



Digital Engagement:
Remaining Relevant
in the 21st Century



Communicating in the 20th Century



Thursday December 10, 2009



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Digital Revolution



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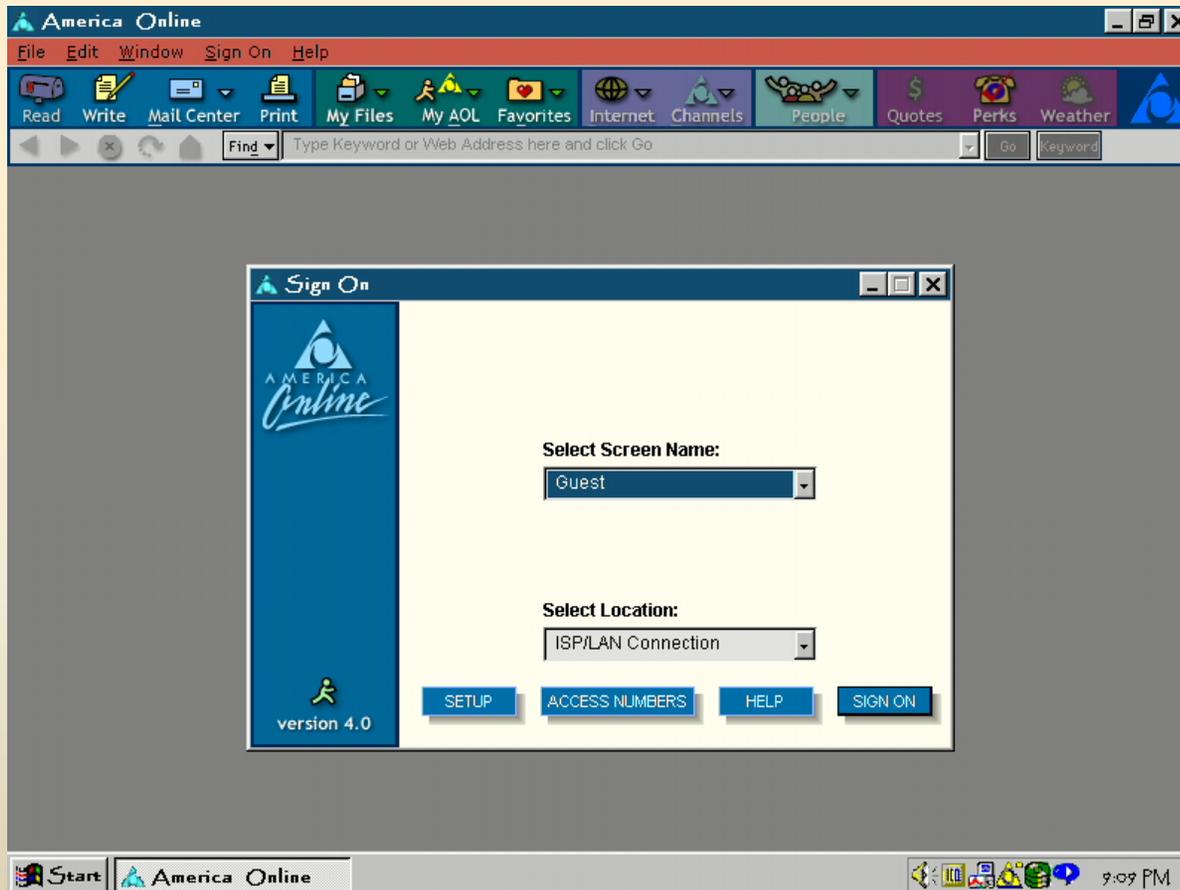
Computer and Internet Usage



In the early-to-mid 1990s, online service providers such as AOL, Prodigy and CompuServ sold modems costing approximately \$50 allowing the user to connect to the Internet through a phone line.

A fee to access the online service was also required and provided such features as email (available since 1993), news feeds and instant messaging. Fees averaged \$10 for the first 5 hours and \$3 every hour after.

