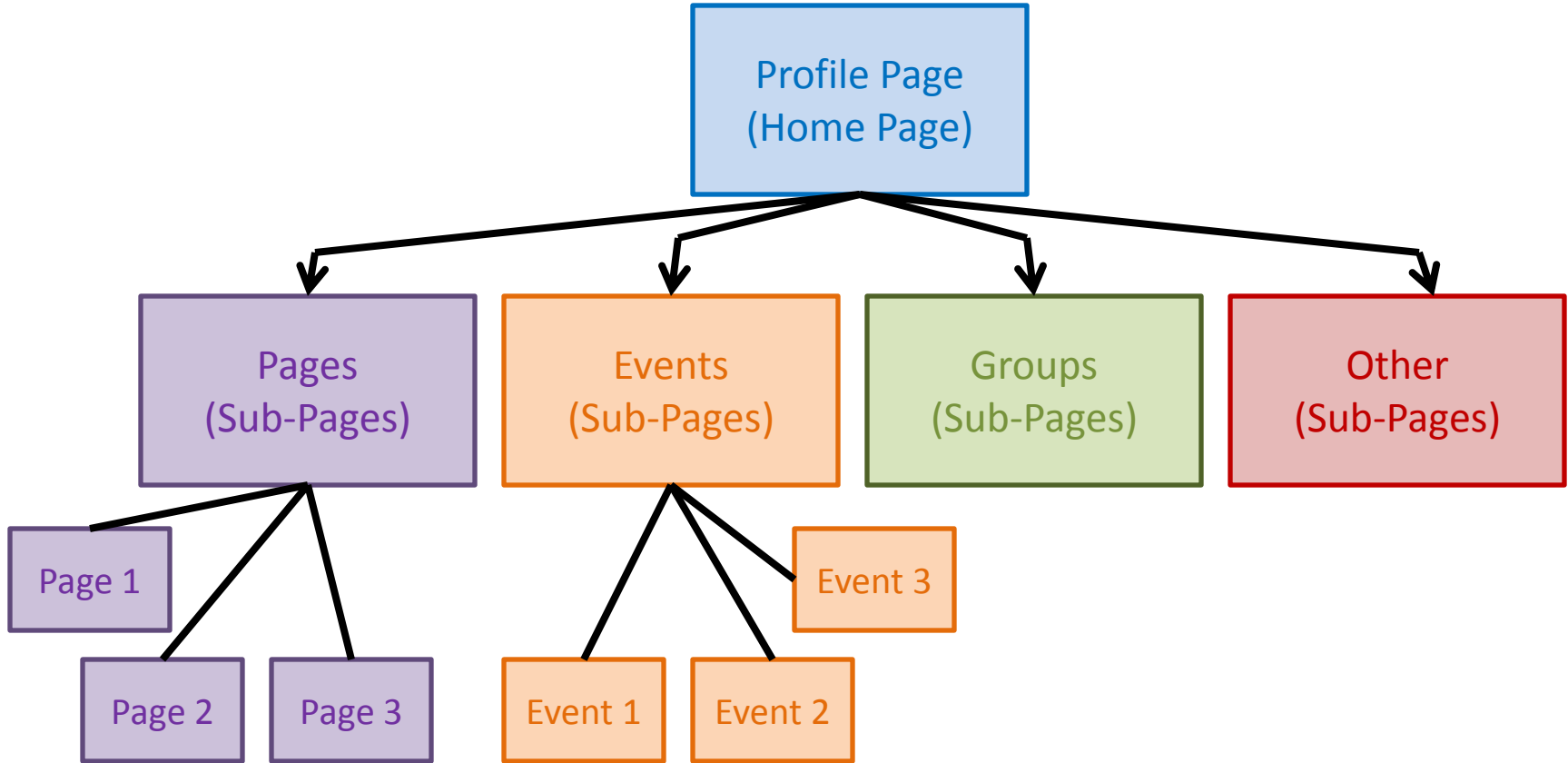


Facebook

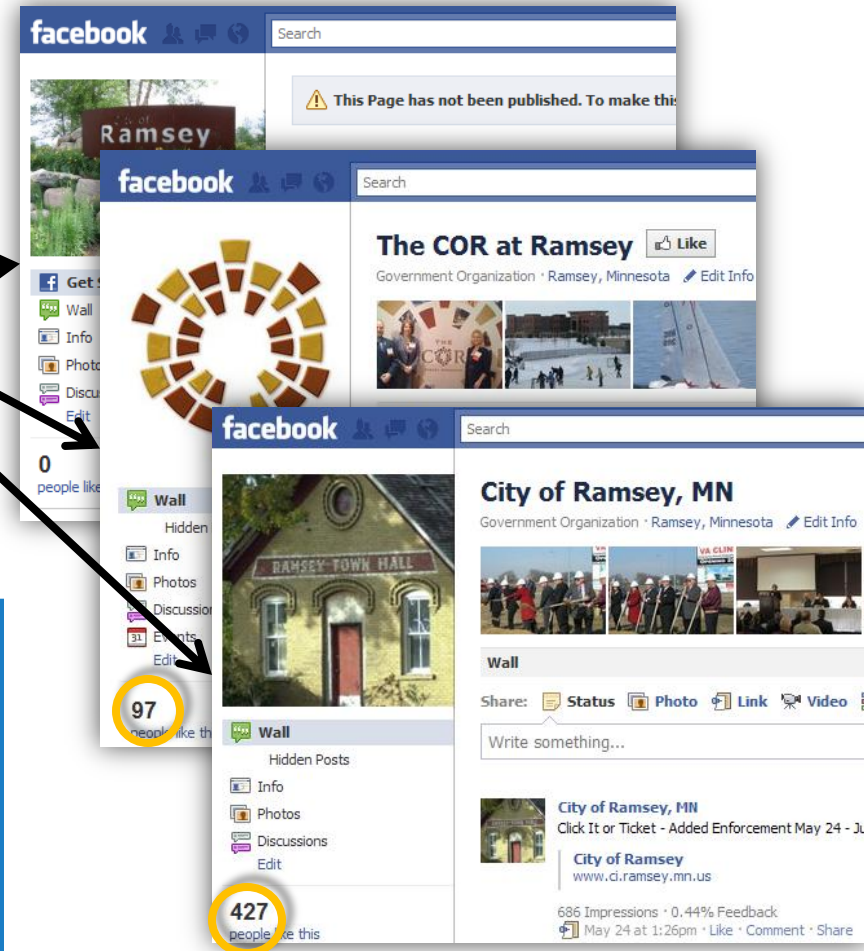


Current Structure

Profile Page (Home Page)



Pages (Sub-Pages)



Issue: All of our users and all of our updates are located in a sub-page(s).

- Cannot send instant updates to users
- Limits the ability to invite to that page and it's users only
- Limits the ability of users to choose what they want to be updated on

Proposed Structure

1. **Redirect users:** get users to become “friends” to the base profile rather than “liking” a sub-page.
2. **Restructure:** use “events” rather than “pages.”
3. **Language:** put standardized language on each Facebook page.

Next Slide: Demonstration

Proposed Structure

Profile Page (Home Page)

The screenshot shows the Facebook profile page for the City of Ramsey. The header includes the Facebook logo and a search bar. The profile picture is the City of Ramsey logo. The cover photo features a blue background with the text "Welcome! to the City of Ramsey's Profile" and a map of Minnesota. The page is divided into sections: "Activities and Interests" (Other: Facebook Platform), "Basic Information" (About: Ramseytest), and "OVERVIEW:" (Welcome to the City of Ramsey's Facebook page... It is the City of Ramsey's goal to provide residents the most up to date information as possible. If you need to contact the City of Ramsey or your elected officials do not use facebook--please call, email or stop in to the Ramsey Municipal Center. IMPORTANT: -->This page is intended to be an informal supplement to the City of Ramsey's Website. For official information, please contact the city of Ramsey. -->All offensive language or profanity used on City of Ramsey's Facebook pages will be removed. -->If you have an emergency please call 911. WANT INSTANT UPDATES? Join any of the update events you are interested in below to access updates throughout 2011: Police: http://www.facebook.com/?tid=1974730640718&sk=messages#!/event.php?eid=213136812040633 Public Works: http://www.facebook.com/?sk=events&ap=1#!/event.php?eid=133089970101110). The left sidebar shows "Wall", "Info", "Photos", "Friends", and "Friends (2)" with profile pictures of Patrick Brama and Amy Dietl.

Events (Sub-Pages)

