



GAINING SUPPORT FOR PUBLIC WORKS & INFRASTRUCTURE THROUGH SOCIAL MEDIA

The City of Gloucester Spreads the Word

NEWEA 2022 Annual Conference & Exhibit
January 25th, 2022

ENVIRONMENTAL
 PARTNERS
— An Apex Company —

WELCOME



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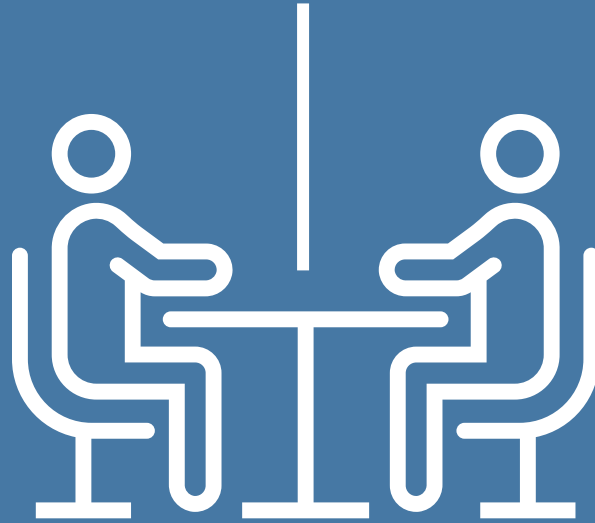
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SHIFTING COMMUNICATION



Communication has shifted
and it impacts all industries
including Public Works



CASE STUDY



City of Gloucester, MA
communications efforts

THE POWER OF SOCIAL MEDIA



Do you use social media?

How do you connect?

How do those in your community?



THE POWER OF SOCIAL MEDIA



Public Works Perception

Is often negative

THE POWER OF SOCIAL MEDIA



Gloucester Public Works Responsibilities

Broad impact on the community



THE POWER OF SOCIAL MEDIA



An amazing resource to connect?

How do you connect?

How do those in your community?



THE POWER OF SOCIAL MEDIA

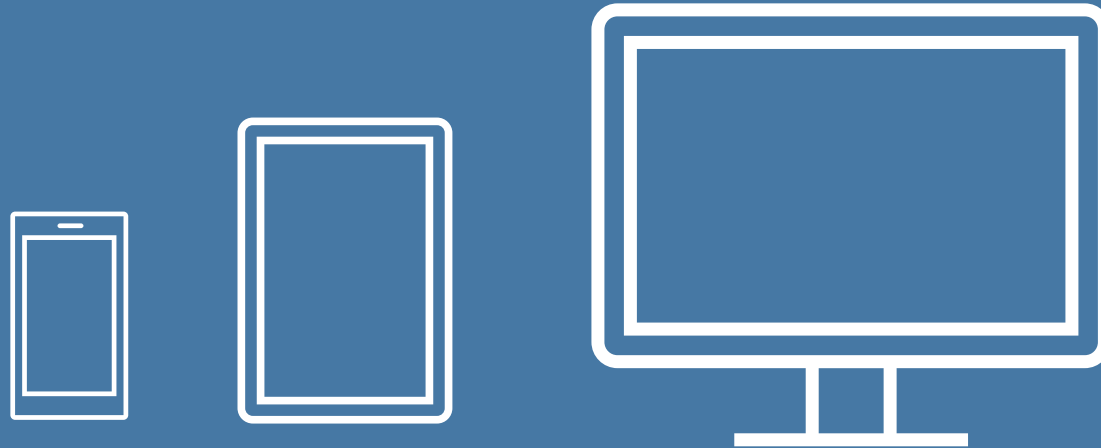


48% of all Americans
got their news from social media in 2021
(w/Facebook being the most used social media platform)

Pew Research Center



THE POWER OF SOCIAL MEDIA

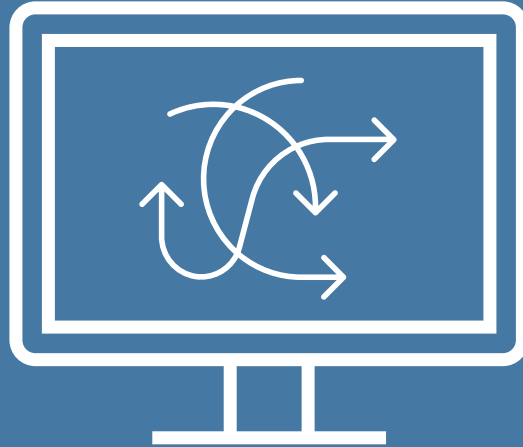


86% of all Americans
claim their primary device for news are
smart phones, tablets and computers

Pew Research Center



THE POWER OF SOCIAL MEDIA



Municipal Websites

info is often buried
and outdated

THE POWER OF SOCIAL MEDIA



Why Social Media?