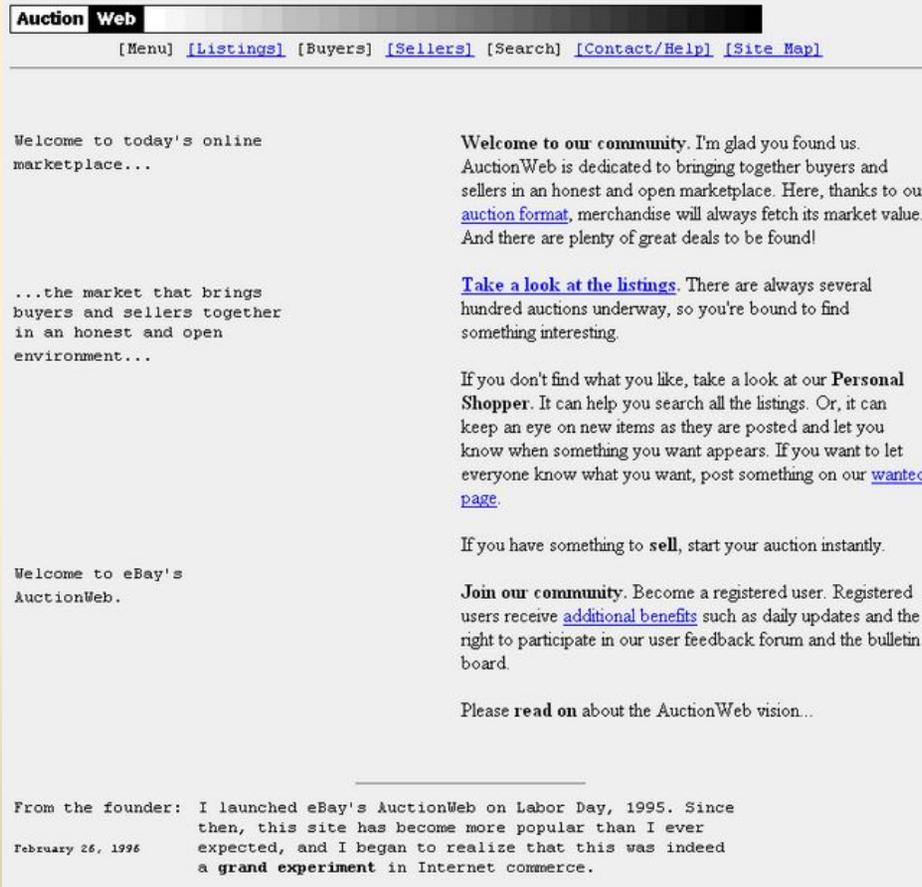
Computer and Internet Usage



1996: America Online, one of the most popular ISPs, leaves behind its pay-per-hour system for a flat \$19.95 monthly fee for dial-up Internet. **The modern Internet era begins. Between 1996 and 2001, Internet usage went from being relatively rare to normalized.** Now it's a routine part of our lives.

May 2015: Verizon buys AOL for \$4.4 billion in cash.

Consider this ...



Screenshot of Ebay's 1995 website

The first website was launched in August 1991. (European Organization for Nuclear Research)

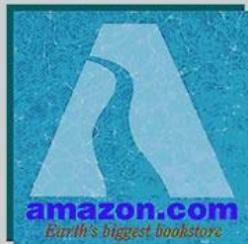
By 2001, there were nearly 30 million websites with 500 million web users.

Today: over one BILLION websites with more than 3.5 billion users.

Source: internetlivestats.com

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And this ...



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Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

Amazon launched in 1995 as an online bookseller. **Today, more than 2 million merchants sell goods through Amazon.com**, sharing a cut of each sale in exchange for access to Amazon's 270 million active shoppers. (Amazon Prime Day – July 11, 2017 – was expected bring in \$1 billion over 30 hours.)

