PREZI

Social Media

Utilizing social media
connect to the commu
keep people of all age
engaged in the issues
affect Multnomah Cou

Young adults lead the way when it comes to using Twitter or status updating

One-third of online 18-29 year olds post or read status updates

One in five smartphone owners (20%) are Twitter users, with 13% using the service on a typical day

Why i
impor

Facebook

2.7 billion likes per day
250 million photos uploaded per day
1,048 Likes

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Utilizing social media to connect to the community and keep people of all ages engaged in the issues that affect Multnomah County

Young adults lead the way when it comes

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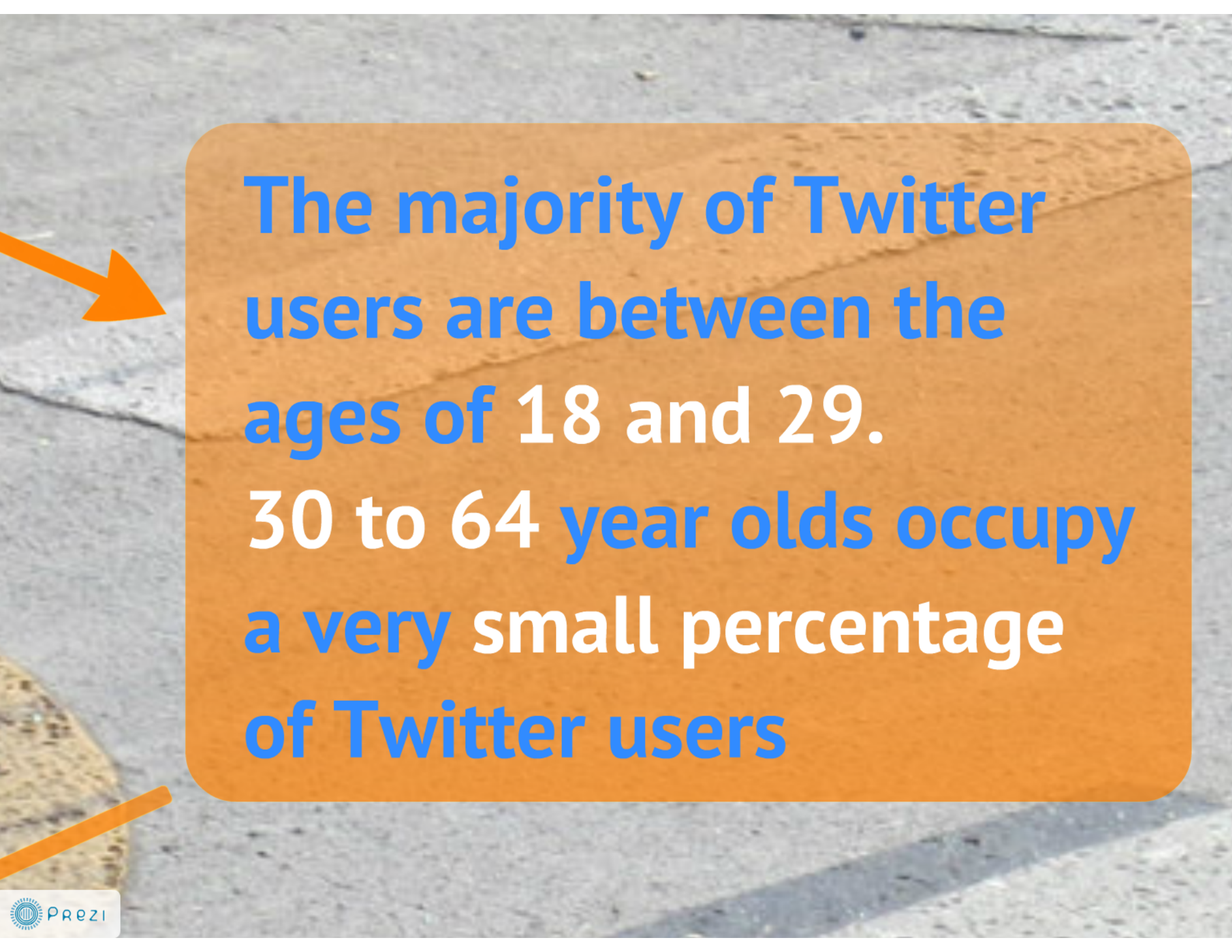
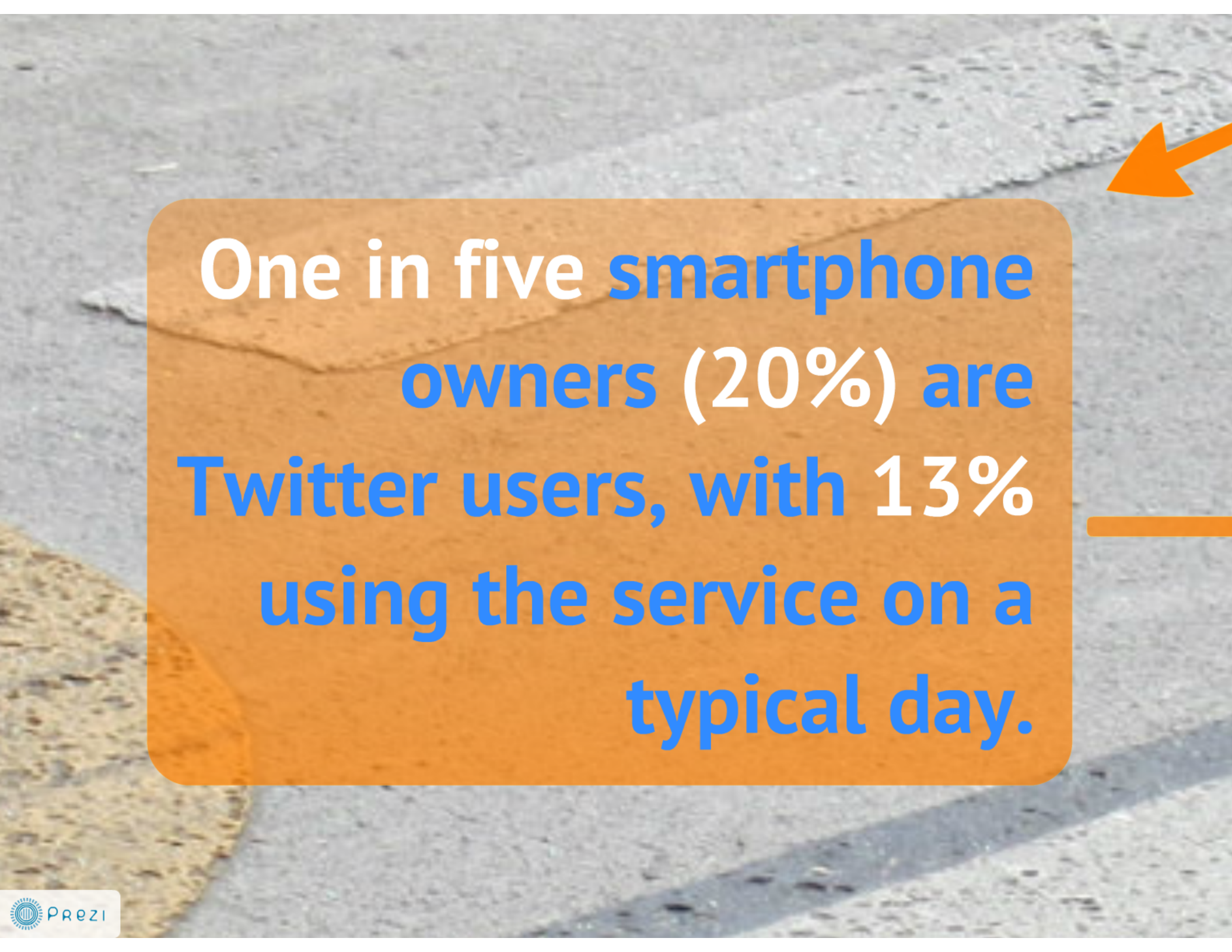

