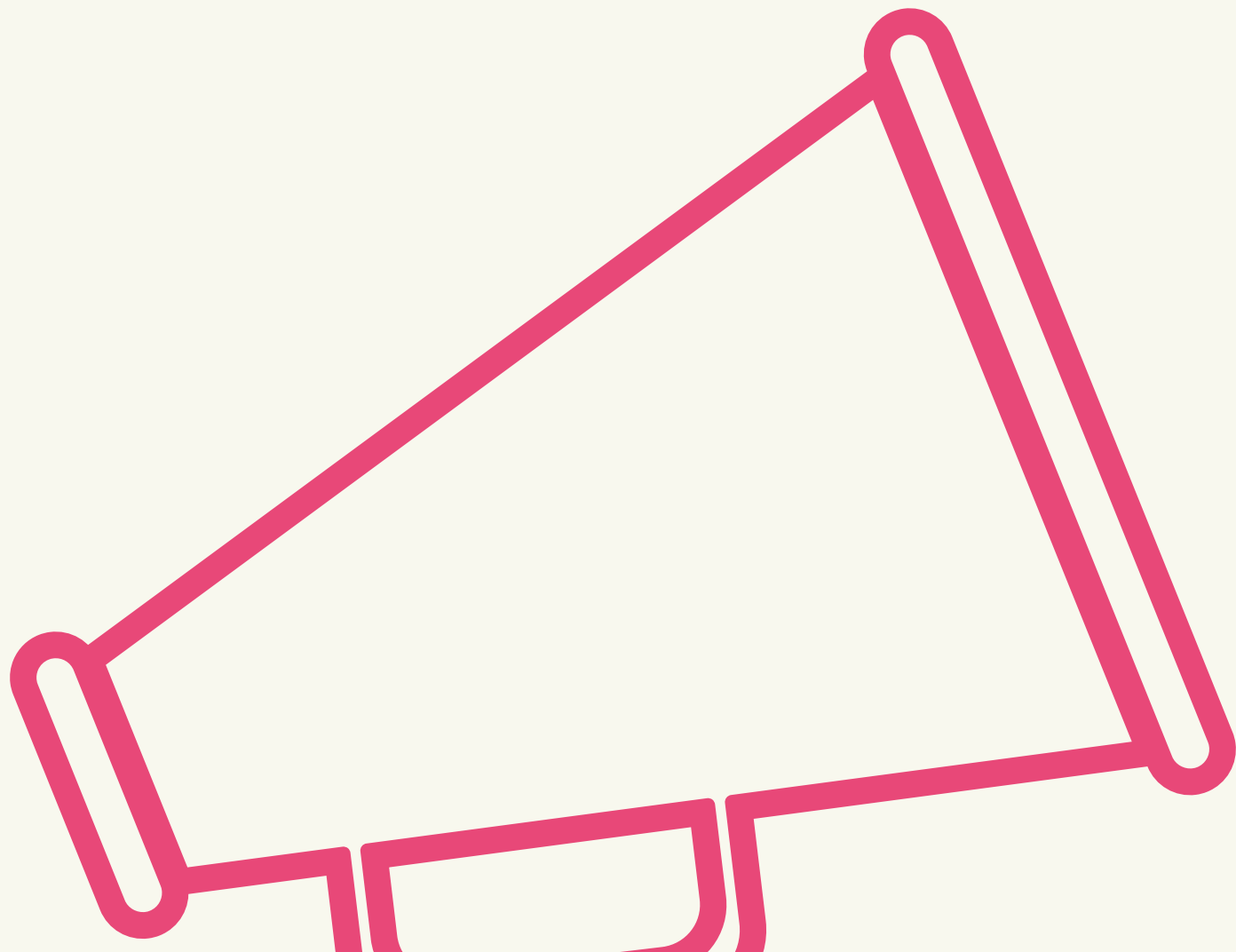
Social Media
in a Time
of Crisis



what is **SOCIAL MEDIA**

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.

In doing so, people are able to build a two-way dialogue using these online communication channels to foster community and collaboration.



