



COMMUNICATIONS

# Hootsuite Social Platform



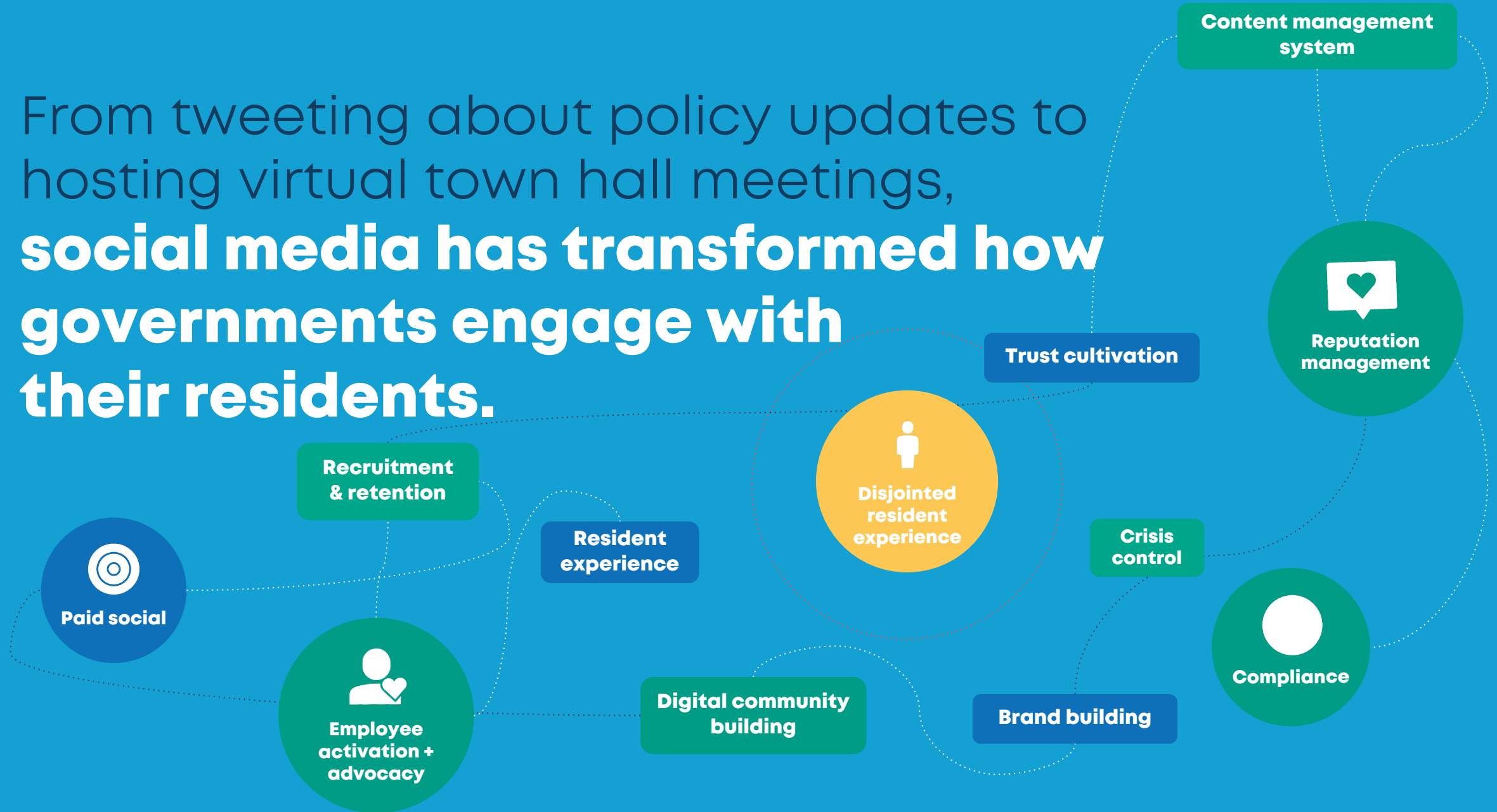
**Community  
engagement  
builds better  
communities.**

