Social Media Policy

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The Need for a Social Media Policy

- Social media is increasingly becoming a popular communications tool to reach a wider audience
- Social media makes it easier to be transparent
- ARC has multiple social media accounts managed by ARC staff, it is important to have consistent messaging to maintain cohesive branding







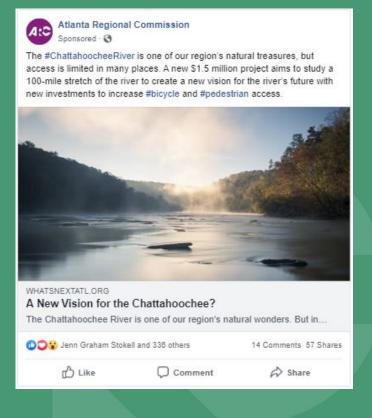


22.8K
Total Followers

The Need for a Social Media Policy

- The ATL post brought over 16K visitors to the ARC website
- 8,908 visits came from social media
 - ~54% of site traffic
- The Chattahoochee post brought over 2K visitors to the What's Next ATL website
- 918 visits came from social media
 - ~44% of site traffic





Social Media Policy Process

- A draft policy is being created and reviewed through CSR and a focus group
 - The focus group consists of representation from each group in the agency to ensure the policy works for everyone and is easy to understand and implement
 - Research
 - Community Partnerships
 - Transportation
 - Business Services
 - Aging and Independence
 - Workforce

Next Steps

- Business Services Review
- Conduct 2nd Round of Focus Group
- Executive Team Review