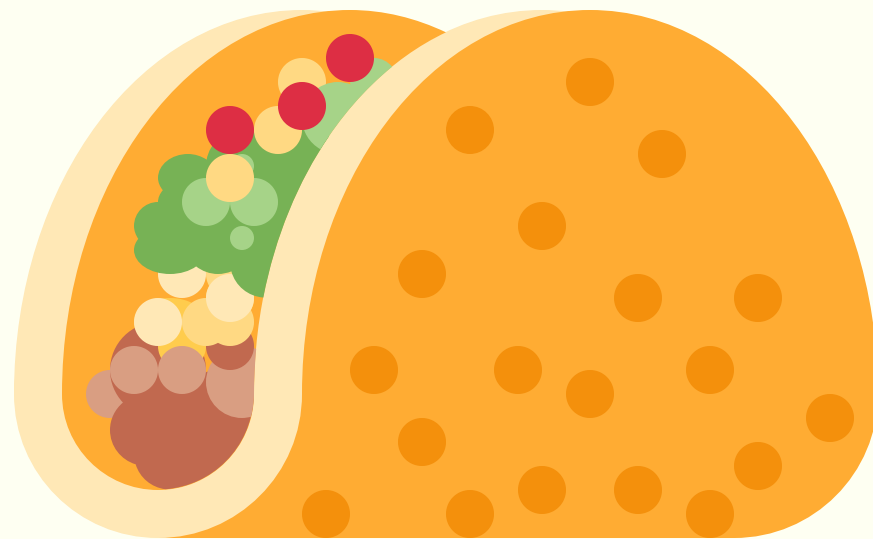


fast **FACTS**

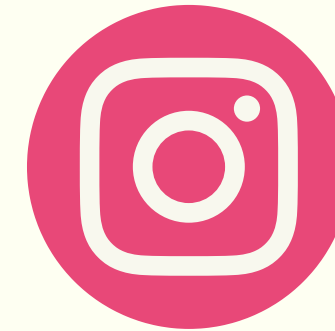
- As of May 2019, total worldwide population is 7.7 billion
- The internet has 4.4 billion users
- There are 3.4 billion active social media users
- On average, people have 7.6 social media accounts
- Average daily time spent on social media is 142 minutes/daily
- Social media users grew by 202 million between April 2018 and April 2019