# 53%

**of US adults say they get the majority of their news from social media.**

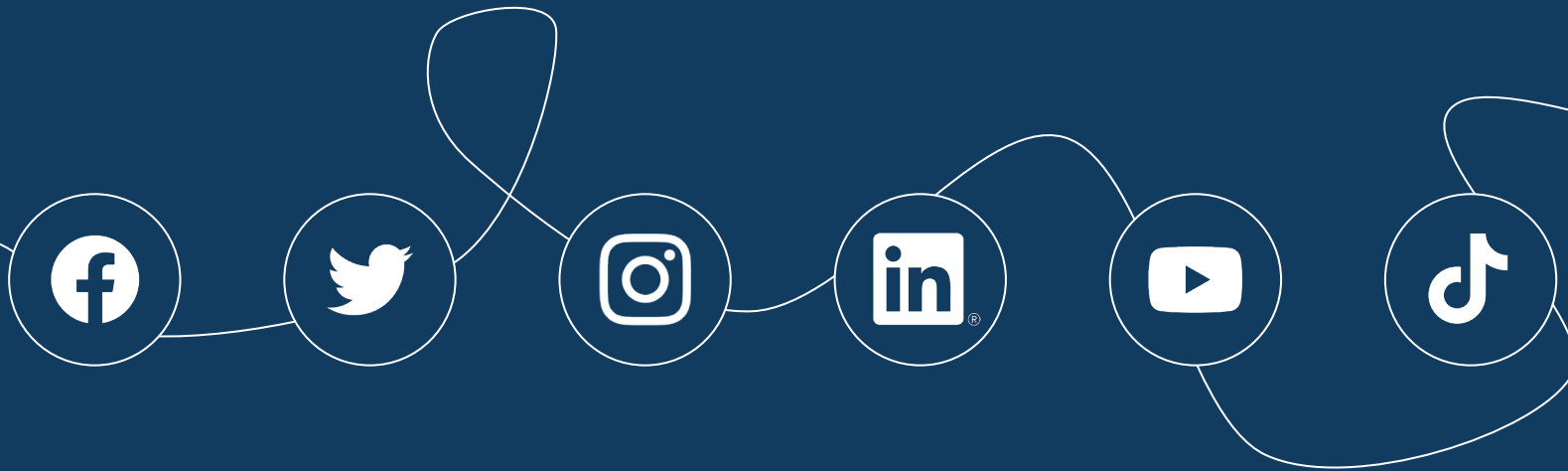


From tweeting about policy updates to hosting virtual town hall meetings, **social media has transformed how governments engage with their residents.**



Residents expect more—and many governments and agencies, from local to national, are feeling the pressure to evolve their social media strategies.

**We can turn these challenges into an opportunity.**



1

PAIN POINT

# Measure impact and return on investment across channels

## HOW HOOTSUITE HELPS

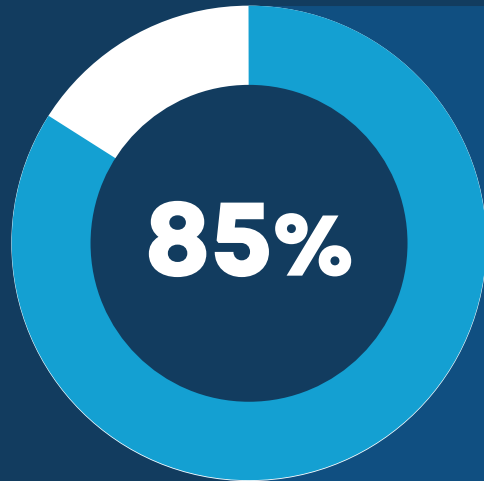
# Monitor metrics and performance in one dashboard

- Make more informed, transparent, and effective decisions with cross-platform metrics and goal-based reporting.
- Reduce response time with a centralized inbox to manage all private messages and public comments.
- Learn from 2,000+ other government customers with industry benchmarks and best practices.