The majority of Twitter users are between the ages of 18 and 29.
30 to 64 year olds occupy a very small percentage of Twitter users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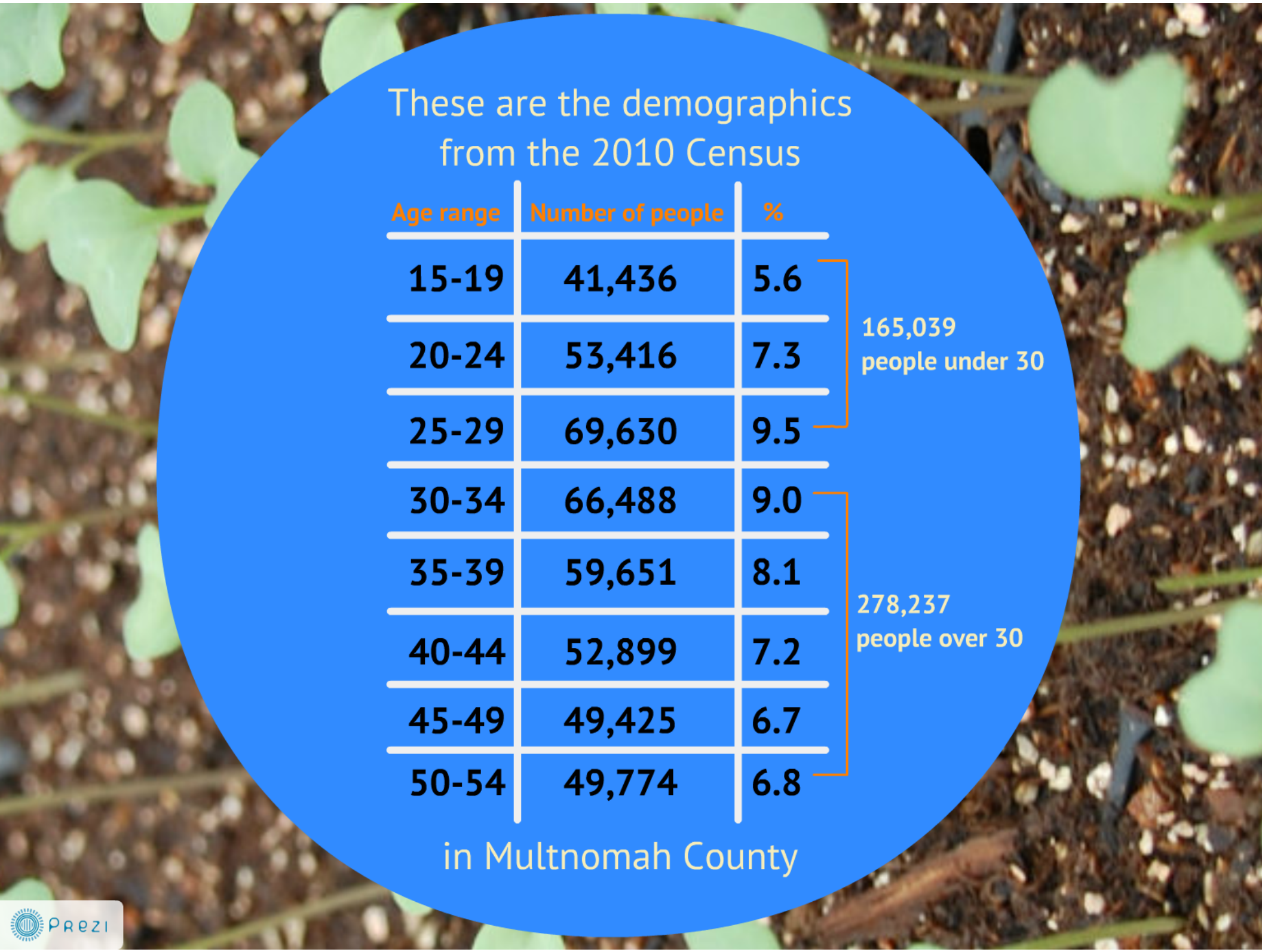
Why is this important?