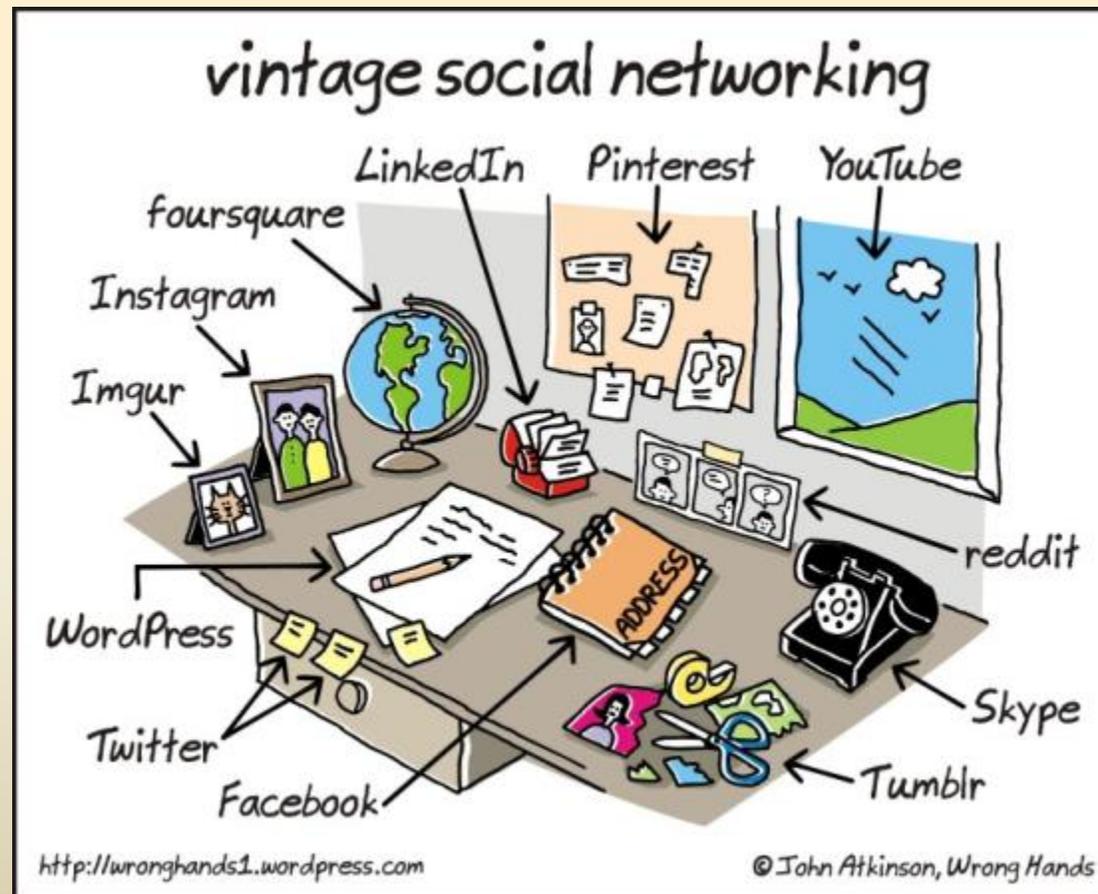
By 2020 transactions on the internet will reach 450 billion per day and enterprise-generated content will exceed 240 exabytes daily. (An exabyte is 1 billion gigabytes).

Screenshot of Amazon's 1995 website

Source: International Data Corp. (IDC)

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Communicating in the 21st Century



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Mobile Access



77% of American adults own a smart phone.

(up from 35% in 2011) Pew Research Center, Jan. 12, 2017

46% of smartphone owners say their smartphone is something “they couldn’t live without.”

Roughly six-in-ten (62%) smartphone owners have used their phone to get information about a health condition in the past year, similar to the percentage who say they’ve used their smartphone for online banking.

88% of teens have or have access to cell phones or smartphones and 90% of those teens with phones exchange texts. A typical teen sends and receives 30 texts per day.

Pew Research Center, 2015

Mobile Access by 2020



- Mobile data traffic is going to **increase eight times over** by 2020.
- **About 70% of the planet — 5.5 billion users — will connect through a mobile device.** (Most of that growth will come in Africa and the Middle East.)
- **Worldwide, the mobile phone will be more common for more people than electricity or running water.**
- Smartphones alone will account for 81 percent of mobile data traffic — more than 75 percent of which will be video.

Cisco Systems, Feb. 2016

Digital Behavior



In 2017, **US adults will average 5 hours 50 minutes daily with digital media.** 89.2% of smartphone time and 76.8% of tablet time will be spent on app usage (as opposed to mobile websites).

Source: eMarketer, April 27, 2017

2005:

When Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one social media platform.

2017:

Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves.

Source: Pew Research Center

Emoji vs Emoticon



An emoji is an image small enough to insert into text that expresses an emotion or idea. *Emojis* are most often used in emails and text messages, though may be found in any type of electronic communication. *Emojis* were first used in cell phone communication in Japan in 1999.



An **emoticon** is a representation of a human facial expression using only keyboard characters such as letters, numbers and punctuation marks. *Emoticons* became popular in the 1990s with the advent of emails and texting.

:) ;) :(:/

Emojis have emerged as the fastest growing language worldwide (2016 Emoji Report)



iPhone Emoji

In 2016, emojis were used by 92% of the world's online population.

Social Media made memes mainstream.



