

Pennsylvania Avenue East

Social Media Guidelines

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Presented by:
Citylab
Johns Hopkins University
Carey Business School

1. Facebook Guideline

This guideline expresses general tips for PennAveEast use on Facebook in order to:

- Get an active community with followers from different sectors and backgrounds.
- Get more support and awareness.

1.1 Strategy

First, publish a simple post on the page and link to the new twitter account or website; and then, invite and encourage audiences to like the new page. The language suggestion for the post could be like this: “Good news: PennAveEast now also has a new website! To like the new page, click here (You need to paste the link that welcome the new page).

1.2 Measure

The long-term evaluation criterion is the growth of likes, measurable with Facebook’s or HootSuite’s analytics.

1.3 Recommendations for PennAveEast’s Facebook Usage

✓ Remind that people like reading stories that validate the social topics
✓ Mention users when replying to their comments
✓ Don’t forget the use of hashtags
✓ Follow pages and share content from similar organizations, media, and thought leaders
✓ The objective is to post from three to five times a day, including pieces of writing for different audiences
✓ The posts should be scheduled at times when the audience is most active. For instance, during the week between 7 and 9am, at 4pm, and 8pm; on the weekends around 11am, and also Sunday evenings. If it is possible, you can schedule posts out a week. In PennAveEast’s case, you need to define your audience
✓ The language used on the post should be personal, but not too informal. Use the correct grammar
✓ Bring variety to your content: switch up posts with photos, text, links and videos. It is worth recalling that most of the people, like sharing photos on Facebook
✓ The pieces of writing should only use up 20% of social media cards
✓ Links are good to bring traffic to the webpages, but don’t disappoint with the content; only link to great content
✓ 85% of the people prefer to watch videos on Facebook with the sound off. Use videos without sound, only music in the background or with subtitles
✓ Get an additional mobile phone available for the Social Media Team used by the whole team for doing things, such as: posting, taking photos, and live video broadcasts too

1.4 Facebook Live

Facebook Live is a Facebook characteristic that anyone who has an account can use to transmit live video from the Facebook application through the camera of the mobile phone. The followers will receive a notification that says that you are live and can tune in. Facebook Live is an excellent way to interact with the audience and the people can give feedback each other or ask questions in order to integrate into the broadcast.

1.4.1. How to start a Facebook Live broadcast?

To begin a live video, the people have to tap as if they were going to post something on Facebook and then select the Live Video icon. They should write a description about the video and select the audience. It can be: public, friends, etc. before going live. The people can use the camera in the front or back of their phone. When the people finish the broadcast, it will be saved on the timeline, which they can delete or edit and keep the content of the broadcast.

1.4.2 Tips for Using Facebook Live

The people should take the following tips into account for Facebook Live:

✓ Do an execution test (remind to change the audience from “public” to “only me”), check that the audio works fine, and practice what you will be saying. If it is a question-answer process, write down the questions previously. Verify you have a strong connection, if you have weak signal, the 'Go Live' button will become gray
✓ Write a compelling description for your video, for example “Live Discussion with Economic Committee of the Neighborhood Association’s members on PennHill shopping
✓ Broadcast for longer periods of time to reach more people It will take 15 Minutes minimum

1.4.3 Chances for PennAveEast to use Facebook Live

- Launch of a new report or post.
- Interview with an expert on the theme of one of our regional campaigns or any other current public topic in the neighborhood.
- Report from Economic Committee of the Neighborhood Association.
- Annual meetings.
- Provides updates on your experience.
- Association’s members attending a conference.

2. Twitter

To draft a tweet, you need to take some tips into account. They are:

- Don't forget the audience's interests and needs before you message. It is very important to formulate questions on your mind about the possible interests that the audience could have regarding the PennAveEast brand association.
- Rely on the way you message and your style too. In this way, you avoid weakening the PennAveEast brand and confusing the whole audience.
- Be brief at the moment of expressing your message and not too enigmatic. It means that you need to message the main idea, just the key messages that are really relevant. You can extract the information from a report, fact sheet, guidelines and so on, in a series of tweets; You need to remember to place the report on the web page. Sometimes, you can provide tweets with background information helping the people to understand the context.
- Follow the information that is sourced from Economic Committee of the Neighborhood Association and try to achieve excellence all the time by being responsible and efficient.
- Post tweets like headlines. Write them in a simple, factual and responsible way. Don't use romantic words, jargon or something like that, but in case you want to stir emotions use a colloquial language and also use active verbs rather than passive verbs or nouns.
- Use 0-2 hashtags. First of all, it is very important to remark that the hashtag symbol is this one "#". If you want to monitor a campaign, use a single hashtag for example ##PennAveEast4Life; #Moretransformation; #Uptodate; and #JustArt, etc. Always check the context in which the hashtags are being used because some people may take them into account for controversial topics.
- Avoid using all 140 characters allowed in a tweet, if it is possible. Give the others the opportunity to make use of them too. Leave some characters for people to retweet or add comments below. A maximum of 120 characters could be well.
- Include a short link pointing to a web product if it is possible. It is in order to avoid misunderstandings and add legitimacy to your posts and tweets. Most of the shortening platforms allow you to monitor the amount of clicks achieved and some other statistics.
- Use Twitter handles by putting the symbol "@" like: "@PennAveEast" when referring to a third party. An example about it is: Join @DCGovWeb, today, 2pm. Make sure that you check beforehand that the handles are correct. Spell out PennAveEast –in very official tweets; for example: The Pennsylvania Avenue East Economic Development Committee and @ DCGovWeb express congratulations to the winners of this year's @smartcitiesdive awards.
- Don't forget to write a dot (.) in front of a tweet which begins with a Twitter handle if you want that everybody sees that tweet, including the PennAveEast followers. In case you want to reply to somebody and you do not want PennAveEast followers to see the reply, don't use a dot in front of the Twitter handle. That depends on you.

2.1 Examples of hashtags

#PennAveEast
#nextPennBranch
economicdevelopment
PennHill
communityart
#transformation
smallbusiness
#work#shop#play

3. Etiquette for a community manager

We also comprise an etiquette for community managers of PenAveEast social media accounts.

- Be a good ambassador working online or off- line, your behavior always reflects on the Association on corporate accounts, the behavior is really important, even more than being the “digital spokesperson” of the Association.
- Do not reveal confidential or unpublished PennAveEast Association content. You need to be very prudent about the information regarding the Association.
- Recognize every time you make a mistake. In case, you make it, be upfront about it and fix it as soon as possible you can. For instance, if you find that one of your tweets has offended somebody, always apologize. If a tweet or Facebook post has generated controversy, acknowledge the controversy with tact and restraint. Also feel free to correct mistake but do it respectfully and with supports. In many cases people won’t mind being corrected but others dislike it.
- Be respectful. Sometimes, the association may be subject to review. If you choose to reply, again with tact and restraint. When you notice a tweet or post directed to the association which uses disrespectful content it may be better not to engage. It may cause legal problems depending on the severity of the content. If you consider that someone deliberately misrepresents PennAveEast, just ignore the person or organization.
- Answer the questions that the people post, thank your audience for their engagement, support, constructive criticism. You do not have to respond to every comment, use your judgment which one to reply to. It may be wise to check the number of followers of a person’s before deciding to reply.
- Don't post photos or videos without another people’s permission. Avoid any kind of problem. Don’t post photos or videos about children when they are not fully dressed.

4. Ideas for Facebook and twitter posts

#PennAveEast is a neighborhood in Southeast Washington, D.C. with 6149 house holds
What are the advances in the transformation for Penn Ave East? Link to projects website also
Progress can be made towards the implementation of #communityarts thoroughly community support and Citylab development project from @CareyBusinessSchool
The redevelopment of the Shops at #PennHill represents the transformation of a long standing community and scale-up easy access to work, shop and play from the surrounding neighborhoods.
Economic Committee of the Neighbourhood Association creates impact growth and development in #PennAveEast Picture team
#communityarts helps to renovate the exterior development of the community
What are the #PennAveEast tools available to know about the economic development series? Info: here http://pennbranchdc.org/penn-ave-east-economic-development-series-feb-14th-meeting/
The DC Office of Planning has launched an effort to amend the Comprehensive Plan to ensure that remains the needs of the community. https://planning.dc.gov/page/comprehensive-plan
What is PennHill tomorrow? Know more here: https://www.shopsatpennhill.com/
New Rebrand Checkout here: #PennAveEast
Join us! Visit and like it. Facebook page and website Share it with ##PennAveEast
What do you know about the food desert in ward 7? Change can start with #PenHill #transformation #groceryjustice
Do you know #communityarts spark economic revitalization Know more about our next project here:
FACT: Rebranding efforts to #PennAveEast. East End? Info: Facebook link

FACT: Shops at Penn Hill represents the transformation of a long-standing community retail center into a newly-designed, vibrant mix of retail, office and residential.

Info: <https://www.shopsatpennhill.com/>



Come across the new mural project in #PennAveEast

Picture of the project

QUIZ

What is the population in PennAveEast?

- a. 73,290
- b. 70,000
- c. 70,447

[#PennAveEast](#)