

Social Media for Neighbors

City of
Renton



Social Media

You and your neighbors are already there!

- Tools that use the internet—mobile or otherwise—to create communities
- Aimed at sharing—information, mostly, but also photos, video, audio, etc.
- Sharing creates and strengthens communities.

Social media is the way people connect

Suburb Near Large City



Disproportionately female population

Fairly evenly distributed across age groups

Stand out with the highest education and income levels

Most likely to have a college degree

Most likely to have an annual household income of \$75,000 or more

Tend to describe themselves as Republican and politically moderate

Most confident in their ability to positively impact their community

Most likely to rate their community "excellent" or "good" place to live

Most technologically "plugged in"

Most likely to own a computer, tablet computer, or cell phone

Highest rate of internet and social network site use

Most likely to get local news on a mobile device

Social media expands neighborhoods



What are your challenges as neighborhoods?

- Getting people involved
- Connecting people
- Informing people
- Addressing safety concerns
- Preparing for the worst



Basic social media tools

Some you know about...

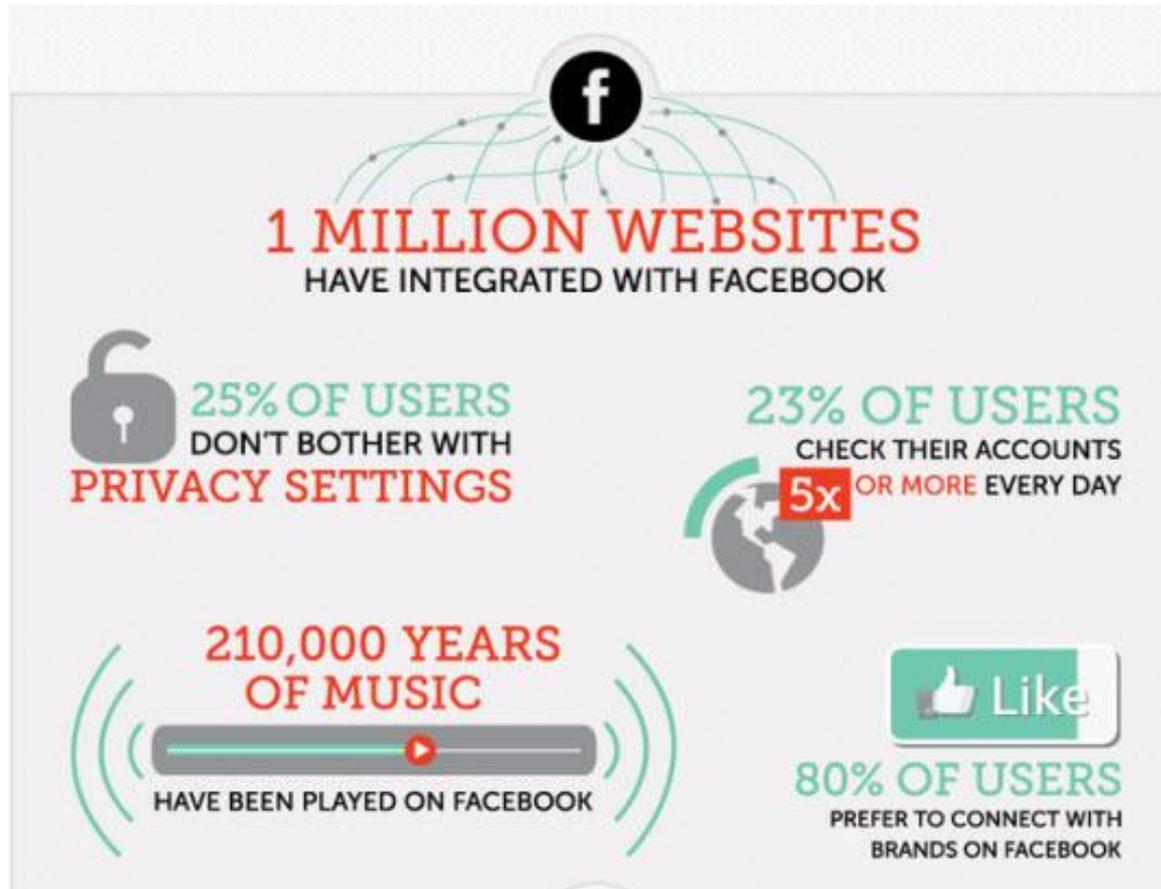
- Facebook
- Twitter
- YouTube
- Instagram
- Flickr
- Pinterest

Some you may not...

