Neighborhood Social Media

@TGEast
Tower Grove East Neighborhood Association
towergroveeast
towergroveeastSTL@gmail.com
Social media overview

**Connecting** Engage with residents, businesses, officials, services, and media!

- Submit Citizen Service Bureau requests by tweeting @stlcsb
- Share specials that your neighborhood businesses post
- Meet your neighbors! Tweet-ups! Facebook events! #hashtags
- Keep updated on information from Police, Fire Dept., Aldermen, Schools, etc.
- Connect with media & reporters! Tag them in events: @ksdknews, @fox2now, @riverfronttimes

**Branding** Brand and market your neighborhood on social media platforms!

- People search for your neighborhood online
- Real estate companies refer to neighborhood social media
- Media references on your neighborhood – good and bad stories
- Neighborhood Association can sponsor events in the community

**Info Sharing** Reach neighbors on multiple platforms with new technology!

- Find referrals and information on services: plumbing, lawn, doctors, restaurants, etc.
- Media can use information from your social media platforms for stories
- Reach a wider audience by cross-posting on multiple platforms
Accomplishments

**Connecting**
- Set standards for how many tweets, Facebooks posts, Instagram photos you post each week
- Follow/engage with media and other neighborhoods
- Share business and surrounding neighborhood events and ask them to share yours

**Branding**
- Create brand standards for consistency
- Search and use neighborhood hashtag to find out what is being posted
- Research media stories by googling your neighborhood

**Info Sharing**
- Host neighborhood meet-ups, invite other neighborhoods
- Get involved with SLACO
- Engage with your elected officials. Email, tweet, tag your aldermen and state representatives
- Metrics! You can research metrics on each social media platform and learn what communication styles work
Facebook overview

Closed Group vs. Open page

- Open pages are viewed by all – posts can be shared, page can be linked to
- Closed group are only viewed by those in the group
- Closed groups would need moderators to approve each member request

Create a safe and useful space

- Moderators needed
- Create guidelines to be consistent
- NEW: Add questions for requesting members to answer

Useful tool for...

- Creating events, surveys/polls, and files
- Asking for and sharing recommendations
- Lost/Found pet postings
- Sales
- Questions

Facebook overview

Closed Group vs. Open page

- Open pages are viewed by all – posts can be shared, page can be linked to
- Closed group are only viewed by those in the group
- Closed groups would need moderators to approve each member request

Create a safe and useful space

- Moderators needed
- Create guidelines to be consistent
- NEW: Add questions for requesting members to answer

Useful tool for...

- Creating events, surveys/polls, and files
- Asking for and sharing recommendations
- Lost/Found pet postings
- Sales
- Questions

Facebook overview

Closed Group vs. Open page

- Open pages are viewed by all – posts can be shared, page can be linked to
- Closed group are only viewed by those in the group
- Closed groups would need moderators to approve each member request

Create a safe and useful space

- Moderators needed
- Create guidelines to be consistent
- NEW: Add questions for requesting members to answer

Useful tool for...

- Creating events, surveys/polls, and files
- Asking for and sharing recommendations
- Lost/Found pet postings
- Sales
- Questions

Facebook overview

Closed Group vs. Open page

- Open pages are viewed by all – posts can be shared, page can be linked to
- Closed group are only viewed by those in the group
- Closed groups would need moderators to approve each member request

Create a safe and useful space

- Moderators needed
- Create guidelines to be consistent
- NEW: Add questions for requesting members to answer

Useful tool for...

- Creating events, surveys/polls, and files
- Asking for and sharing recommendations
- Lost/Found pet postings
- Sales
- Questions
Twitter overview

Introducing Twitter

• Short message communication tool: Headline-style messages
• Attach photos, videos, gifs, hyperlinks, polls
• Ability to tag businesses, people, and neighborhoods

Neighborhood Twitter account

• Identifies your neighborhood, be consistent with your other online presences and brand
• Link to existing platforms: Instagram, Facebook, website
• Follow neighborhood businesses, elected officials, city services, known neighbors, engaged tweeters

Engagement

• Direct traffic to where you want it – meeting invite, website post, press release, etc.
• Reply to questions/tweets within 24-hours
• Have fun on twitter! Twitter is fast moving so you can be funny and engaged without saturating a topic
Neighborhood Twitter accounts

Tower Grove East ranks in the top 8 largest neighborhood twitter accounts

Followers
Instagram overview

Why you should Instagram

• Tell your neighborhood’s story through photos, videos, and captions
• Instagram has the ability for you to have a “business profile” – you can pull stats, get insights into your followers, share contact information

How to engage

• You can share your own photos from the neighborhood
• Ability to repost photos from others (using separate app/feature)
• Search your neighborhood’s hashtag to see what others are posting

Easy to share

• You can share your photos directly form Instagram to your linked Twitter and Facebook accounts
NextDoor overview

What NextDoor is

- Social network for neighborhoods
- Can enlarge to include surrounding neighborhoods
- Guidelines created and maintained by NextDoor
- Leads from neighborhoods manage any flagged messages
- City officials, media, local law enforcement can control posting and sponsor paid posts
- Not managed by the neighborhood association
2018 Accomplishments

**Connecting**

- Achieved goal of reaching 4,000 twitter followers
- Separate the neighborhood association from the closed Facebook group
- Participated in shared events on South Grand
- Launched TGE Adventures, a monthly meet-up

**Branding**

- Create a process that any public or media statements on behalf of the neighborhood association are reviewed by board
- Grow use of #towergroveeast hashtag

**Info Sharing**

- Present at SLACO conference
- Participate in SLACO Neighborhoods United for Change
- Send email reminders to elected officials for neighborhood meetings
The new Tower Grove East Neighborhood Association (TGENA) Facebook page launched in August 2017. It was voted that TGENA would remove itself from ownership of the closed Facebook page and start an open page.

**Having a neighborhood Facebook page:**
- Allows anyone to access the information on Facebook
- Messages and comments can be submitted through the page
- Marketing tool for those who are researching the neighborhood
- Businesses, neighbors, and events can link to page
- Creates a controlled and welcoming space for those searching in Facebook

---

**Facebook metrics 2018**

- **443 page likes** (Up 85%)
- **468 followers** (Up 85%)
- **79 posts** (Up 24%)
Twitter metrics 2018

4,565 followers
Up 12% from 2017

Average 49 tweets per month
Down 45% from 2017

Average 40 new followers per month
Down 32% from 2017
Instagram is used to:
• Share photos from around the neighborhood
• Have contests – neighbors tags you in their photos
• “Like” photos from around your neighborhood

Interesting facts:
• We search the #towergroveeast hashtag to find what is being posted in and about the neighborhood
• Photos of the neighborhood signs get the most likes on Instagram
• Instagram Stories receive a lot of views, often an underutilized feature
Looking forward to 2019

• Explore new ways to reach out to ALL neighbors (social media, mailings, signs, etc.)
• Build network and relationship with local non-profits to educate and encourage involvement
• Engage renters and business owners
• Be proactive with issues, not reactive
• TRANSPARENCY