First coined in 1976 by Richard Dawkins, a meme is "an idea, behavior, or style that spreads from person to person within a culture." An Internet meme is an activity, concept, catchphrase or piece of media which spreads, often as mimicry, from person to person via social media.



Bill is on the internet.

Bill sees something that offends him.

Bill moves on.

Bill is smart.

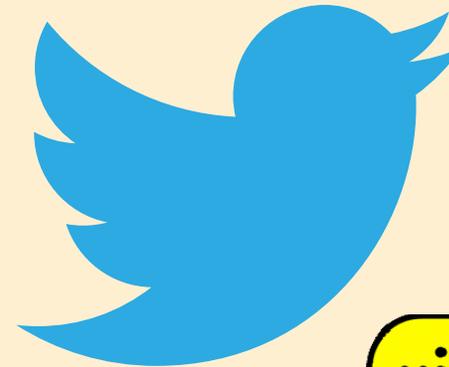
Be like Bill.



Social Media 2017



How do you communicate?



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We're social.



Who uses social networking sites

% of internet users within each group who use social networking sites

All internet users	74%
a Men	72
b Women	76
a 18-29	89 ^{cd}
b 30-49	82 ^{cd}
c 50-64	65 ^d
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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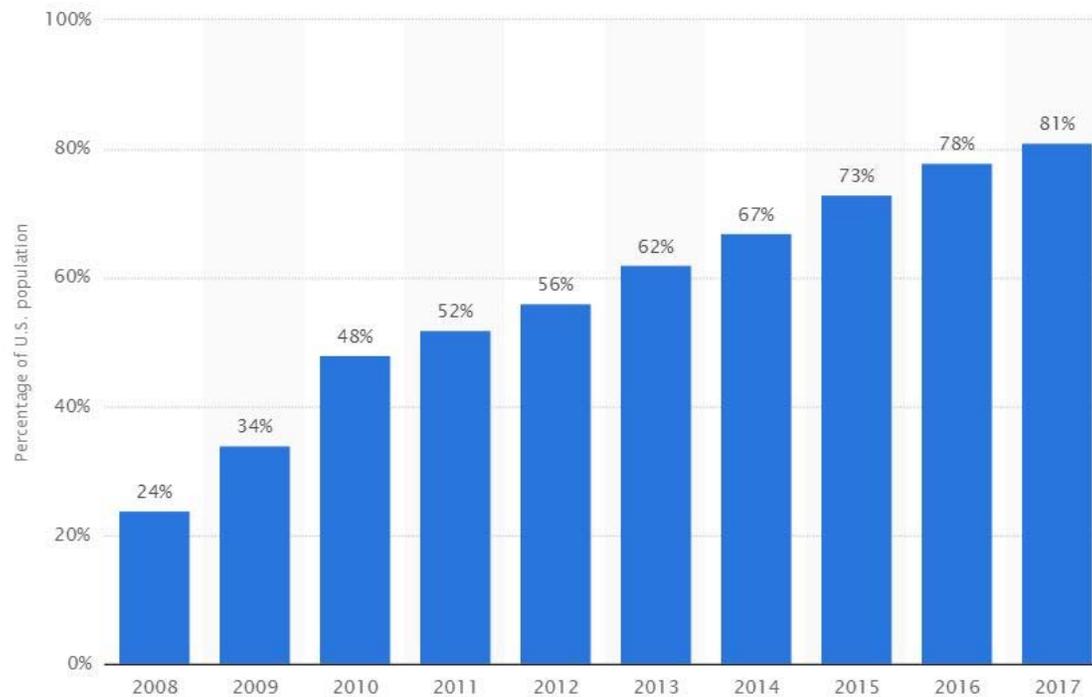
Education and income level don't make much difference in social networking site usage.

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Very social.



U.S. social media usage from 2008 to 2017



© Statista 2017

81% of the United States population has a social networking profile

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Most Popular Platform



On September 26, 2006, Facebook opened to everyone 13 and older with a valid email address.