social media

EXPLAINED



Facebook
I like tacos



Instagram
Here's a photo of my tacos



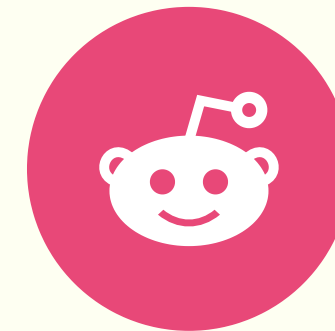
Twitter
I'm eating #tacos



YouTube
Here's a video of me eating a taco



LinkedIn
My skills include taco eating



Reddit
Ask me anything about tacos



Snapchat
Everyone's having tacos at El Camino but me #fomo



Medium
I like to blog about tacos



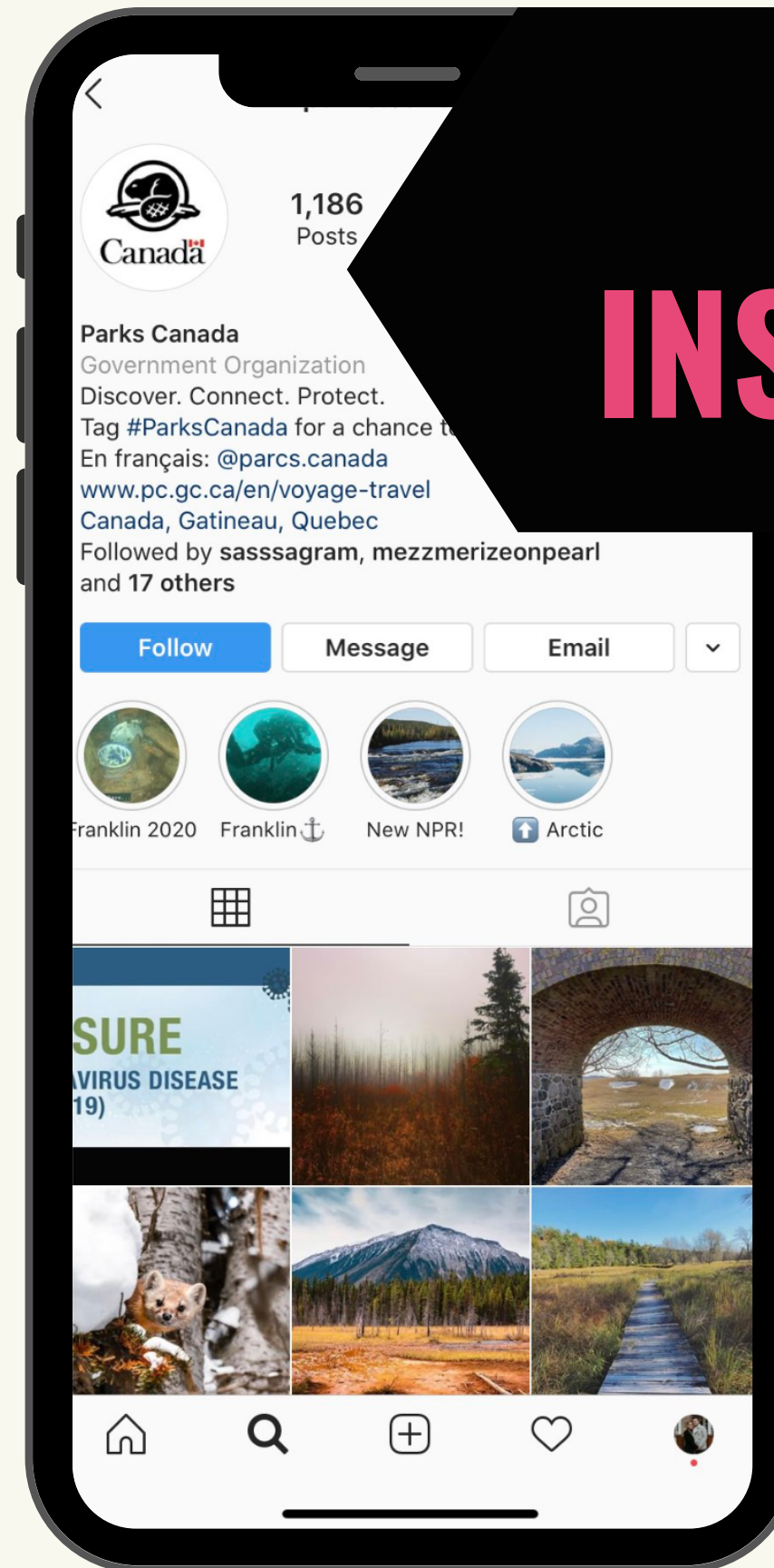
let's talk **INSTAGRAM**

Instagram is a free photo and video sharing app. People can upload photos or videos and share them with their followers or with a select group of friends.

audience

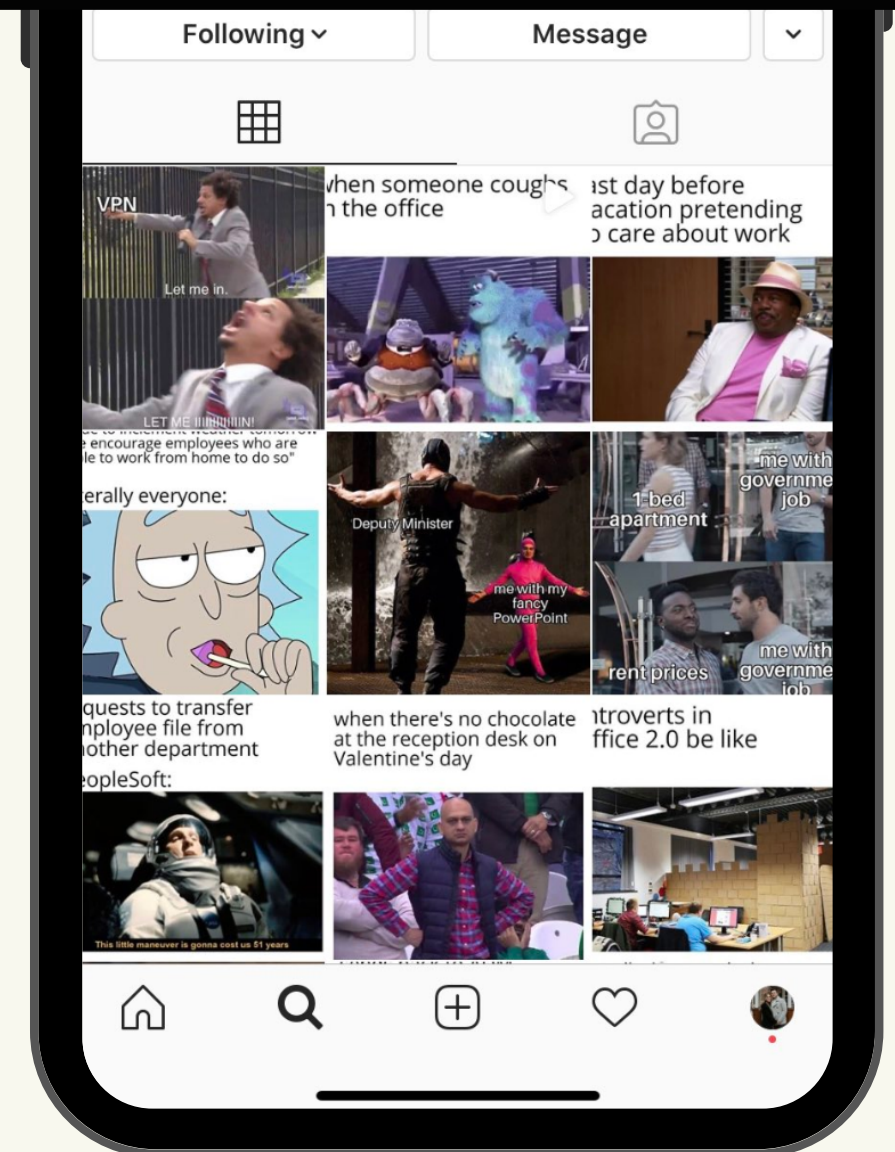
- 1 billion active users per month, with 50% daily users
- Instagram users will spend an average of 28 minutes per day
- Gender mix: 52% female, 48% male
- Brands post an average of 2.5 stories per week
- 500 million people use Instagram Stories every day