- NextDoor.com
- STQRY app



Facebook



Facebook



- Your neighbors are already there...
- It does everything! Photos, text, video, audio, links, events, direct messaging...

Facebook

Seahawks Playoff Send-off Rally



Facebook

City of Renton, WA -- Government · 5,982 like this
January 16 at 11:32am · 🌐

Renton's Severe Weather Shelter at Harambee, 316 S 3rd St, has been extended to Sunday. The shelter is in desperate need of:

- * 25 sleeping bags
- * 50 warm washable blankets
- * hats, gloves, scarves, socks for men and women
- * sweat pants and sweat shirts for men
- * breakfasts and/or dinners for 25 people (please sign up for a date)
- * volunteers to set up and break down

Please contact Karen at 425.430.6600 for information on how to volunteer and/or donate. Please share this notice, and let those in need know where to go.

Like · Comment · Share 72

16 people like this.

Karin Wheeler Jennifer Sampson Blake did you know about this??
January 16 at 11:59am via mobile · Like

Jennifer Sampson Blake I didnt know they had posted needs...thank you Karin Wheeler!
January 16 at 12:04pm · Like

Pam Smith I left a message at the above number, I would like to volunteer and also find out about providing a meal.
January 16 at 5:35pm via mobile · Like · 🗨️ 1

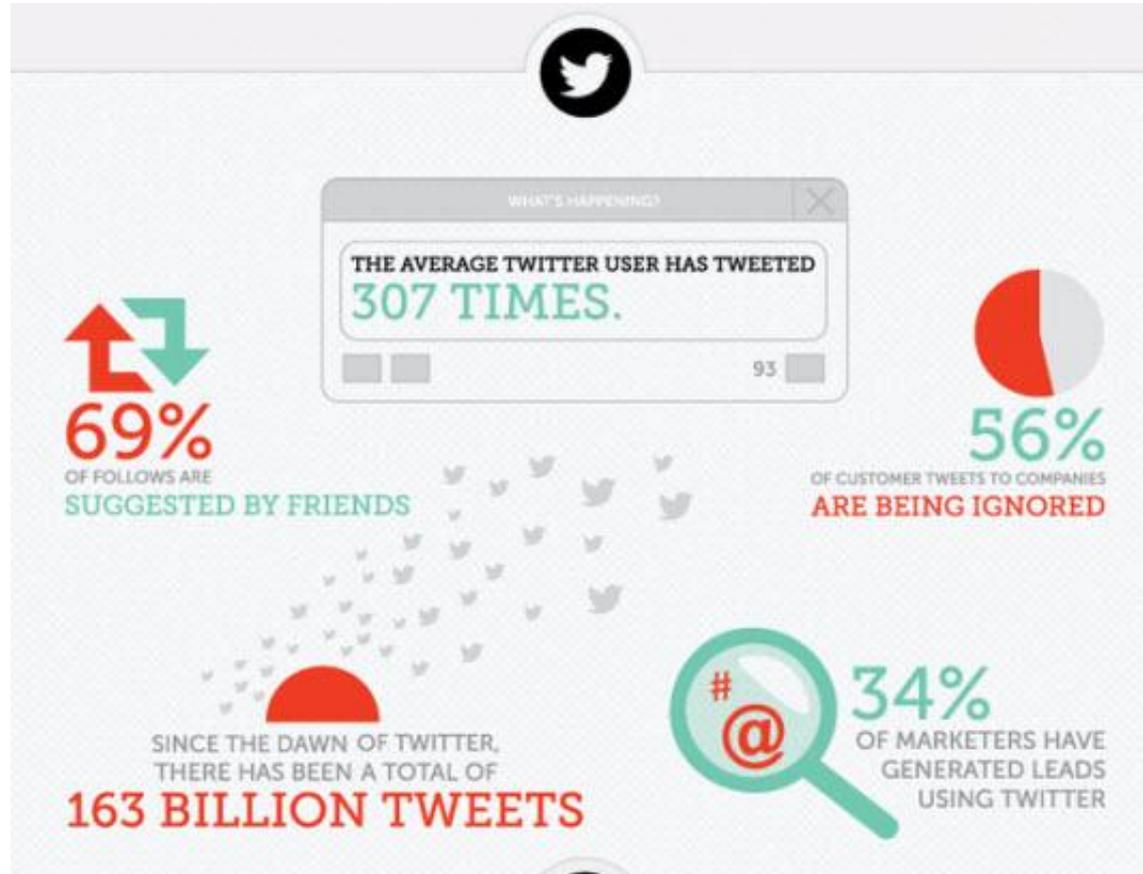
City of Renton, WA -- Government Thanks SO much, Pam--your help will be much appreciated!
January 16 at 5:37pm · Like