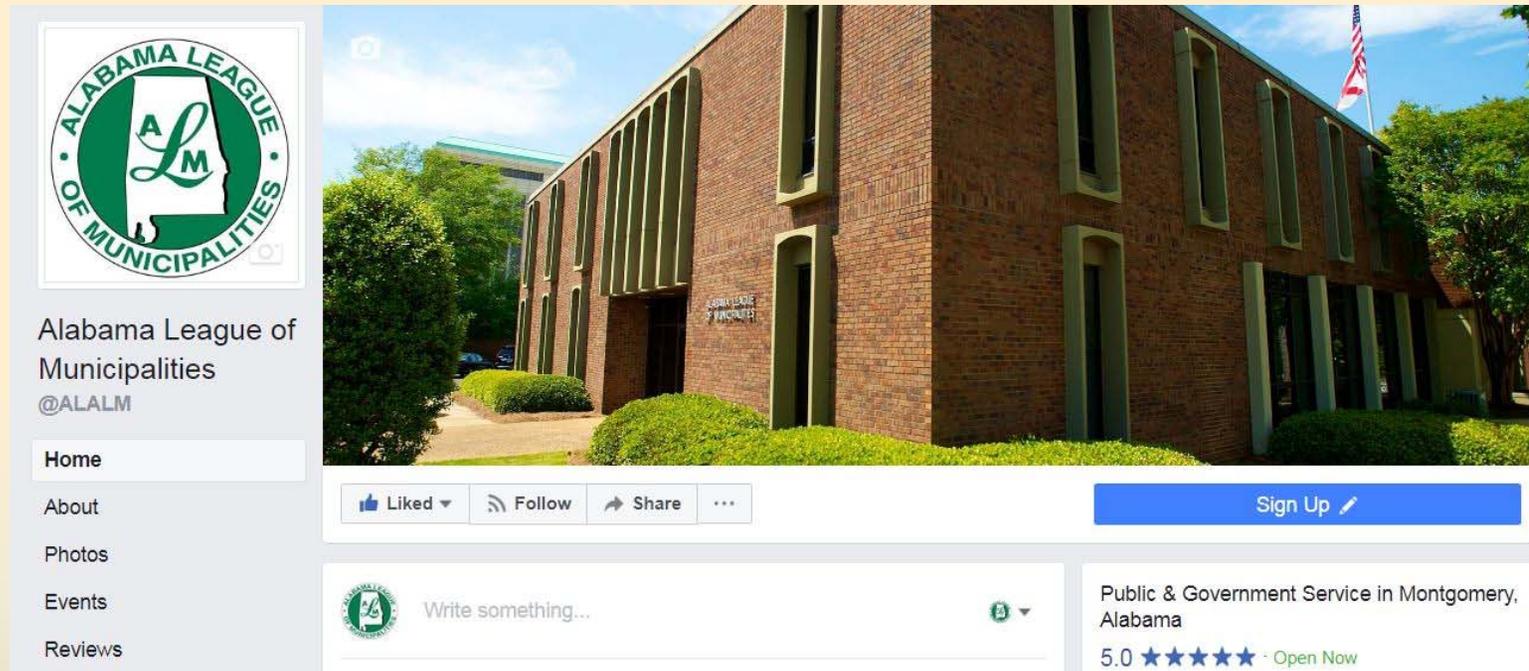
By the end of 2006, Facebook had 12 million users. **By March 2017, it had nearly 1.4 billion active monthly users.**

Roughly eight-in-ten online Americans (79%) now use Facebook.

As of March 31, 2017, Facebook had 18,770 employees.

(Source: Facebook, Inc.)

Facebook Pages



Pages: for businesses, public organizations, public figures, etc. Pages are public and don't limit number of followers. Pages provide insights and trending stats. As of Feb. 2017, **over 65 million** businesses/organizations had Facebook pages.

(Source: medianama.com, Feb. 2017 article)

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Facebook Groups



Groups: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members. **Closed groups** can be seen by the public, **secret groups** can't. If you create a **closed group**, the name of it, its members, and its description can be seen by the public—basically everything but the posts in the **group**.



With just over 17,600 members, this closed group discusses restaurants and food in the River Region.



Facebook Reactions



The Like button was activated Feb. 2009 and eventually became a crucial part of how Facebook's technology decides what to show users.



In 2016, Facebook began offering five clickable responses – **“Reactions”** – which are an extension of the Like button to give people more ways to express themselves and share their reaction to a post.

Reactions also provide Facebook a lot more information to throw into the News Feed algorithm, thereby making the content more relevant to users and advertisers.)

