



This is Your Oakland County Board

Serving You: Facebook Awareness Campaign

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OVERVIEW

Every two years, Oakland County residents elect a representative to serve them on the Oakland County Board of Commissioners. Ask someone on the street, though, who their commissioner is, and you're likely not to get an answer, even from those who believe themselves to be civically engaged.

The Board oversees the county budget, establishes policies, adopts ordinances, creates programming to make the community better and much more. Commissioners also serve as a point of contact for their constituents when it comes to connecting them with county services. In other words, each commissioner represents their community's interests on issues that impact residents' daily lives.

To increase awareness and understanding, the "This is Your Oakland County Board" Facebook Awareness Campaign aims to **reach residents who are Facebook users with messaging that accurately, succinctly and creatively tells the story of the Board** so that residents better understand this unknown layer of government, which in place to serve them. The goal of the campaign is to **grow the Board's Facebook audience by 50%** through paid and organic campaigns, plus **engage users with creative content that's in line with the Board's purpose.**

Current Messaging Strategy

The Board's Facebook messaging strategy currently includes several different tactics. First, the page shares news releases and other Board news. This content is developed from existing resources, like press releases and resolutions, and then posted on Facebook. In addition, the page shares information from other county sources to share information about county services available to residents, whether the Board has a role in the service or program, or not. Finally, the page shares information related to commissioner initiatives, such as one commissioner's Human Trafficking Task Force or an annual Distracted Driving Awareness campaign. There is no overt uniting message beyond promoting information that residents need to know and information that will help show them what the Board is doing.

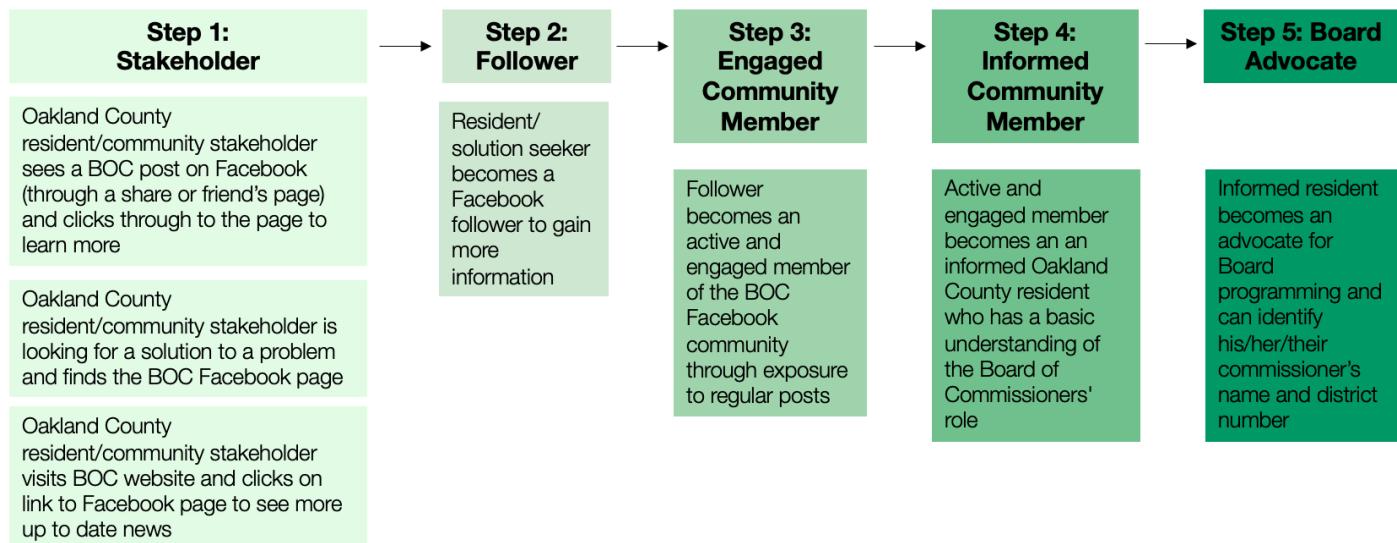
The page currently has 2,417 followers and posts 1-3 posts a day during the week.

Additional Communication Channels

In addition to Facebook, the Board has several other communication channels. While messaging between commissioner newsletters, the website, YouTube and live events overlaps, Facebook allows for the greatest user engagement, story creativity and current growth opportunities.

RESIDENT JOURNEY

The resident journey is the experience a resident has once they visit the Board's Facebook page. This experience begins in a couple of different ways, including seeing content through one of their friends' pages, seeking out information that's available on our page or a desire to stay current with the Board. Throughout this journey, the initial stakeholder, or person interested in information about the Board, becomes an advocate for the Board, or someone who understands its role and can articulate this to friends, family and community members.



By guiding residents on this journey, the Board and its communication staff will be able to help them learn more about their community and give them information to be more civically engaged. With targeted advertising, the stakeholder will become a follower. With interesting content, the follower will become an engaged community member. With regular post updates, the engaged community member will become informed. And finally, with accurate posts that , which are the underpinning of almost every step on this journey, the informed community member will become an advocate.

