

# Social Media Policy

Jo-Leigh Warren, Digital Strategist  
Center for Strategic Relations



# The Need for a Social Media Policy

- Social media is increasingly becoming a popular communications tool to reach a wider audience
- Social media makes it easier to be transparent
- ARC has multiple social media accounts managed by ARC staff, it is important to have consistent messaging to maintain cohesive branding



**6.7K**



**10.3K**



**4.2K**



**1.6K**

**22.8K**

**Total Followers**

# The Need for a Social Media Policy

- The ATL post brought over 16K visitors to the ARC website
- 8,908 visits came from social media
  - ~54% of site traffic
- The Chattahoochee post brought over 2K visitors to the What's Next ATL website
- 918 visits came from social media
  - ~44% of site traffic

A screenshot of a Facebook post from the Atlanta Regional Commission (ARC). The post is sponsored and features a graphic with the text "5 Transit Systems + 13 Counties = THE ATL". The graphic includes logos for MARTA, CCT, and Xpress. The text of the post reads: "#BREAKING: Regional #transportation legislation has passed! State lawmakers deserve a tremendous amount of credit for having the courage to take this bold action for a better-#connected future for our region. #TheATL #transit". Below the graphic, the text says "ATLANTAREGIONAL.ORG State Lawmakers Pass Legislation Establishing Regional Transit Framework in Metro Atlanta -...". The post has 1.2K reactions, 138 comments, and 391 shares.

A screenshot of a Facebook post from the Atlanta Regional Commission (ARC). The post is sponsored and features a photograph of the Chattahoochee River. The text of the post reads: "The #ChattahoocheeRiver is one of our region's natural treasures, but access is limited in many places. A new \$1.5 million project aims to study a 100-mile stretch of the river to create a new vision for the river's future with new investments to increase #bicycle and #pedestrian access." Below the photo, the text says "WHATSNEXTATL.ORG A New Vision for the Chattahoochee? The Chattahoochee River is one of our region's natural wonders. But in...". The post has 14 comments and 57 shares.

# Social Media Policy Process

- A draft policy is being created and reviewed through CSR and a focus group
  - The focus group consists of representation from each group in the agency to ensure the policy works for everyone and is easy to understand and implement
    - Research
    - Community Partnerships
    - Transportation
    - Business Services
    - Aging and Independence
    - Workforce

# Next Steps

- Business Services Review
- Conduct 2<sup>nd</sup> Round of Focus Group
- Executive Team Review