examples of GC

INSTAGRAM PROFILES





let's talk **FACEBOOK**

Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video.

audience

- 1.66 billion people on average log onto Facebook daily and are considered daily active users
- 84% of users are between the ages of 25-30
- 75% of users are female
- At 269 million users, India has the largest user base of any country - after that is 183 million users in the US and 123 million users in Indonesia





Your Government at Work
@YourGovernmentatWork

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- Français
- Posts
- Videos
- Photos
- Reviews
- Community
- Notes



Liked ▾ Following ▾ Share ...

Posts



Your Government at Work
21 hrs · 🌐



3.3 3.3 out of 5 · Based on the opinion of 18 people

Community

[See All](#)

- [Invite your friends](#) to like this Page
- 6,976 people like this
- 7,738 people follow this
- [Ashley Nicole](#) and **17 other friends** like this



Healthy
Canadians ✓
@HealthyCdns

Home

About

Photos

Posts

Videos

Events

Community

Create a Page

Liked ▾

Following ▾

Share



Thank
healthcare
frontline wo

CORONAVIRUS

See All

examples of GC FACEBOOK PAGES

Suggest Edits



Page Transparency

See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - November 26, 2009

Pages Liked by This Page



Get Cyber Safe ✓

Like



Financial Consume...



Like



Travel.gc.ca - Trave...



Like

Remember to:

- wash your hands often for at least 20 seconds and avoid touching your face
- cough or sneeze into the bend of your arm
- avoid touching surfaces people touch often

If you're concerned you may have COVID-19:

- separate yourself from others as soon as you have symptoms
- if you are outside the home when a symptom develops, go home immediately and avoid using public transit
- stay home and follow the advice of your Public Health Authority, who may recommend self-isolation
- call ahead to a health care provider if you are ill and seeking medical attention

FOR MORE INFORMATION:

canada.ca/coronavirus 1-833-784-4397

KNOW THE DIFFERENCE: SELF-MONITORING, SELF-ISOLATION, AND ISOLATION FOR COVID-19

SELF-MONITORING	SELF-ISOLATION	ISOLATION
<p>You have:</p> <ul style="list-style-type: none">• no symptoms• a history of possible exposure to the novel coronavirus that causes COVID-19 in the last 14 days <p>SELF-MONITOR means to:</p> <ul style="list-style-type: none">• monitor yourself for 14 days for any or more symptoms of COVID-19• go about your day but avoid crowded places and minimize your personal space from others, whenever possible <p>You need to self-monitor if:</p> <ul style="list-style-type: none">• you have reason to believe you have been exposed to a person with COVID-19 <p>OR</p> <ul style="list-style-type: none">• you are in close contact with other adults or medically vulnerable people <p>OR</p> <ul style="list-style-type: none">• you have been advised to self-monitor by your Public Health Authority <p>If you develop symptoms, isolate yourself from others immediately and contact your Public Health Authority as soon as possible</p>	<p>You have:</p> <ul style="list-style-type: none">• no symptoms• a history of possible exposure to the novel coronavirus due to travel outside of Canada or close contact with a person diagnosed with COVID-19 <p>SELF-ISOLATE means to:</p> <ul style="list-style-type: none">• stay at home and monitor yourself for symptoms, even if mild, for 14 days• avoid contact with other people to help prevent the spread of disease in your home and in your community in the event you become symptomatic <p>Self-isolate if:</p> <ul style="list-style-type: none">• you have travelled outside of Canada within the last 14 days• your Public Health Authority has identified you as a close contact of someone diagnosed with COVID-19 <p>OR</p> <ul style="list-style-type: none">• your Public Health Authority has identified you as a close contact of someone diagnosed with COVID-19 <p>If you develop symptoms, avoid other people and contact your Public Health Authority as soon as possible</p>	<p>You have:</p> <ul style="list-style-type: none">• symptoms, even if mild• you have been diagnosed with COVID-19 or are waiting for the results of a lab test for COVID-19 <p>To be ISOLATED means to:</p> <ul style="list-style-type: none">• stay at home until your Public Health Authority advises you that you are no longer at risk of spreading the virus to others• avoid contact with other people to help prevent the spread of disease in your home and in your community, particularly people at high risk of severe disease outcomes, such as older adults or medically vulnerable people <p>You need to isolate if:</p> <ul style="list-style-type: none">• you have been diagnosed with COVID-19• you are waiting to hear the results of a laboratory test for COVID-19• you have been advised to isolate at home for any other reason by your Public Health Authority <p>If your symptoms get worse, immediately contact your healthcare provider or Public Health Authority and follow their instructions</p>