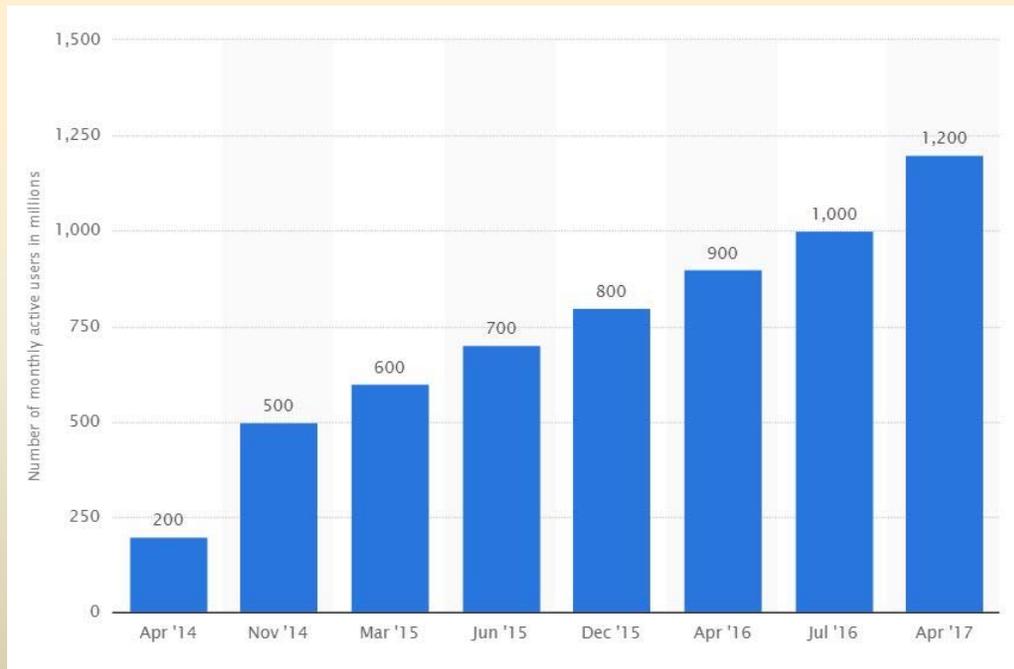
(Source: Facebook Brand Resource Center)



Facebook Messaging



Initially released in 2011, Facebook Messenger, an app purely dedicated to chatting, was developed to take over the instant messaging function previously connected to the main Facebook app. The service can be used both on a desktop computer and mobile devices.



As of April 2017, Facebook Messenger had 1.2 billion active monthly users worldwide, ranking second among mobile chat apps worldwide.

(Source: statista.com)

Instagram

(owned by Facebook)



Launched Oct. 6, 2010; bought by Facebook in April 2012.

- 400 million active daily users
- Averages 95 million photos per day (up from 70 million in 2016)
- 4.2 billion likes daily
- 59% of Internet users between the ages of 18 and 29 use Instagram
- Posts with at least one hashtag average 12.6% more engagement.

(Source: Instagram)

Twitter



Twitter was launched in July 2006.

- 320 million active monthly users (100 million daily)
- 80% mobile usage
- 500 million tweets per day (6,000/second)
- Nearly 67 million Twitter users in the U.S.
- Supports 35+ languages

(Source: Twitter)

You Tube turned 12



YouTube was **launched in May 2005** to upload, view and share videos.



To test the service, co-founder Jawed Karim uploaded the First YouTube video ever posted (April 2005) – an 18-second clip of himself at the San Diego Zoo.

Over 1.5 billion unique users visit YouTube each month (one out of every 7 people on the planet).

70% of YouTube views are on mobile devices.

400 hours of new video uploaded every minute. One billion hours watched/day.

81% of Millennials use YouTube. Baby Boomers – 43%.

YouTube reaches more 18-49 year-olds than any US Cable network.

(Source: DMR Digital Statistics)

Snapchat



Snapchat launched Sept. 2011 and is a text & photo messaging application for mobile phones.

- 300+ million active daily users
- 1 million snaps (video and photos) created daily
- 45% of users between 18-24
- 71% users are under age 34
- 30% US millennial internet users use Snapchat regularly
- 11% reach of total US digital population

(Source: Omnicore Agency)

LinkedIn

A screenshot of a LinkedIn profile for Carrie (Armstrong) Banks. The profile header shows her name, title "Communications Director at Alabama League of Municipalities", and location "Alabama League of Municipalities (ALM) • The University of Alabama, Montgomery, Alabama Area • 497". Below the header is a bio paragraph and a paragraph about her teaching experience. At the bottom, there is an "Experience" section with a job listing for "Communications Director" at the "Alabama League of Municipalities (ALM)" from August 1997 to the present, with a 20-year tenure. The bio and job description text are partially visible and repeated in the original image.

