

ND Social Media User Group

Commerce Dept. – WSI Boardroom

March 14th, 2013

9:00 A.M. – 10:30 A.M.

Attendance: Jeff Quast, Bob Nutsch, Beth Herzog, Amy Schmidt, Tosha Werner, Terri Wilhelm, LuWanna Laurence, Gary Vetter, Kim Schmidt, Heather LeMoine, Tricia Miller, Kassie Gentzkow, Andrea Fonkert, Adam Emter, Jeremy Lund, Misty Curn, Douglas Tschetter, Scott Sheldon, Karly Berger, Pam Schafer, Molly Brooks, and Mark Armstrong

Scribe:

Jeff Quast

Agenda:

- Roundtable Introductions

- Location Awareness in Social Media
 - Bob presented some tools and explained the concept of location awareness in Social Media
 - Showed the ESRI Earthquake map
 - The purpose of it is to display an event happening at a location
 - Showed the floods in ND, including Flickr, Twitter, and YouTube data
 - With Twitter, you can search by hash tag
 - Without a hash tag, you get any tweets plotted that include your search term
 - Tweets have to be spatially aware, so the user needs to have their GPS on
 - Not sure if the date range can be adjusted, some tools can and some can't
 - Not many filtering tools, so you can end up getting information you don't want
 - The mapping tools are available free from ESRI and can be incorporated into your site
 - There are several open source tools that can also be used
 - Are other agencies using spatial data or awareness?

- YouTube Agreements
 - Discussed a year ago but didn't follow through
 - Would need to have the CIO send a formal request of some kind to agencies
 - Each agency contact that submits an agreement will get an email with a click-thru to sign the agreement
 - Signing up will get the agency a "branded" channel, which gives enhanced content options and less or no advertising
 - Should be able to transition existing content if you use the same account
 - If you use a new account, you can't easily transition old content to the new account, you have to re-upload it again and retag with metadata
 - Most stock click thru agreements are not legally friendly to state government

- Molly mentioned that possibly just using YouTube could put agencies at risk because it may not be ADA compliant
 - Captioning should be used and links need to be in text (images included)
- Twitter Etiquette
 - There are differences between using your personal account vs. your professional account
 - It is good to have a personal touch on social media but you have to be careful
 - How do you get rid of followers you don't want?
 - All you can do is block them, you can't remove them
 - On public forums, you cannot block users unless they have violated terms of use
 - Some agencies don't remove negative comments on YouTube and respond to them as best they can
- Open Discussion
 - DOT has gone live with GovDelivery
 - Lots of users signing up, lots want to unsubscribe when they get too much
 - Possible next meeting topics
 - Social Media Analytics
 - DOT and G&F could report on Govdelivery
 - Statistics for # of mobile devices accessing web sites
 - Anyone using Social Media tools?
 - ITD using tweet deck
 - Hoot suite being used but not everyone likes it
 - What are the hot new things in Social Media?
 - Tumblr
 - Instagram
 - Pinterest
 - Snapshot
 - Infographics
 - Secretary of State going to full Drupal site
 - Any concerns or suggestions?
 - You can do almost anything with Drupal if you have the resources
 - ITD will definitely be using/supporting it for a long time
 - Allows anyone to edit and maintain content
 - Be prepared to develop processes for how to manage content, especially for larger more complex agencies/sites
 - Make sure you set business rules and permissions from the start
 - How long does it take to develop a site in Drupal? Depends on the vendor. Most importantly, know what you want before you start the development, don't try to fit the content into an already built site
 - The platform is not that critical to a successful site, the people and content is much more important
 - Anyone using Prezi to put content on their site?
 - The tool has changed and is being used in new ways

Next Meeting:
Quarterly Recurring