The image shows three overlapping screenshots of Facebook event pages for the City of Ramsey. The top event is "Police Department Updates: City of Ramsey, MN" (Saturday, December 31, 12:00am - 11:30pm, City of Ramsey). The middle event is "Public Works Projects Updates: City of Ramsey, MN" (Saturday, December 31, 12:00am - 11:30pm, City of Ramsey). The bottom event is "COR Development Updates: City of Ramsey, MN" (Saturday, December 31, 1:00am - 11:30pm, City of Ramsey). A vertical banner on the left side of the event pages reads "Police Department Updates City of Ramsey MN" and "Public Works Dept. Updates". A red banner at the bottom of the event pages reads "Center of Ramsey Updates" and "THE COR". A red banner at the bottom of the entire image reads "NOTE: Upon Request more events may be added."

NOTE: Upon Request more events may be added.

Proposed Structure

Profile:

OVERVIEW:

Welcome to the City of Ramsey's Facebook page. It is the City of Ramsey's goal to provide residents the most up to date information as possible.

If you need to contact the City of Ramsey or your elected officials do not use facebook--please call, email or stop in to the Ramsey Municipal Center.

IMPORTANT:

-->This page is intended to be an informal supplement to the City of Ramsey's Website. For official information, please contact the City of Ramsey.

-->All offensive language or profanity used on City of Ramsey's Facebook pages will be removed.

-->If you have an emergency please call 911.

WANT INSTANT UPDATES?

Join any of the update events you are interested in below to access updates throughout 2011:

Police:

<http://www.facebook.com/?tid=1974730640718&sk=messages#!/event.php?eid=213136812040633>

Public Works:

<http://www.facebook.com/?sk=events&ap=1#!/event.php?eid=133089970101110>

The Ramsey COR:

<http://www.facebook.com/?sk=events&ap=1#!/event.php?eid=150313288372145>

Events:

OVERVIEW:

Are you interested in receiving updates to major public works projects in the City of Ramsey (i.e. roads, parks, utilities construction, snow plowing etc.)?

If you are, select "I'm Attending" and you will be updated on 2011 public works projects in the City of Ramsey.

IMPORTANT:

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-->All offensive language or profanity used on City of Ramsey's Facebook pages will be removed.

-->If you have an emergency please call 911.

Council Direction

Direct Staff on the following three items:

1. **Redirect users**: get users to become “friends” to the base profile rather than “liking” a sub-page.
2. **Restructure**: use “events” rather than “pages.”
3. **Language**: put standardized language on each Facebook page.

Next Slide: Demonstration