Update background photo

Carrie (Armstrong) Banks
Communications Director at Alabama League of Municipalities
Alabama League of Municipalities (ALM) • The University of Alabama
Montgomery, Alabama Area • 497

Originally from rural, southeastern North Carolina, Carrie received her BA in Journalism from East Carolina University and her MA in Public Relations and Advertising from The University of Alabama. Since 1997 she has served as the Communications Director for the Alabama League of Municipalities (ALM) where she oversees the communications/marketing and strategic planning efforts for ALM and its affiliated organizations; works closely with ALM's Director of Advocacy and Public Affairs to develop messaging and advocacy strategies; publishes a bi-monthly magazine; and oversees the maintenance, content and layout of five distinct websites, two weekly e-newsletters and all publications, social media, videos, products and materials.

Carrie has taught Fundamentals of Speech as an adjunct instructor for Troy University, Montgomery; has been a contributing writer for a regional magazine; and has served on several boards and committees. She enjoys piddling in her yard, screened porch sitting (usually with a book) and quality time with Luey, her German Shepherd rescue. She and her husband, Craig, are master-level scuba divers, outdoor enthusiasts and occasional DIY home-improvement adventurers. [See less](#)

26 Who's viewed your profile
0 Views of your post in the feed
60 Weekly search appearances

Experience

Communications Director
Alabama League of Municipalities (ALM)
Aug 1997 - Present • 20 yrs
Montgomery, Alabama Area

Oversees the communications/marketing and strategic planning efforts for ALM and its affiliated organizations; works closely with ALM's Director of Advocacy and Public Affairs to develop messaging and advocacy strategies; publishes "The Alabama Municipal Journal," ALM's bi-monthly magazine; supervises the content, design and production of all external/internal ALM and affiliate publications, social media,

Professional Networking Site Launched May 2003



- The world's largest professional network on the Internet with more than 465 million members in over 200 countries and territories.
- **More than 40 million students and recent college graduates** are on LinkedIn. They are LinkedIn's fastest-growing demographic.
- 3 million active job listings
- Two new LinkedIn members added per second.

(Source: LinkedIn.com)

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Social Media Advantages



- **Scope.** Allows instantaneous dissemination of information to audiences that grow daily.
- **Structure.** Allows for multi-directional conversations – the user can be both a recipient and a source of information.
- **Tone.** Informal, conversational, sometimes humorous. Distinctly different from traditional press releases.

Social media allows municipalities and companies to:



- **Bypass the press** and instantly push information directly to the public in a non-sensational manner.
- **Build credibility** by directly releasing information to the public in a genuine tone.
- **Engage in open dialogue** with the communities served.
- **Build relationships with the public** that provide benefits – in crisis situations as well as daily municipal functions.

Ways to use Social Media



- **Council Meetings:** post dates for upcoming meetings; highlights from most recent meetings.
- **Emergency Alerts and Severe Weather Updates**
- **Crime Prevention and Police Assistance:** Police departments are posting crime prevention tips, time sensitive information such as Amber alerts and using social media to seek information on wanted criminals in the area.

Ways to use Social Media



- **Promote events/activities:** post festival dates, links to important information (parade routes, vendor lists, etc)
- **Drive Traffic to City Website:** Post links to updated info (maybe you have a new online service you provide and you want citizens to use. Or maybe you just made an update to the Employee of the Month section, Mayor's Blog, Animal Shelter, Pet of the Week, etc).
- **Construction Updates and Road Closings:** post updates about possible delays or routes to avoid

Ways to use Social Media



- **Job Applications:** To help fill open job positions, municipalities are posting them on LinkedIn, Facebook and Twitter with links to full job descriptions and instructions on how to apply.
- **Economic Development:** Many companies use social media to scope out communities as they look to build or relocate their business. Economic developers can use social media to attract those businesses to the area and build relationships with current ones.
- **Public Service Announcements:** PSA's are an effective method for raising awareness of issues that affect your community. Municipal examples of PSAs on social media include general health, safety and fiscal tips from various departments. YouTube videos can be a quick and easy way to convey a message, but even images and ads posted to Facebook and Twitter with a caption can be effective too.

More than a convenience?



On August 1, 2014, Facebook's service went down for **19 minutes**. Police in California got so tired of getting calls about the outage that the Los Angeles County Sheriff's public information office was forced to take to Twitter to tell people to stop wasting police time.