Quick access
Easy to navigate
Direct following

THE POWER OF SOCIAL MEDIA



2.5 hrs. Daily

The average American spends
2 hours and 25 minutes
scrolling social media daily



THE POWER OF SOCIAL MEDIA



Effective & Efficient
Fast and intentional info



THE POWER OF SOCIAL MEDIA



Municipal Work is Customer Service
and Public Works is a brand



THE POWER OF SOCIAL MEDIA



Frequent Communication
is key to keeping communities
informed and engaged

CASE STUDY

THE CITY OF GLOUCESTER

Challenges

- Production of content & updates
- Detractors and negative comments/complaints
- Keeping up with social media
- Consistent messaging
- Lack of branding
- Highlighting work
- Community buy-in



THE DPW STRUGGLE

You have a roadway that needs to be repaved w/estimated cost of \$800k



**SECURING
FUNDING**



**EXPLAINING VALUE TO
THE COMMUNITY**



**MANAGING
DETRACTORS**



**LOGISTICS AND
OWNERSHIP**





SECURING FUNDING

Common 1st Priorities

- Schools
- Public Safety
 - Police
 - Fire

DPW Reality

- Infrastructure continues to deteriorate and costs more if not fixed now
- DPW supports schools, police, fire, and helps to ensure community safety
- DPW work affects all



EXPLAINING VALUE TO THE COMMUNITY

Common Options

- Presentations/Meetings
- Website Announcements
- Social Media
- Mailers

DPW Reality

- It is time consuming work
- This work often is put on the backburner
- Questions
 - What do we do?
 - Where do we start?
 - Will it be effective?
 - Is it worth my/our time?
 - Who will own it?



MANAGING DETRACTORS

Common Obstacles

- Negative is louder than positive
- Natural for people to complain when things are going wrong, but not praise when things go right

DPW Reality

- Takes away from the intention
- Not always sure how to address them
- Worry they might weigh heavily or influence others
- DPW does a lot of good that goes unnoticed, but the visible work usually begins with a problem
 - Water main breaks
 - Pothole repair
 - Storm response





LOGISTICS & OWNERSHIP

Common Obstacles

- Staffing
 - Content conceptualization
 - Content creation
 - Content engagement
- Unsure of where to start

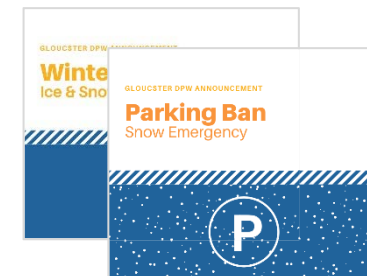
DPW Reality

- May not have time to create or post
- May not feel comfortable with social media
- Not have someone with graphic skills

CASE STUDY SUCCESS IN THE CITY OF GLOUCESTER

How EP is helping?

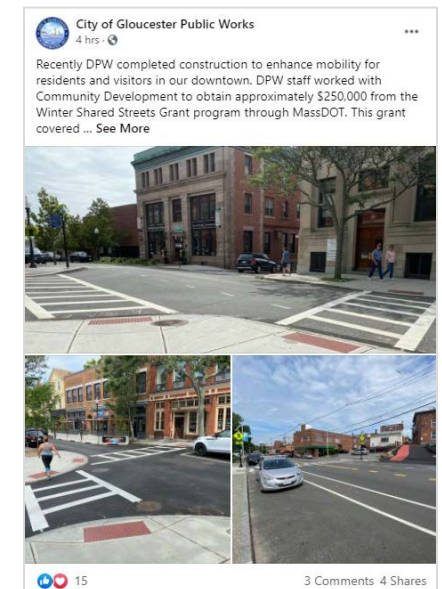
- Began Early 2021
- PR & Communications Needs Assessment
- Set benchmarks & Identified their goals
- Established Brand Identity & Communications Guidelines
- Standardized their process
- Enhanced Social Media footprint
- Provide on-going support for long-term success



CASE STUDY SUCCESS IN THE CITY OF GLOUCESTER

Results so far?

- New platforms
- Increase in social media following
- Increase in social media engagement
- Increase in department moral
- DPW is more excited to engage w/community



CASE STUDY

IS IT WORKING?


 City of Gloucester Public Works
February 2, 2021 · 🌐



Trash is still delayed one day.

👍🤔 11 5 Shares

👍 Like 💬 Comment ➦ Share

 City of Gloucester Public Works
January 4 at 5:32 PM · 🌐

PLEASE BE PATIENT




Unfortunately, our industry like many others is facing significant service delays due to employees with COVID being out on sick leave.


JRM is doing everything possible to get service to our customers and we ask for patience as we get through the next few weeks. This is obviously something that is out of our control


👍🤔 53 20 Comments 49 Shares


👍 Like 💬 Comment ➦ Share


Most Relevant is selected, so some replies may have been filtered out.


 **Top fan**
Frank Giolino
I wish everyone a speedy recovery! 🙏 2
1w


 **Author**
City of Gloucester Public Works
Thank you for your well wishes!
1w


 Christine Militello Keegan
Thanks for letting us know. I was wondering why no one had picked up our recycling today. Hope everyone recovers!
1w


 Cheryl Putaansuu Messier
Well, they've been a little later but they got the job done - Good job .
1w


 Deb Aiello
They are friendly and very hard working! Patience people!!
1w


 **Author**
City of Gloucester Public Works
Thank you for your understanding!
1w


 Amy Clayton
We totally understand , take care of yourselves... health first...
1w

 **Author**
City of Gloucester Public Works
Thank you for your understanding!
1w

 Pearly Polkadot Baker
Hoping everyone a speedy recovery. 🙏 1
1w

 **Author**
City of Gloucester Public Works
Thank you for your well wishes!
1w

 Megan RM
So should we bring our recycling back inside if it wasn't collected as it was supposed to be yesterday? Or are they still coming today? Don't want it blowing all over the neighborhood.
1w

 **Author**
City of Gloucester Public Works
no please leave it out they will be backtracking and finishing yesterdays route



WORK IN ACTION



Community Engagement & Staff Impact
keeping the community informed and staff connected



KEY TAKEAWAYS

1. **INVEST** what you can (time, funds, etc.)
2. Understand that your department is a **BRAND**
3. Find your **VOICE**
4. Use **SOCIAL MEDIA** to your advantage
5. Share how you support your **COMMUNITY**



THANK YOU

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