



MEMORANDUM

TO: Mayor Jones and Members of the Board

FROM: Randi Gallivan, Town Clerk

DATE: August 19, 2021

RE: Social Media / Mass Communications

DISCUSSION

The Board has asked for information from other small municipalities regarding their social media policies and usage. From a small, unscientific poll, it appears some towns have a Facebook account, and some have Twitter accounts. Some larger towns have both as well as Instagram.

The most common postings are publicizing events or pictures of the event. They also post important notifications such as road work and road closures.

Most towns do not allow comments on their social media posts. Social media is used for information only, not as a forum for discussion. A few clerks commented they only post when necessary and the posts are also on their websites.

A few Facebook examples:

<https://www.facebook.com/plattevillegov.org>

<https://www.facebook.com/townofkeenesburg>

Mass Communication Software

There are many software programs for sending out email or text notifications.

HubSpot – this software requires a new website through HubSpot to send notifications and a professional package in order to post on social media. There are 3 different packages offered by HubSpot. Based on what staff has heard from the Board, we would need to purchase the second tier which is \$9,600/year.

TextMyGov – ‘Smart’ texting with subscribers. Keywords elicit links to the Town website with auto responses. The Town can send text alerts and notifications. The Town may need to purchase a Town cell phone.

Voyent Alert – Annual subscription pricing beginning at \$1,800 for notifications distributed across all channels. To allow recipient response requires a premium package with per user/per use fees.

Everbridge – Sends emergency alerts to subscribers.

NEXT STEPS

The Board will need to decide how to handle the management of any social media other than the agency Nextdoor account. The discussion will need to include which platforms the Town wants to use and whether or not comments will be allowed.

For mass communications, the Board will need to decide if an additional program is needed to supplement Nextdoor, any other social media platforms that are added and the email notifications currently in use.