These are the demographics from the 2010 Census
Age range
Number of people
%
15-19
41,436
5.6
20-24
53,416
7.3
25-29
69,630
9.5
30-34
66,488
9.0
35-39
59,651
8.1
40-44
52,899
7.2
45-49
49,425
6.7
50-54
49,774
6.8
165,039 people under 30
278,237 people over 30
in Multnomah County

Twitter

A new user joins Twitter every 12 seconds

We have 5,123 Followers

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Twitte

A new user joins Twitter every 12 seconds

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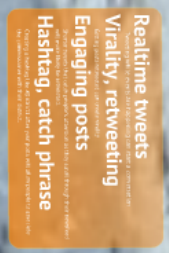

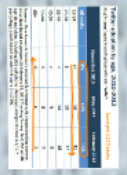

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Twitter adoption by age, 2010-2012

% of internet users in each group who use Twitter

Surveyed 2,253 adults

	November 2010	May 2011	February 2012
All adults	8%	13%	15%
18-24	16	18	31
25-34	9	19	17
35-44	8	14	16
45-54	7	9	9
55-64	4	8	9
65+	4	6	4

Sources: Pew Research Center's Internet & American Life Project tracking surveys. 2012 data based on January 20-February 19, 2012 Tracking Survey. N=2,253 adults age 18 and older, including 901 cell phone interviews, margin of error is +/-2.7 percentage points based on internet users (n=1729).

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Realtime tweets

Tweeting while events are happening can start a conversation

Virality, retweeting

Getting posts retweeted can create virality

Engaging posts

Shorter tweets that catch people's attention as they scroll through their newsfeed will more likely be retweeted.

Hashtag, catch phrase

Creating a hashtag like #District1 after your posts will allow people to associate the commissioner with their district.

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Total Likes?
1,048 0.38%
Friends of Fans?
394,073 0.75%
People Talking About This?
209 1.95%
Weekly Total Reach?
8,639 167.46%
Total Subscribes
--
You can see here we reached a lot of people
Posts?
People Talking About This?
Weekly Total Reach?
This graph is something the communications office monitors daily
These purple bubbles show how many posts we created that day. The bigger the bubble the more posts we created.
8,653 People Reached 8/4/12 – 8/10/12
Jul 21
Jul 28
Aug 4
Aug 11
Page Posts (Updated 10 minutes ago)
Chat (Offline)

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
8/14/12	Please share this important inf...	336	26	18	5.36%
8/13/12	Meet Naihma and Eric Deady, ...	309	10	3	0.97%
8/10/12	Bridge Pedal is happening this...	332	9	2	0.6%
8/9/12	In just six short weeks the ne...	352	18	11	3.13%
8/8/12	Take a look at the new bike co...	1,876	586	220	11.73%
8/7/12	Multnomah County can expect...	320	37	4	1.25%
8/3/12	As temperatures rise and you ...	432	39	11	2.55%
8/3/12	Come out Saturday, Aug. 4 for...	340	9	4	1.18%
8/1/12	August 1–7 is the 20th annive...	335	20	3	0.9%
8/1/12	Check it out! Our website is n...	315	15	1	

Number of people who have seen this post

Number of people who clicked on our post

Number of people who created a story from our page post

Chat (Offline)

Prezi

Chrome File Edit View History Bookmarks Window Help 11 (40%) Wed 10:01 AM

Multnomah County, Oregon | Multnomah County, Oregon

www.facebook.com/MultCo/page_insights_likes

Facebook | Twitter / Home | StumbleUpon.com | Blackboard Learn | Krissie Smith / Pinte | Pin It | Raw Politics - Ander | Politics - Election Ne | Other Bookmarks

