

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS
WORK SESSION HELD ON
Tuesday, November 3, 2015**

A work session of the Cochise County Board of Supervisors was held on Tuesday, November 3, 2015 at 1:30 p.m. in the Executive Conference Room, at the Board of Supervisors, 1415 Melody Lane, Building G, Bisbee, Arizona.

Present: Richard R. Searle, Chairman; Patrick G. Call, Vice-Chairman; Ann English, Supervisor
Staff James E. Vlahovich, County Administrator; Edward T. Gilligan, Deputy County
Present: Administrator; Elda Orduno, Civil Deputy County Attorney; Lisa Marra, Communications & Community Relations Administrator; Kim Lemons, Assistant to the Clerk of the Board

Chairman Searle called the meeting to order at 1:30 p.m.

ANY ITEM ON THIS AGENDA IS OPEN FOR DISCUSSION AND POSSIBLE ACTION

PLEDGE OF ALLEGIANCE

THE ORDER OR DELETION OF ANY ITEM ON THIS AGENDA IS SUBJECT TO MODIFICATION AT THE MEETING

INTRODUCTIONS

ITEMS FOR DISCUSSION

Board of Supervisors

1. Discussion and possible direction regarding the County's marketing program and community outreach effort.

Jim Vlahovich, County Administrator introduced Lisa Marra, Communications & Community Relations Administrator, and explained that part of her responsibilities include Public Relations and Outreach. He asked her to create this PowerPoint Presentation explaining the various Social Media platforms and to get direction from the Board regarding The County's presence on each.

Ms. Marra welcomed the Board and stated the purpose of the work session: Current social media platforms; reason for their presence, obtain direction from the Board about what our message is and what information to share on which platform and when. She then played a short video to give an overview of how big social media has become in our society, 90% of the public uses Facebook and/or Twitter.

Ms. Marra continued by stating one of the first steps in determining what we want to do in the future is to review what we are doing in the present. The County implemented a Social Media Procedure Policy February 1, 2013. Social media does not ever take the place of our website and the goal is to direct people back to the website for the most current information. She listed

the types of information that should be distributed:

- Emergency Information
- Event and Observation Information
- Customer Service
- Public Service Announcements
- Employment Opportunities
- Public Meetings
- News and Information
- Community or Neighborhood-specific information
- Ways to communicate with elected and management officials

Social media should enhance our current sources of information distribution that only reach a certain audience: newspapers, radio, TV to provide a “value add” to our audience.

Ms. Marra stated that we started the County Facebook page in 2011, there is a Twitter account but has only been used for Elections outreach only, and we do not have a LinkedIn or Youtube presence and she went on to detail each one.

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues and has been in existence since about 2005. She showed our homepage and explained what we maintain, update and change, and when based on viewer statistics, which she summarized: likes, demographics of viewers, and popular times of day for viewing, and so on. Google Analytics tracks everything and we can use those stats to measure anything. She also discussed our most popular posts and if they are shared.

Twitter is limited to 120-140 characters, is like having a conversation, the main point is to drive awareness, and it is used by business, government and public figures. Again, Elections uses it for outreach campaign and it is more of a government site function for other entities and national news sources to know what we are doing. The Elections outreach could be another award-winning campaign for the County. Staff is not suggesting increasing or changing our presence at this time but we could start with a small campaign and reevaluate in the future.

LinkedIn is a huge database of professionals that share career and work related information and the County does not have a presence. Created in 2003, it builds a talent and brand information hub for potential hires and people that want to do business with Cochise County could use to learn about our company's values and culture. Could also be used to promote higher-end skilled jobs we have available and it increases our Google Analytics for branding. Staff is recommending developing; HR wants a page, after training and direction from the Board. 80% of companies use some form of social media for recruitment – 95% of those use LinkedIn.

Youtube Again, we do not have an official platform, a few videos through Health and the professional Culture videos. We should develop a platform, to get more useful information out about the County with a more uniform, consistent message. With a little training and a small investment the County could create videos.

Social media take a little bit of work and based on Simplymeasured.com, an Analytics Marketing Firm, in order to be successful getting your message out you should:

Disseminate relevant information 3 times a week; teach and educate 2 times a week; start conversation and engage audience 1 time a week; inspire audience every 2 weeks; and entertain monthly; Photo and video – dominate as the most popular.

Ms. Marra summarized why staff feels social media is relevant.

It allows us to communicate locally, globally.

Share information on their terms – how the public wants to learn about it

Add value for our residents by letting them know things they may not hear about anywhere else.

Information used as a teaching moment

Provide a uniform, consistent message with brand development

Public perception and awareness

Regional leadership development

Succession planning

Increase our existing presence on the web and in search engine rankings

Drive traffic to our website for the most current information and facts

Ms. Marra asked for specific direction for each of the platforms discussed today:

Facebook – Continue or change what we currently do? What should we share from other entities, and which ones?

The Board: Likes the direction of the page and the increased likes/shares in recent months; continue what we are currently doing.

Twitter – Continue with only Elections or expand with information similar to Facebook on a general County Twitter page?

The Board: Start simple with a general County Twitter page; no downside to promoting on a small scale.

Linkedin – Create page with specific content for recruiting purposes, awards, programs.

The Board: Work with HR in creating a Linkedin presence for the County.

Youtube – Create channel for County videos?

The Board: Establish a County Youtube presence.

There was a general discussion between the Board and Administration about the County Website. Supervisor English suggested the County's first goal to be service to our customers, improving the website and creating a stable base before branding to social media platforms.

County Administration suggested a 2-pronged approach, with improvements to the website as a customer-service interface this calendar year, specifically for the Planning and Zoning and Highway and Floodplain Divisions; and social media as a marketing/outreach, news sharing interface; constantly feeding all resources in support of a clear message, mission, vision, and customer service opportunities.

Chairman Searle adjourned the meeting at 2:50 p.m.

APPROVED:

Richard R. Searle, Chairman

ATTEST:

Kim Lemons, Assistant to the Clerk of the Board

"PUBLIC PROGRAMS, PERSONAL SERVICE"