WE CAN ALL DO OUR PART IN PREVENTING THE SPREAD OF COVID-19. FOR MORE INFORMATION:

1-833-784-4397 canada.ca/coronavirus phac.info.aspc@canada.ca

building community on **FACEBOOK**

A community is a group of people who share something in common. You can define a community by the shared attributes of the people in it and/or by the strength of the connections among them. Facebook groups are a great way to building community.

Facebook groups don't operate like Facebook pages. Your group should provide a place where your target audience (community members) can feel safe and comfortable.

Ultimately, Facebook groups are intended to communicate among a comparatively lower number of audience members who are on the same horizon with more personalized reach.

POPULAR FACEBOOK GROUPS

- GC French test prep - levels b & c
- GC Policy - Informal/Unofficial
- GC Communications (Informal/Unofficial)
- GC Finance - Informal/Unofficial
- GC Administrative Community
(Informal/Unofficial)





let's talk **LINKEDIN**

LinkedIn is a social network that focuses on professional networking and career development. You can use LinkedIn to display your resume, search for jobs, and enhance your professional reputation by posting updates and interacting with other people.

audience

- 303 million active users per month, 40% of which visit it daily. This includes:
 - 90 million senior-level influencers; 63 million decision makers; 6 million decision makers from the IT sector; 17 million opinion leaders; 10 million C-level executives; and 40 million mass affluent members
- 44% of users are between the ages of 25-30
- 77% of recruiters are on LinkedIn





Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Try Premium Free
for 1 Month

examples of GC LINKEDIN PAGES



Canada

Treasury Board of Canada Secretariat | Secrétariat du Conseil du T...

Government Administration · Ottawa, Ontario · 22,352 followers

Visit website

Following



Neil & 207 other connections work here

See all 1,306 employees on LinkedIn

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Sort by: Top



Treasury Board of Canada Secretariat | Secrétariat du Conseil du T...

22,352 followers
23h •

To ensure you have the most up-to-date information on COVID-19 and resources to help you do your work, we have created a single source of information and resources. Available on or off the network, visit <https://bit.ly/2WBDX> ...see more

Highlight

81 employees who studied
Economics



Benoit, Mel, Janhabi, Sumaila & 77 others

Affiliated pages

examples of GC LINKEDIN PAGES



Innovation, Science and Economic Development Canada

Government Administration · Ottawa, ON · 41,642 followers

Visit website [↗](#)



Rob & 70 other connections work here

[See all 2,872 employees on LinkedIn →](#)

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Innovation, Science and Economic Development Canada

41,642 followers

20h •

The Beneficial Ownership Consultation deadline has been extended to April 30, 2020, to ensure maximum participation. For more info: <http://ow.ly/OEUx50yTg2A>
[#HaveYourSay](#)



Government
of Canada

Gouvernement
du Canada

Canada

Strengthening Corporate

Highlights

161 employees who studied
Economics



+99

Sharon, Majambu, Paul, Jennifer & 157
others

Trending posts in #goc



key ingredients for a **GREAT LINKEDIN PROFILE**

- Professional (or professional looking) headshot
- Edit your headline to be more than just your job description
- Summary: explain your current role; frame; your professional experience; include your key values, passions, strengths, opinions, and personality; call to action that invites people with shared interests
- Experience section: different from your resume; integrate ability to integrate multimedia
- Highlight your successes (certifications, portfolio)
- Get endorsements and recommendations: this makes getting validation for your expertise straightforward
- Customize your LinkedIn URL (to your name, or your name plus your field, if you have a common name)
- Join a few targeted groups in your industry or area of expertise



tips for LinkedIn

THE GOOD / THE BAD

THE GOOD



YOUR WORK & EXPERTISE

Highlight work in progress; engagement activities; blogs; or, upcoming milestones



SHARE & ENGAGE

Follow your colleagues and organization to cross-promote; congratulate; blogs



KEYWORDS & RICH MEDIA

Improves your search rank and visibility



ENDORSEMENTS

Digital references that are reciprocated

THE BAD



SENSITIVE INFORMATION

Too personal; dirty laundry; or, sensitive announcements



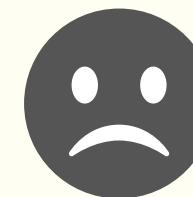
LION CONNECTIONS

Adding blindly; spamming; quantity instead of quality.