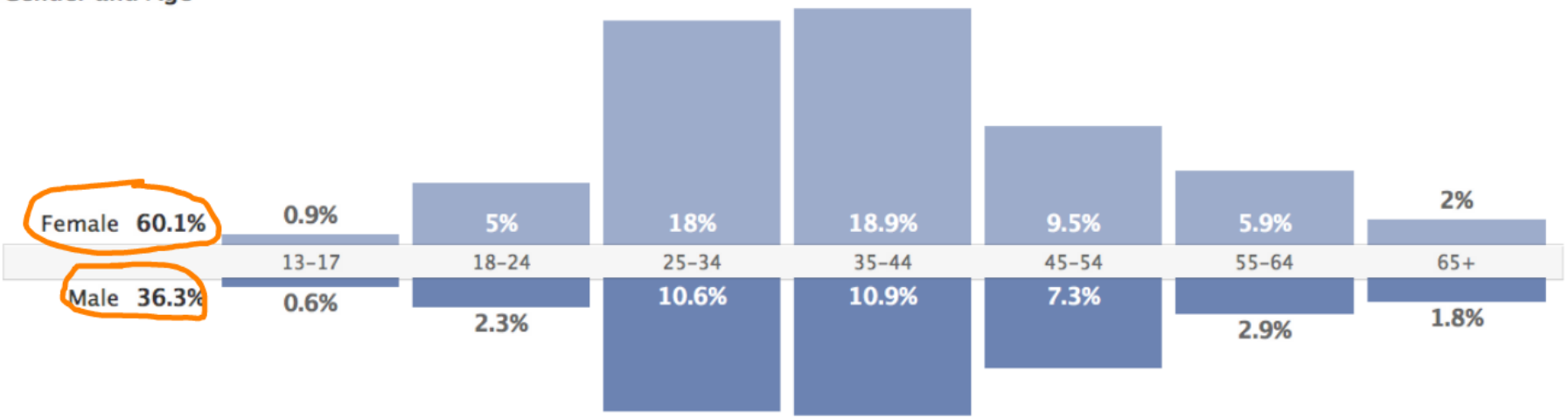
07/16/2012 - 08/12/2012

Export Data

People Who Like Your Page (Demographics and Location)

See Likes

Gender and Age?



Countries?

1,013	United States of America
4	Canada
3	United Kingdom
3	Mexico
2	Philippines

Cities?

696	Portland, OR
32	Gresham, OR
17	Beaverton, OR
15	Vancouver, WA
7	Lake Oswego, OR

Languages?

979	English (US)
51	English (UK)
3	Spanish
2	German
1	Japanese

Chat (Offline)

Prezi

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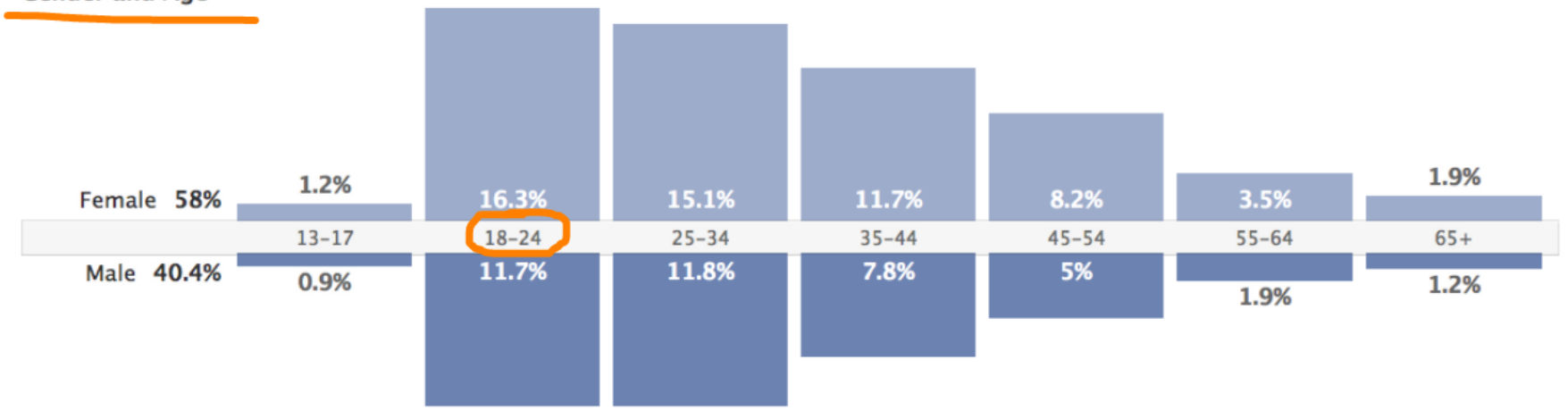
07/16/2012 - 08/12/2012