Michelle Fores Seibel What are the hours that we can droop off goods? Blankets etc?
January 16 at 6:20pm via mobile · Like

City of Renton, WA -- Government I will find out for you, Michelle Fores Seibel, but the shelter opens at 8:30 pm every night.
January 16 at 8:41pm · Like

The excitement gathered during preparations for the Seahawks rally helped get out the word about the need for help at the City's Severe Weather Shelter.

Twitter



Twitter



A screenshot of a Twitter conversation. At the top, a user named **HoquiamJMJ** posts a tweet on April 2 at 5:23pm via Twitter for Android, replying to @CityofRenton. The tweet says: "@CityofRenton I'm disabled or i would have done it myself. Thanks for info. Really appreciate the park crews and all they do!". Below this is a link to "Hide conversation". The next tweet is from **HoquiamJMJ** at 10:02am on April 02, asking if the city can fix garbage near Philip Arnold Park. The following tweet is from **CityofRenton** at 5:21pm, replying that park crews are usually on site by mid-morning and appreciate citizen help. The final tweet is another from **HoquiamJMJ** at 5:23pm, thanking the city for the information.



- Instant messaging system for networks of “followers”
- Promotion, information, emergency communication
- Many “tweeters” use it as a news source

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >



[View all photos and videos](#) >

Who to follow · Refresh · View all

- 
KCTS 9 @KCTS9
✕
 Follow
- 
Nate Thornton @RentonHomes...
✕
 Follow
- 
WSDOT Traffic @wsdot_traffic
✕
 Follow

[Browse categories](#) · [Find friends](#)



CityofRenton

@CityofRenton

92,590 people living well on the south shore of Lake Washington.
Home of Boeing, IKEA, the Seattle Seahawks & the eternal resting place of Jimi Hendrix.

Renton, WA · <http://rentonwa.gov>

7,186

TWEETS

155

FOLLOWING

1,641

FOLLOWERS




- ### Tweets
- 

CityofRenton @CityofRenton 4h

Lots of road work in Renton! RT @kcroads: Check out what's happening thu April 19 with our #Renton Avenue South improvements!...

[Expand](#)
[Reply](#)
[Delete](#)
[Favorite](#)
[More](#)
 - 

CityofRenton @CityofRenton 8h

@uwfosterschool You are welcome! Thanks for your work with the Boys & Girls Club!