HUNT STATEMENT

To take the resident on this journey, it's important to understand where we're starting. To ensure that we're reaching our residents over Facebook, we need to know more about them and how they engage with the Board currently.

To uncover this knowledge, we must **uncover the motivation of Oakland County Board of Commissioners Facebook followers in engaging with the page's content** to create posts that appeal to followers and teach them about the Board's role and work.

RESIDENT INSIGHTS

Stepping into the shoes of our residents allows us to better understand the relationship between their attitudes, perceptions, beliefs and the world (researching our audience, we know:

- ⇒ Many residents are engaged at the local, community level, but not the county level.
- ⇒ Residents come to the Board of Commissioners when they want change or more information about county resources. Residents are most likely to seek out the Board when they are seeking a solution.
- ⇒ Residents are likely more familiar with their commissioner than the Board as a whole. Commissioners often have strong connections to their community – in order to be elected, they have to at least have enough recognition to get more votes than their opponents. Residents may recognize their commissioner's name, but not understand how the Board of Commissioners operates or what their commissioner is elected to do.

PURPOSE

To connect with residents through storytelling, the Board must have a clearly articulated purpose. A purpose helps create an emotional connection and allows the resident to become connected to the Board through more than rational reasons.



Digging into the **history** of the Board tells us that it has been the legislative branch of Oakland County government since 1969, which is deeply rooted into the fabric of our country – the idea of checks and balances was built into the United States democracy. Programming developed by the Board has historically improved the community for many residents, most cannot identify what the Board does or who their commissioner is. Although residents come from extremely diverse backgrounds, this is a universal piece of information.

On the surface, **organizational leadership sees** the Board differently. Commissioners come from all political parties and have their own personal motivations for wanting to be commissioners. However, purpose is built into their role – represent Oakland County residents and help improve their lives in the county.



This common understanding brings the Board **together**, allowing us to distill our **strategy**. The Board must be more visible in residents' lives for them to understand how to interact and get the most from county government.

Informing residents and **demonstrating** the Board's service can happen through more creative and engaging storytelling on the Board's Facebook page.

ORGANIZING IDEA

The Board's organizing idea, or incorporation of multiple opinions from multiple perspectives is important because buy-in from all stakeholders is imperative to crafting effective communications. These stakeholders include Oakland County residents, organizations, commissioners and Board staff. The behavior that Facebook messaging should activate is engaging county residents and organizations in the Board's work. In addition to seeking participation from residents and organizations, communications should remind commissioners that their role is to also engage with their constituents, or that it's a two-way street. Messaging should inspire residents and organizations to interact with the commissioners and vice versa in a way that's in line with the Board's voice, which is straightforward.

The organizing idea “Serving you” hits these marks.

The language was developed from a purpose that the commissioners and staff unite around. The short phrase “Serving you” incorporates the need to inform customers of the Board's purpose. It offers a shift in perspective because it puts residents and organizations at the heart of its story, which will change the way residents consider county governments. It clearly defines how staff and commissioners should be delivering the brand, which will fuel positive change within the organization by giving groups an idea to unite behind. The organizing idea is not necessarily a tagline to be used, but the uniting message behind all communications that will come from the Board.

EXPERIENCE SPACE

In the Experience Space all points of the resident experience come together and with the Board's story. Here, multiple different stories to come together to demonstrate is that the group of commissioners is here to "serve you." Where our audience will learn that is through the "cast" of touchpoints we have with our consumers.

To determine which of these touchpoints will help us reach our goals to share more about what the Board does, ranking the touchpoints with prioritization criteria helps form a picture of the space.

Touch Points	Prioritization Criteria				Story System
	Reach	Cost/Resource Dedication	Engagement	Influence	
Website	8	7	5	7	Town Center
Search	8	0	3	2	Signpost
Facebook	7	5	7	6	Destination
In-person events/meetings	4	8	7	8	Destination
YouTube	3	5	4	3	Signpost
Commissioner Newsletters	4	4	3	6	Roundabout

The above scoring makes it clear that Facebook allow for a large reach and engagement, and that will influence consumers. The Board's page is optimized to tell small stories that all support the Board's larger story, given that Facebook posts are generally short and can lead followers to find more information. Although they will be diverse in what they cover, all stories will illustrate how the Board is serving Oakland County constituents and give followers more context behind the Board's programs and actions. The Board's Facebook page has the potential to create as much engagement as events in which commissioners are interacting with the public face to face, and this level of engagement informs its influence. If stakeholders are engaging with the content, that means they are being moved to act through commenting or sharing, which means that they are being influenced in some way.

MESSAGE

The general messaging of the Board will put the "why" before the "what". The why first explains the reason the message is relevant for residents. The "what" then follows up this reason with an explanation of how residents are impacted by the Board.

The following tweet, boosted Facebook post text, Facebook "About" text, infographic and email explain the role of the Board with this concept in mind.

Tweet to be tweeted from the county's parent brand OakGov account and direct followers to the Board's Facebook page

The Board of Commissioners is your local link to #OaklandCounty government. Follow them @oakgov.boc (www.facebook.com/oakgov.boc) on Facebook to get to know how your government is serving you.

