Social Media Users Group
8.10.17 | Brynhild Haugland | 9:30 – 11:00
Agenda

Quick Updates (9:40 - 9:50)

State Website Platform (09:50 - 10:10)

Branding Strategy (10:10-10:40)

Governor’s Office (10:40 - 10:50)

Open Discussion (10:50 - 11:00)
Quick Updates
Email: government@youtube.com

Provide:
• The department’s official name:
• Mailing address
• Contact Person
Learn marketing, fast.

Get actionable tips.

Learn the good stuff in 5 minutes or less.

What do you want to be primed on?

Content Marketing

PR & Media

Search Advertising

Pay attention to the questions your customers often ask about your business and industry.

What You Learned

- Always assign a clear goal and metric for each piece of content you produce.
- Shares, comments, generated leads and increased sales measure the success of your content.
State Website Platform
Current State

160

$30k

?  

?  

Multiple
Updating a Website
Old Model
New Model

• Blank site = $35/mo
• Give control to agency
• Patches and enhancements = $0
  • Backlog
  • Regular release cycle
• Upgrade path – Yes
• End of August
Branding Strategy
Governor’s Office Initiatives
Discussion
THANK YOU

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