

**MINUTES OF THE TOWN OF FLORENCE COUNCIL WORK SESSION HELD ON TUESDAY, SEPTEMBER 4, 2018, AT 5:30 P.M., IN THE FLORENCE TOWN COUNCIL CHAMBERS, LOCATED AT 775 N. MAIN STREET, FLORENCE, ARIZONA.**

**CALL TO ORDER**

Mayor Walter called the meeting to order at 5:30 p.m.

**ROLL CALL:**

Present: Walter, Woolridge, Hawkins, Guilin, Anderson, Wall, Larsen

**WORKSESSION ON TOWN OF FLORENCE SOCIAL MEDIA ACCOUNTS**

Mr. Benjamin Bitter, Assistant to the Town Manager, provided an overview of the Town's social media accounts and explained what staff sees on the back end along with the context for each. He provided statistics for each of the social media sites, which included:

<b>Month</b>	<b><u>Instagram</u></b>	<b><u>Twitter</u></b>	<b><u>Facebook</u></b>
February	0	425	2486
Currently	234	510	2759

Mr. Bitter stated that there has been a 23.4% increase in six months. He stated that all of the followers on Facebook are residents (28.5% of non-incarcerated population) of Florence. He stated that the reach for Florence on Facebook is tremendous and is a very valuable asset for the community.

Mr. Bitter provided a presentation in which it depicted what the Facebook page looks like as well as what is seen on the back end, such as the scheduled posts. Posts are pre-programmed to appear on certain dates and times to be most effective to target the most people at a certain time. It also provides statistics on the account.

Mr. Bitter stated that the Town utilizes advertising dollars on Facebook to reach a larger audience. He stated that by paying Facebook an advertisement fee, they will promote the Town's event like an ad. He stated that Facebook will use an algorithm for the Town's posts. Facebook also compares Florence to other community's pages that are like Florence and Florence is doing well. Florence has more followers than Coolidge.

Mr. Bitter stated that the banner on Twitter states that Florence is the Safest City in Arizona by National Council for Home Safety and Security and then goes into the Town's tweets. It will show the Town's tweets, how many likes it received as well as those who have retweeted it and posted it to their wall. The page will also show how many people have seen it, how many have done some sort of engagement (clicked on it, like it and/or shared it). He stated that Twitter is Florence's lowest involvement.

Mr. Bitter stated that the Town's Facebook account is linked to Twitter which means that the Town's Facebook posts automatically post to Twitter. The accounts will be kept separately in the near future because the integration does not interact well and many times what is posted on

Facebook does not always appear on Twitter. The Town will utilize "Hootsuite" which is a software, to ensure that the programmer can look at all of your accounts simultaneously. It will also allow you to post simultaneously to all social media accounts rather than have to go into each social media site separately to post.

Mr. Bitter stated that the Town also uses Archive Social which archives all social media. In Arizona, the Town is required to provide the social media post and metadata if a public records request is received for those records. He explained that the Town would be required to provide the original post and all renditions of the post. He stated it is a valuable tool.

Mayor Walter stated that she asked for the work session so that staff can share with Council what media accounts the Town has, and how staff shares information through social media. It is her understanding that there is a social media policy as well.

Mr. Bitter stated that the policy was adopted in 2011 and needs to be revised. The policy outlines what social media sites the Town can have, however, there are now several new social media sites that need to be included. The policy needs to be consistent with the ever-changing world.

Mayor Walter stated that there are other options such as podcasts, Snapchat, Instagram, YouTube, Google, blogs, Flickr, etc.

Mr. Bitter stated that it is important to meet the needs of its residents and they do not want to create a page if it does not have regular content on it. They want to meet the demands of the residents.

Councilmember Larsen stated that it might be ideal to have an intern who may assist in managing the social media sites for marketing the Town, promote the events, and showcase those who work for Florence.

Ms. Cindy Ambrosio, Florence Resident, inquired about the Town's SEL. She stated that she runs a vocal community group that has grown from 10 people to 1,500. She inquired if there is someone on call and someone who does live stream. She stated that the Town should have a Snapchat account. She has commented on the Town's posts and has not received feedback.

Mr. Bitter stated that the notifications tab will show any time there is action on a post, such as a like or comment, and a notice is sent to advise staff of the comments needing action. There is a team of three individuals who receive the notices and they try to answer as quickly as possible.

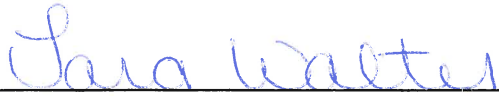
Councilmember Larsen stated that there are several groups who have social media pages that promote Florence and they want engagement.

Mayor Walter stated that they will bring the Social Media Policy back to Council in two months to see how things have progressed and if they are engaging with the community more.

Mayor Walter stated that Council is willing to consider additional support if needed to support the social media needs.

**ADJOURNMENT**

On motion of Vice-Mayor Woolridge, seconded by Councilmember Hawkins, and carried (7-0) to adjourn the meeting at 5:51 p.m.



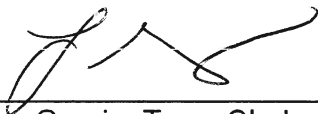
Tara Walter, Mayor

ATTEST:



Lisa Garcia, Town Clerk

I certify that the following is a true and correct copy of the minutes of the Florence Town Council meeting held on September 4, 2018, and that the meeting was duly called to order and that a quorum was present.



Lisa Garcia, Town Clerk