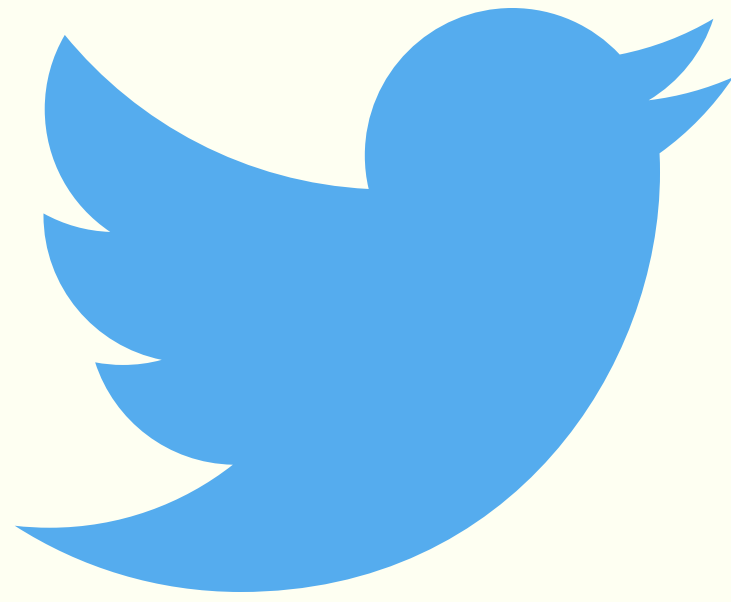
JARGON

Stale, boring, devoid of meaning.



ERRORS & TYPOS

Content is an extension of yourself and your attention to detail



let's talk TWITTER

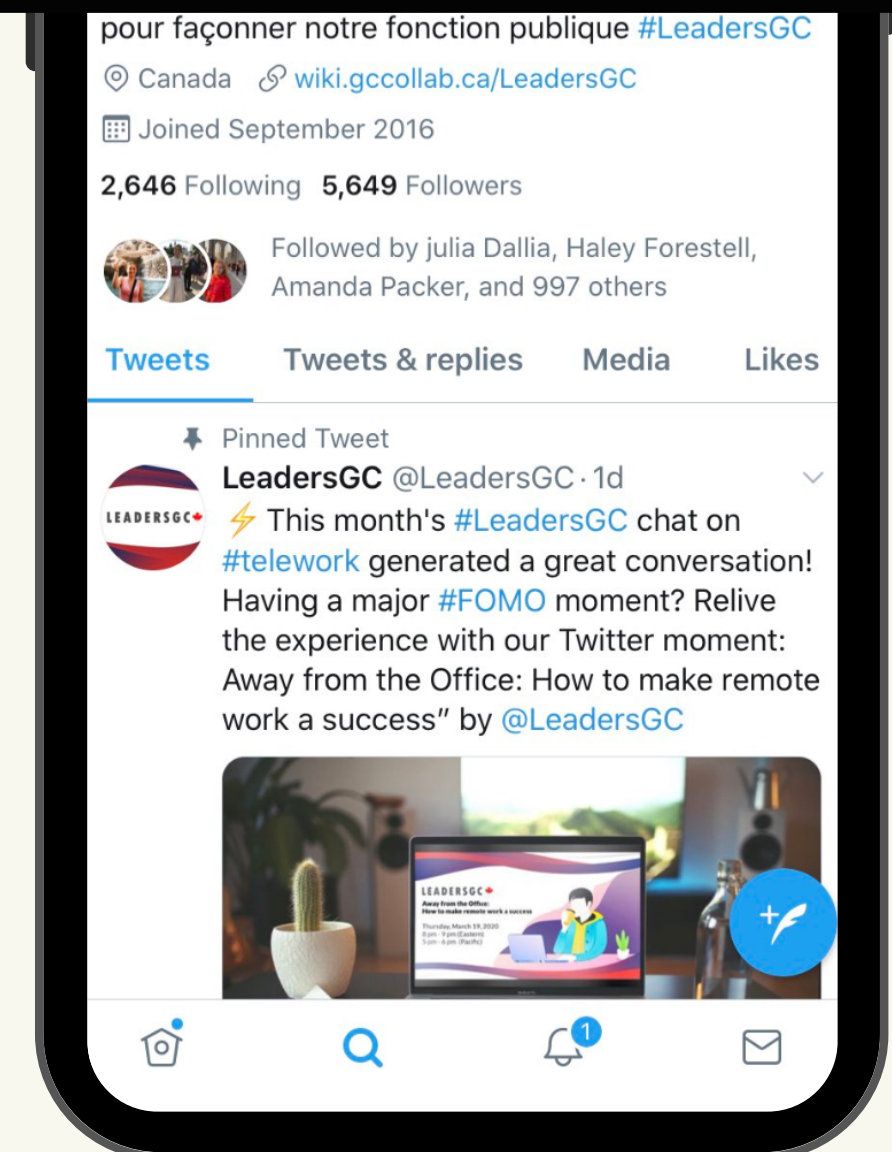
Twitter is a 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long and can include links to relevant websites and resources.