[View conversation](#)
 - 

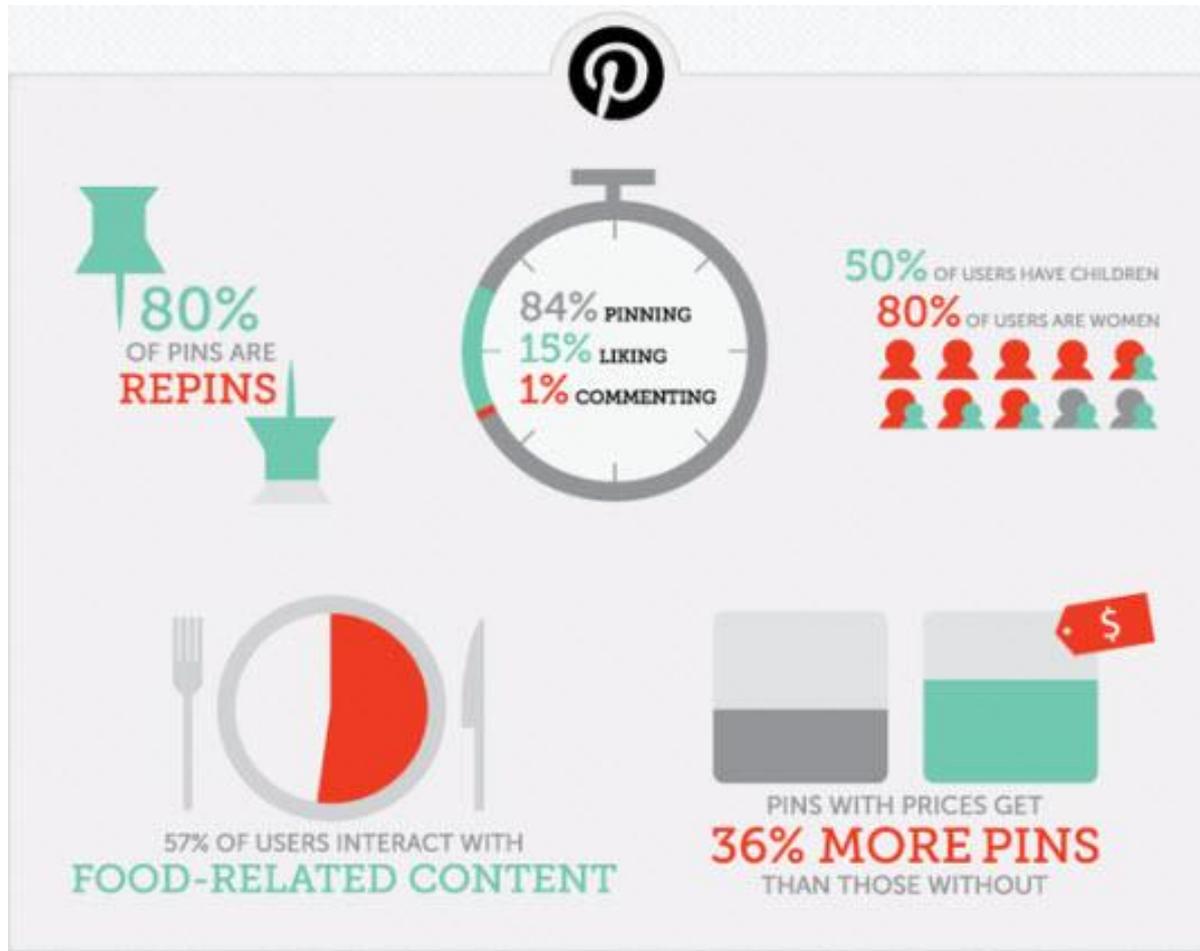
CityofRenton @CityofRenton 16 Apr

RT @mymclendons: Attn Rentonites! Your local McLendon Hardware is a finalist for Renton Chamber of Commerce's 2013... fb.me/NvizVHTo

[Expand](#)



Pinterest



Pinterest

Neighbors' Bulletin Boards



Learning in Museums

Co-created boards for planning to learning in a Natural History Museum

Repins from

- Amy Grack Nelson
- Future of Museums
- Helen S

26 Boards 736 Pins 1 Like Activity [Follow All](#) 76 Followers 149 Following

Birth- 3 years old

33 pins · 📌



[Follow](#)

3-5 year olds

67 pins · 📌



[Follow](#)

5-12 years old

71 pins · 📌



[Follow](#)