Crime/Quality of Life



Whether it's text messaging or Twitter, Facebook, Instagram or another outlet, the instantaneous nature of social media fueling the fast assembly of large crowds for parties or other gatherings is causing law enforcement officials to reconsider how to combat the new-age problem.

Mobile, AL 2015

According to police, [up to 400 teenagers assembled at a theater's parking lot and that social media could have been the chief communication culprit.](#) After several hours of brewing tensions, [four teenagers were shot](#) outside the theater. The injuries were not life threatening.

And social media played a role in August 2015 when a large group of revelers quickly gathered for a street party outside a popular bar in downtown Mobile. [The result was a shooting with multiple injuries and a business shutting down.](#)

Source: al.com, 1/3/16

Gang Members use social media at about an 80% rate



Experts say gang members use online tools to plan crimes, recruit members, threaten rivals, monitor police movement -- online activity often leads to offline violence.

“Flocking” -- social media phenomenon occurring on the West Coast is a type of flash mob in which gang members text one another to show up all at once at a specific place to commit a crime.

Source: Solutions for State and Local Government Technology
October 15, 2013

Social Media and Police Departments



In 2016, a social media usage survey was sent to law enforcement agencies. 539 law enforcement agencies representing 48 states responded:

- 91 percent use it to notify the public of safety concerns
- 89 percent use the technology for community outreach and citizen engagement
- 86 percent use it for public relations and reputation management
- 59 percent have contacted a social media company (e.g., Facebook or Twitter) to obtain information to use as evidence
- Some of the greatest barriers faced by agencies using social media are adapting to new trends, measuring the impact of their use of the technology, and training personnel to use social media effectively.

Source: The International Association of Chiefs of Police's Center for Social Media, Feb. 2017

Where will we be in 2 years? 5 years? 10 years?



Millennials (ages 18-34)

expect online access and are tied to their mobile devices



- 83.1 million U.S. “Millennials” vs. 75.4 million “Boomers” – more than ¼ the U.S. population (Census Bureau)
- Make up the largest segment of the U.S. workforce (estimated 53.5 million workers) and will become larger as more graduate and find jobs.
- More diverse than any previous U.S. generation
- Their lifestyle and preferences represent a dramatic shift
- **21% millennials have never written a physical check to pay a bill**
- 94% consumers under 35 years old are active users of online banking
- Millennials are tied to smartphones, laptops and tablets especially. (86% between the ages of 25 and 34 use smartphones)
- In the millennials’ world, there is an app for everything

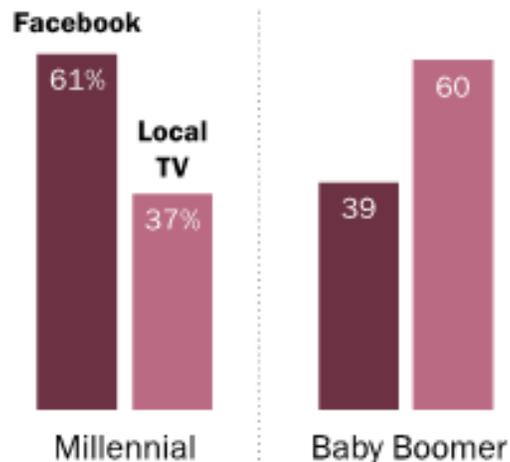
Source: firstdata.com (“The Unbanked Generation”)

Social Media – the Local TV for the Next Generation?



Millennials and Baby Boomers: A Generational Divide in Sources Relied on for Political News

% who got news about politics and government in the previous week from...



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22, Q24A. Based on online adults.

PEW RESEARCH CENTER

For news about politics and government, social media may be for the Millennial generation what local TV is for the Baby Boomer generation. 61% of online Millennials say they get political news on Facebook in a given week, a much larger percentage than any other source for news. That's a stark contrast to internet-using Baby Boomers, for whom local TV tops the list. These trends also reflect a major shift taking place in the news world, as social networking sites increasingly become an integral part of Americans' news experience.

Source: Pew Research Center, June 2015

Millennials

what they want and expect



Convenience matters.

- ✓ Expect real-time information.
- ✓ Expect “smooth and easy” from whatever device they’re using that moment.
- ✓ Are accustomed to seeing alerts based on choice of frequency and type of information they believe will help them.
- ✓ Want to be able to flip through their mail and gather new information on the fly.
- ✓ Love quirky personalization.

Source: firstdata.com (“The Unbanked Generation”)

Here's to the future!