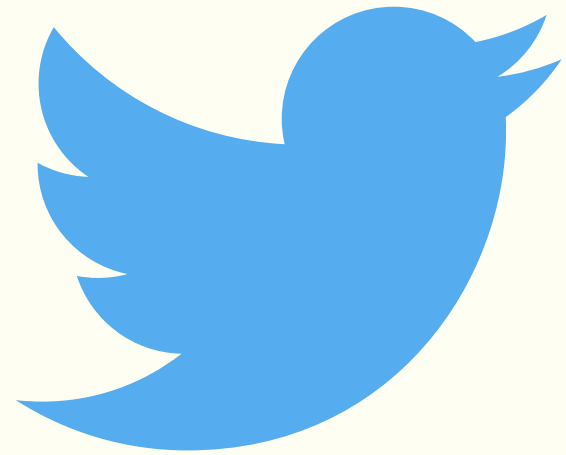
audience

- There are 330 million monthly active users and 145 million daily active users on Twitter
- 63 % of all Twitter users worldwide are between 35 and 65
- 66 % of Twitter users worldwide are male compared to just 34 percent females
- The average time spent on Twitter clocks in at 3.39 minutes per session – a statistic that shouldn't surprise given the short lifespan (15 to 20 minutes) of a tweet



examples of GC TWITTER PROFILES





key ingredients for a **GREAT TWITTER BIO**

- It's accurate. Explain what you do or who you are.
 - If you're elevator pitch could be summed up in 160 characters - aka it's targeted
- Attract people like yourself
 - The people who follow you will engage because of shared interest
- It's humanizing
 - Prove that you're a real person - we're not robots; it's okay to include details about your personal and professional life
- It's connected
 - Use hashtags, links, or @s - connect to your organization or initiative.
- Avoid meaningless buzzwords



tips for Twitter

WHAT SHOULD I / SHOULDN'T I TWEET

WHAT I SHOULD TWEET ABOUT



TWEET ABOUT YOUR WORK

Highlight work in progress; engagement activities; or, upcoming milestones



RETWEET TEAM CONTENT

Follow your colleagues and organization to cross-promote



SHARE YOUR EXPERTISE

Answer questions; share blogs



REAL-TIME UPDATES

Tweet live at events; include photos with consent

WHAT I SHOULDN'T TWEET ABOUT



SECRET INFORMATION

Information that has not yet been announced or that is sensitive



CRITICAL COMMENTARY

Offer constructive feedback as opposed to attacking your employer/organization



PERSONAL BIAS

Maintain impartiality in all of your content



PARTISAN ACCOUNTS

Do not tag political parties/partisan accounts

tips for Twitter

YOUR OBLIGATIONS + HASHTAGS

OBLIGATIONS AS AN EMPLOYEE

- Values and Ethics Code for the Public Sector
- Code of Conduct within your organization
- Conflict of Interest Privacy

POPULAR GC HASHTAGS

- #GC
- #GCDigital
- #GC2020
- #GCStories
- #LeadersGC
- #OneTeamGovCan
- #OpenGov
- #GCWorkplace