13-18 years old

13 pins · 📌



[Follow](#)

18 - 35 years old

27 pins · 📌



[Follow](#)

35-60 years old

16 pins · 📌



[Follow](#)

60+ years old

8 pins · 📌



<http://pinterest.com/publicoarams/13-18-years-old/>

Mobile Museum

45 pins · 📌



Participatory Museums

39 pins · 📌



Place making

36 pins · 📌



Play

12 pins · 📌



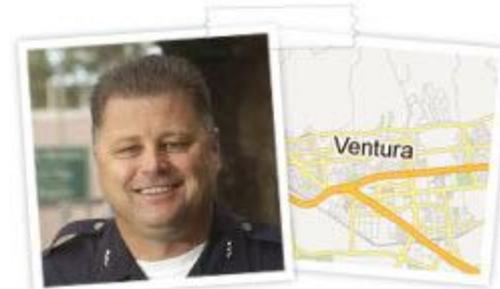
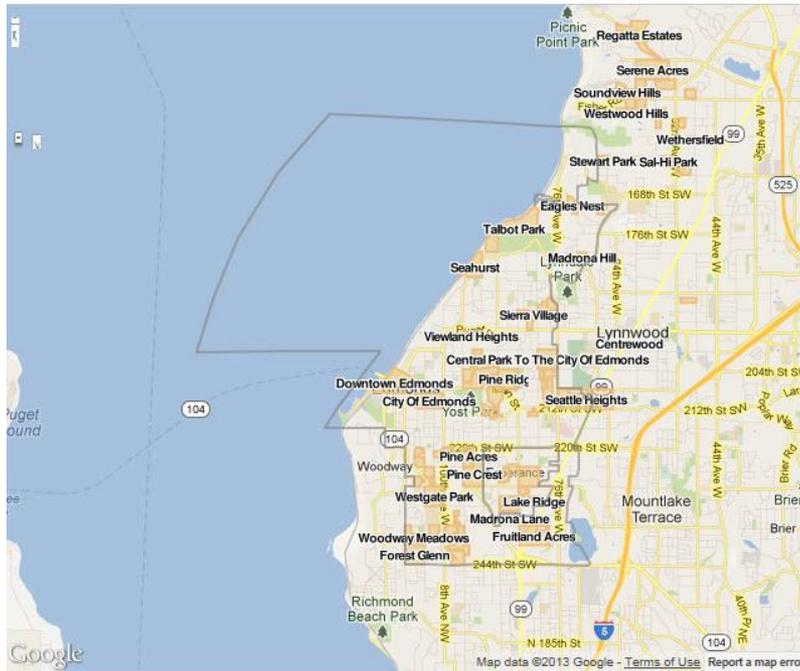
Interpretation

13 pins · 📌



NextDoor.com

- Private network for neighbors, with verified addresses



Ventura prevented crime

“Nextdoor is a tool for us to effectively share crime prevention and safety information, such as alerts of property crimes in their area or suspicious activity. Nextdoor will help create a stronger and safer community that we call home.”

Ken Corney
Police Chief (Ventura, CA)



Renton Farmers Market

More than 50 vendors take over Renton's Piazza Park every summer Tuesday afternoon, offering fresh fruit, vegetables, flowers, and other food.

Hours

Tuesdays, June 4 through September 24,
3 p.m. to 7 p.m.

STQRY

- An app that uses QR codes and location data to help get the most out of local attractions
- Coming soon: City of Renton and the Renton History Museum



Other Tools

- YouTube
- Photosharing on Flickr or Instagram
- Geolocation apps like Foursquare and Gowalla



Basics to Remember

- Be honest.
- Be brief.
- Be polite.
- Be bipartisan.
- Get your facts straight.
- Be interactive.
- Help others.
- Share the work.
- Use all the available tools.



Want to Learn More?

- **Pew Internet Project / www.pewinternet.org**
- **Neighborhood Watch / www.usaonwatch.org**
- **Project for Public Spaces / www.pps.org**
- **Others?**

Questions?

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