Boosted Facebook Post Copy to encourage residents to follow the Board

The November election is coming up and Oakland County residents will be electing commissioners to represent them at the county's legislative branch of government. These commissioners make up the Oakland County Board of Commissioners, and they're as diverse as the constituents they represent. But what does the Board do? The 21 commissioners oversee the budget, establish policies, adopt ordinances and much more that impacts life for those in Oakland County daily. Residents, business owners and local organizations can all reach out to the commissioner representing their district for help at the county level, and they can stay up to date on how county government is serving them through Board meetings, its website and Facebook page. Stay in touch because your commissioners are your connections to county government.

Facebook “About” Content to be in the page’s “About” section

The Oakland County Board of Commissioner is the county’s legislative body, made up of 21-elected officials who each represent a district of the county, and who serve the constituents of the that district at the county government level. This this respect, the Board is for the county what Congress is at the state or federal level. Residents and organizations of Oakland County may not know it, but the Board exists to represent them.

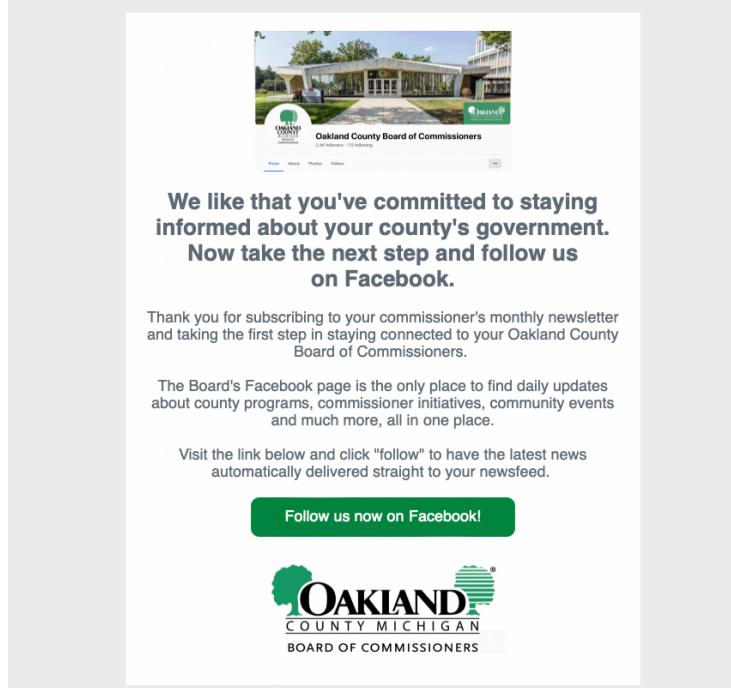
The Board oversees the budget, establishes policies, adopts ordinances and much more that impacts life for those in Oakland County, and through programming, can find ways to improve the lives of those in the county. For example, three years ago, the Board was able to leverage a bulk purchasing agreement to order hundreds of water filtration systems for Oakland County schools to ensure access to safe drinking water for thousands of students. During the Flint water crisis many communities wanted to make sure that safe water was being provided to young people, and the Board found a way to help. This is just one of many examples of how a group of commissioners can come together to find a solution to our community’s issues.

Interested and organizations can follow the Oakland County Board on Facebook (www.facebook.com/oakgov.boc) to stay up to date on its latest work, which may include programming or initiatives that can provide solutions you’re seeking. Through public Board meetings, constituents can also see firsthand how their government is working for them. During these meetings the attendees can participate in public comment, which is one way to share your opinions.

Infographic elements to be used separately as Facebook posts to catch the attention of followers and teach them something quick and new about the Board



Email to be sent to those who sign up for commissioner newsletters to encourage them to follow the Facebook page



IMPLEMENTATION PLAN: FACEBOOK AWARENESS CAMPAIGN GOALS AND EXECUTION

The “This is Your Oakland County Board” Facebook campaign will incorporate paid and organic content to gain more followers and create an engaging Board story. By growing the Board’s Facebook audience, messaging will reach more stakeholders on a regular basis. By creating engaging content, residents will follow the customer journey from stakeholder to advocate as they learn more about the role of the Board in their communities.

The goal of the campaign is to grow the Board’s Facebook audience by 50% (1,200 followers) in six months and create engaging content. Levels of engagement on the new content will be compared to engagement on content during the previous six months.

All content will demonstrate how the Board is serving the community, whether that is overtly stated or not. The content during these six months will include, but may not be limited to:

- 21 advertisements (targeted to each district) to encourage newsletter sign up
- 3 boosted posts, each about one of the Board’s National Association of Counties Achievement Award-winning programs
- 1 series of 21 videos, each highlighting one commissioner and either a) why they chose to run for office, b) what they love most about their district or c) one thing they with residents knew about them
- “By the numbers” infographic posts that tell short stories about the role of the Board through facts and figures
- Posts that contextualize news releases specifically for residents, shifting the focus of the release from gaining media attention to increasing understanding among stakeholders