

April 8, 2025

MEMO TO: David M. Raatz, Director of Council Services

F R O M: Cara Bolte, Project Assignment Specialist *CB*  
Marlene Rebugio, Support Supervisor *MR*  
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SUBJECT: **WEBINAR ON SOCIAL MEDIA BEST PRACTICES FOR GOVERNMENT** (PAF 25-010(4))

This report summarizes “Social Media’s best practices for government,” presented by Zencity on March 6, 2025.

### **Content Strategy and Engagement**

The content we post should tell a story that lets the public know we are listening to their concerns. Our posts should make the public interested in getting more information directly from us. To get more engagement from the public, we should have aesthetically pleasing posts by being creative with video and visual storytelling to encourage the public to share the content. Many people tend to like watching short film videos, such as reels, and podcasts compared to reading. Seventy-three percent of the United States population uses social media, with many viewing content on an online video platform instead of television.

### **Inclusivity Accessibility and Trust**

Creating inclusive and diverse content can be challenging. However, one way to accomplish this goal is by highlighting special moments on social media. The posts we create should use plain language to maximize clarity and accessibility. One way of showing we are listening to the public’s concerns is by responding to people on our social media accounts.

### **Data and Metrics**

Measurable outcomes and tracking key metrics such as impressions, engagement rates, and link clicks are important for evaluating effectiveness and guiding decision making.

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### **Challenges, Compliance and Crisis Management:**

A crisis communication plan needs to ensure social media is fully integrated. Having onboarding and offboarding practices for social media use is also important. A helpful tool for messaging is to create different templates that lead with the story first and then follow with the distribution.

Thank you for the opportunity to attend this webinar. Please let us know if you have any questions.

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cc: Deputy Director of Council Services  
Hawaiian Language and Communications Specialist