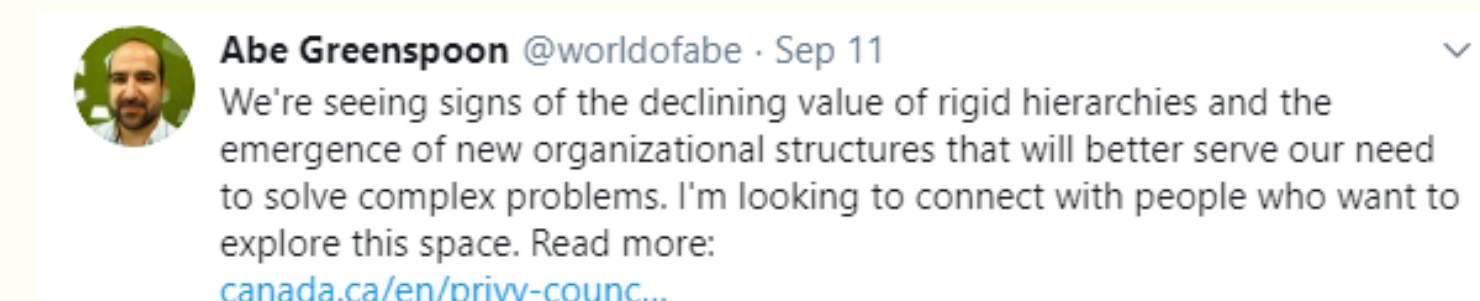
being your employer's BEST AMBASSADORS

More and more public servants are sharing content from their personal accounts; sharing how they work, what they're working on, and the results they've achieved.

In doing so, employees are becoming ambassadors for their organizations.

TIPS

- Operate on open platforms to share points of view
- Practice honesty and transparency
- Understand and express the organization's values



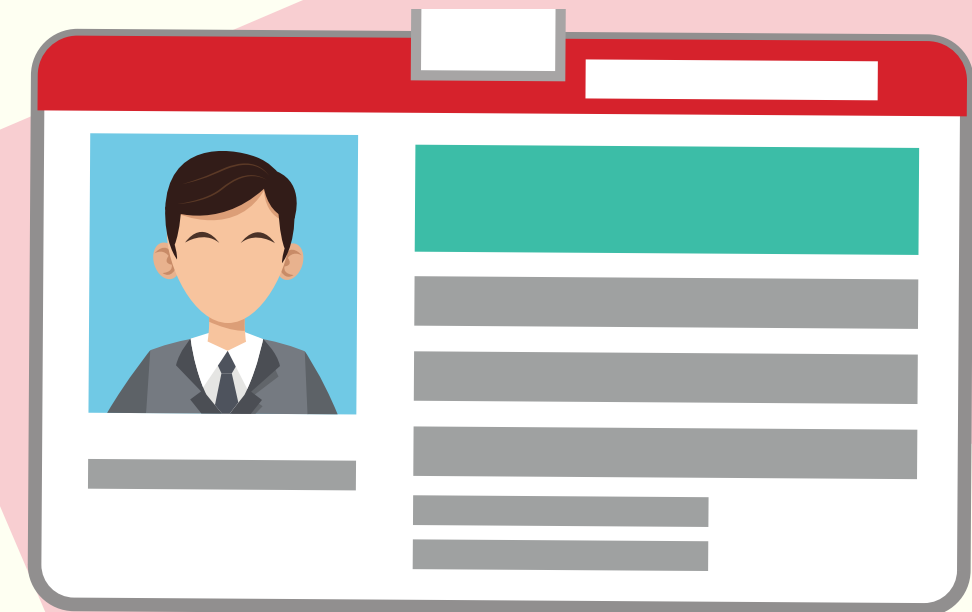
building your **PERSONAL BRAND**

You might not think of yourself as a brand, but the truth is you are.

Incorporating your personal brand into your social media can be a powerful way to build your network, grow your outreach, and discover new opportunities for collaboration and career growth.

ADVANTAGES

- Increased recognition
- Acknowledgement as an expert
- More opportunities for leadership
- Chances for partnerships



conveying your **VALUE PROPOSITION**

ADVANTAGES

- More than just your CV
- Credibility
- Connections

ALWAYS REMEMBER

- Be strategic
- Relationships + Reputation
- Be generous
- HAVE FUN!



social media in a **TIME OF CRISIS**

Social media is an important channel for delivering real-time urgent news and emergency notifications, not only because citizens spend a considerable amount of time utilizing social media each day, but because citizens now expect to learn about breaking news from social media first.

TIPS

- Check the source before sharing - this keeps everyone on the same page and helps to prevent misinformation
- Engage with your audience - this is a time for two-way dialogue
- Consider pausing scheduled posts - with the situation evolving by the minute, it's best to post in real-time
- Turn on notifications to ensure key information does not get lost
- Turn off notifications if you feel that you need a break

THANK YOU!

stay connected



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gccollab.ca/profile/justinmathews

