



In 2009, 25% of municipalities were using Twitter. By 2012, over 75% of the largest cities in the USA were using Twitter, Facebook and/or YouTube. (Mossberger & Wu, 2012)

What is your city doing?

MANAGER FAITH IN COMMUNITY INFLUENCE ON SOCIAL MEDIA USE

In 2009, only 25% of US municipalities were using Twitter. By 2012, that number rose to over 75% for the largest US cities and included the use of Facebook and YouTube.

As cities continue to

embrace social media to connect with their citizenry, we still have of the predictors of public managers use of social media.

A 2012 national survey of public managers revealed that a manager’s belief in

community is positively related to the likelihood of using social media.

One thing is for sure, whether or not one uses social media or not, the basic principles of public engagement hold.

PRINCIPLES OF PUBLIC ENGAGEMENT

Serving: This first principle focuses on providing citizens with the best manner of obtaining services and engaging with their local government from paying their parking tickets to requesting a new garbage can for their home. Citizens should have access to local government services in the simplest manner. They should not have to contact everyone in City Hall to get what they seek.

Sharing: The next principle focuses on the simple act of sharing information with citizens. Information should be timely – do not send out meeting notices the day before! Information should also be easy to understand and free of jargon.

Nudging: The third principle can be challenging. Here you are trying to get citizens to do something for the community, such as an Earth Day cleanup or feedback on where to install a bike path

NUDGING

Nudging is a method of getting citizens to do something for their community or local government. This can be a one-time event, such as Earth Day Cleanup, or attending town hall meetings to provide feedback on where a bike path should be installed.

There are three types of rewards public managers can use for successful nudging:

1. **Monetary:** Providing financial rewards to students in low-income families for being on the honor roll.
2. **Intrinsic:** Citizens feel good about engaging. Simple recognition of their engagement can help sustain their intrinsic feeling.
3. **Sociality:** Find a way for citizens to feel as if they are a member of a group. Public managers can use FourSquare to create virtual rewards such as “I voted” stickers or physical rewards, such as a free t-shirt after checking into 15 of the top 20 summer hot spots by Labor Day.

Social media tools can assist public managers in nudging citizens to engage. It just takes a little creativity and a great public awareness campaign to let citizens know about it.

Citations: Joaquin, M. E. (2012). Serve, Nudge, and Share Engaging the Public as Government's Customer, Partner, and Citizen. *State and Local Government Review*, 44(3), 221-224.

Thomas, J. C. (2012). *Citizen, customer, partner: Engaging the public in public management*. ME Sharpe



FAITH IN COMMUNITY = FAITH IN SOCIAL MEDIA

The 2012 IPCE national survey of public managers revealed that a manager's faith in community increases the likelihood of using social media.

This finding should encourage hiring officers to identify social media managers with a passion for engaging with the public. Not everyone who works for local government wants to engage with citizens. Social media engagement is not a routine communications or public relations job.

Nudging the public to

engage will be a challenge, thus having a public manager who understands the principles of public engagement plus how to use social media the gold standard.

Social media should not be put in the hands of the summer intern. A city's social media profile is the city's public face.

Hiring the right person to serve as your social media manager is a big task, but one that will pay off in retweets, likes and views.