Export Data

Who You Reached (Demographics and Location)

Gender and Age?



Countries?

8,160	United States of America
61	India
44	Canada
35	United Kingdom
33	Australia

Cities?

3,226	Portland, OR
391	Corvallis, OR
313	Seattle, WA
207	Eugene, OR
174	Vancouver, WA

Languages?

8,016	English (US)
421	English (UK)
41	Spanish
13	German
9	French (F

Chat (Offline)

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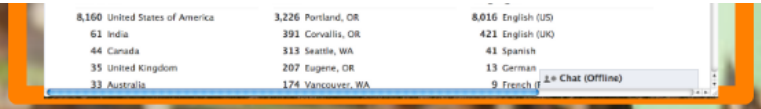

Multnomah County, Oregon shared a link.
June 12

If you live, work or play in east Multnomah County or in unincorporated areas, consider joining our Bicycle and Pedestrian Citizen Advisory Committee to help advise us on bike/pedestrian issues related to our road system.

Members sought for county bicycle and pedestrian committee
web.multco.us

Multnomah County is seeking members to serve on its Bicycle and Pedestrian Citizen Advisory Committee who live, work or recreate in east Multnomah County or in unincorporated areas.

Like · Comment · Share 1

215 people saw this post

Multnomah County, Oregon shared a link.
June 11

The low, low costs for adopting cats Multnomah County Animal Services continues throughout June http://bit.ly/LioQ4C

Multnomah County offers low-cost adoption fees during kitten season | Multnomah County
bit.ly

Multnomah County Animal Services strongly feels the impact of "kitten season" when it begins each year in late spring.

Like · Comment · Share 1

196 people saw this post

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Picture-Oriented

Pictures catch people's attention when they are scrolling through their newsfeed.

Checking in

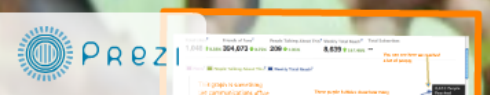
Both on Facebook and Twitter you can check-in where you are at.

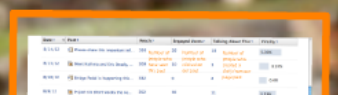
Wider demographic

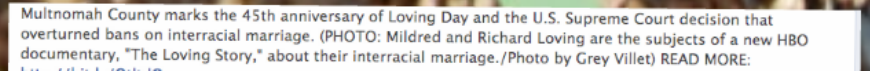
Facebook tailors to a wider range of ages and viewers, so you can create posts that are more thought out and aimed at an older audience.

"Like" pages

It's another medium for interaction within the community.







Multnomah County marks the 45th anniversary of Loving Day and the U.S. Supreme Court decision that overturned bans on interracial marriage. (PHOTO: Mildred and Richard Loving are the subjects of a new HBO documentary, "The Loving Story," about their interracial marriage./Photo by Grey Villet) READ MORE: http://bit.ly/OtltdQ

Like · Comment · Share

42 8 91

704 people saw this post

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Like · Comment · Share

24

119 people like this.

View all 21 comments

Karen Martin You look Maaaarvelous!
August 10 at 8:01am · Like

Write a comment...

1,876 people saw this post

Prezi

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August 10 at 8:01am · Like

MULTNOMAH COUNTY

Write a comment...

1,876 people saw this post

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