CASE STUDY

# City of New York



**increased  
digital reach**

**3x**

**social media  
followers**

**300+**

**social channels to  
serve residents**



2

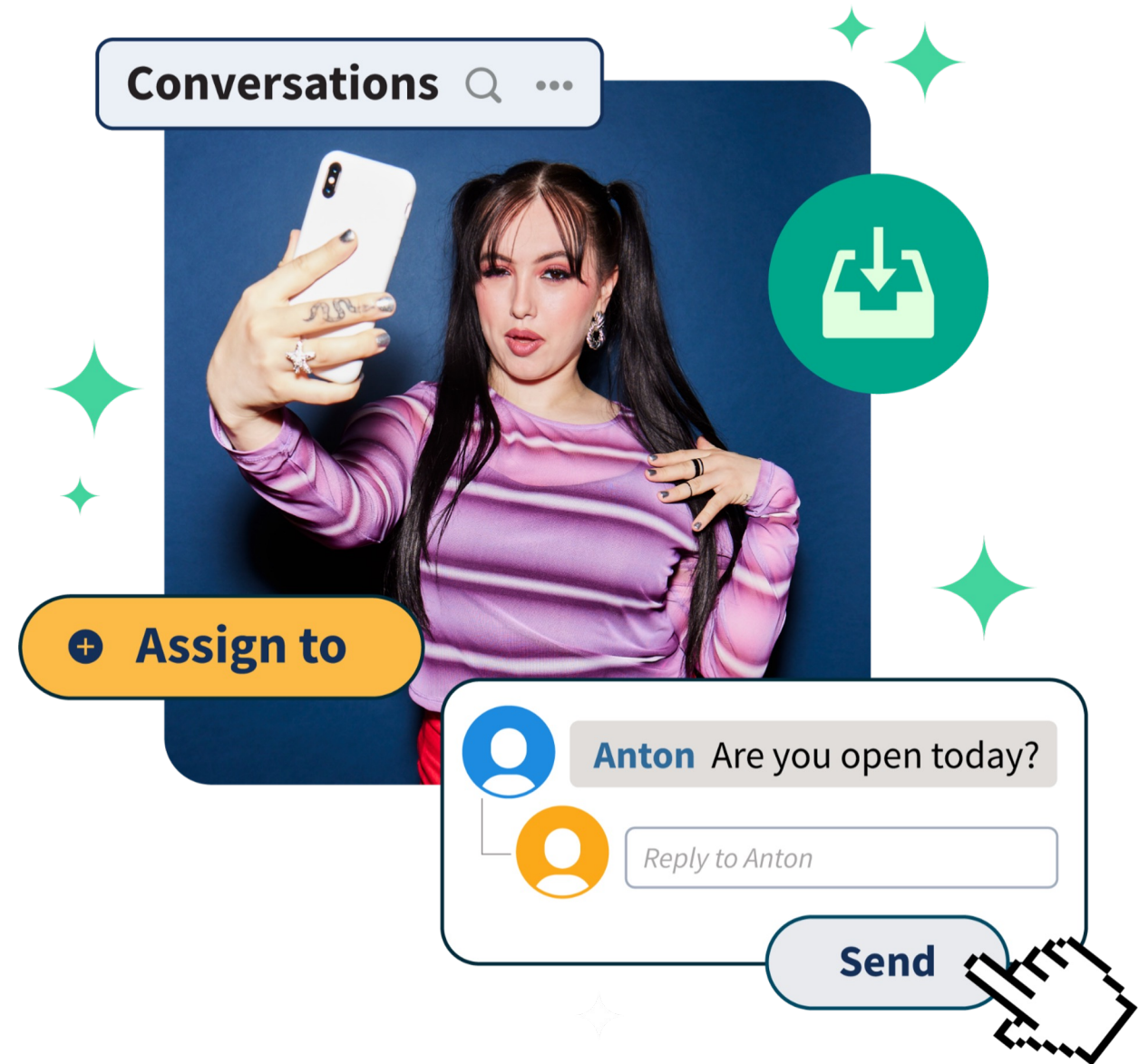
PAIN POINT

# Consistent messaging and user experience

## HOW HOOTSUITE HELPS

# Integrate unlimited accounts and apps

- Shared management through Hootsuite offered to Police, Fire, and City Council accounts for easy cross posting and reducing response times.
- Reduce workload through automated responses, preloaded FAQs and answers, and scheduled content.
- Integrates with any CRM to allow seamless creation of service requests through Engage Toledo without leaving the platform.



CASE STUDY

# City of Adelaide



**Centralized management to enhance cross-platform consistency and scale online community**

**20+**

**social media profiles**

**16%**

**increase in Facebook followers**

3

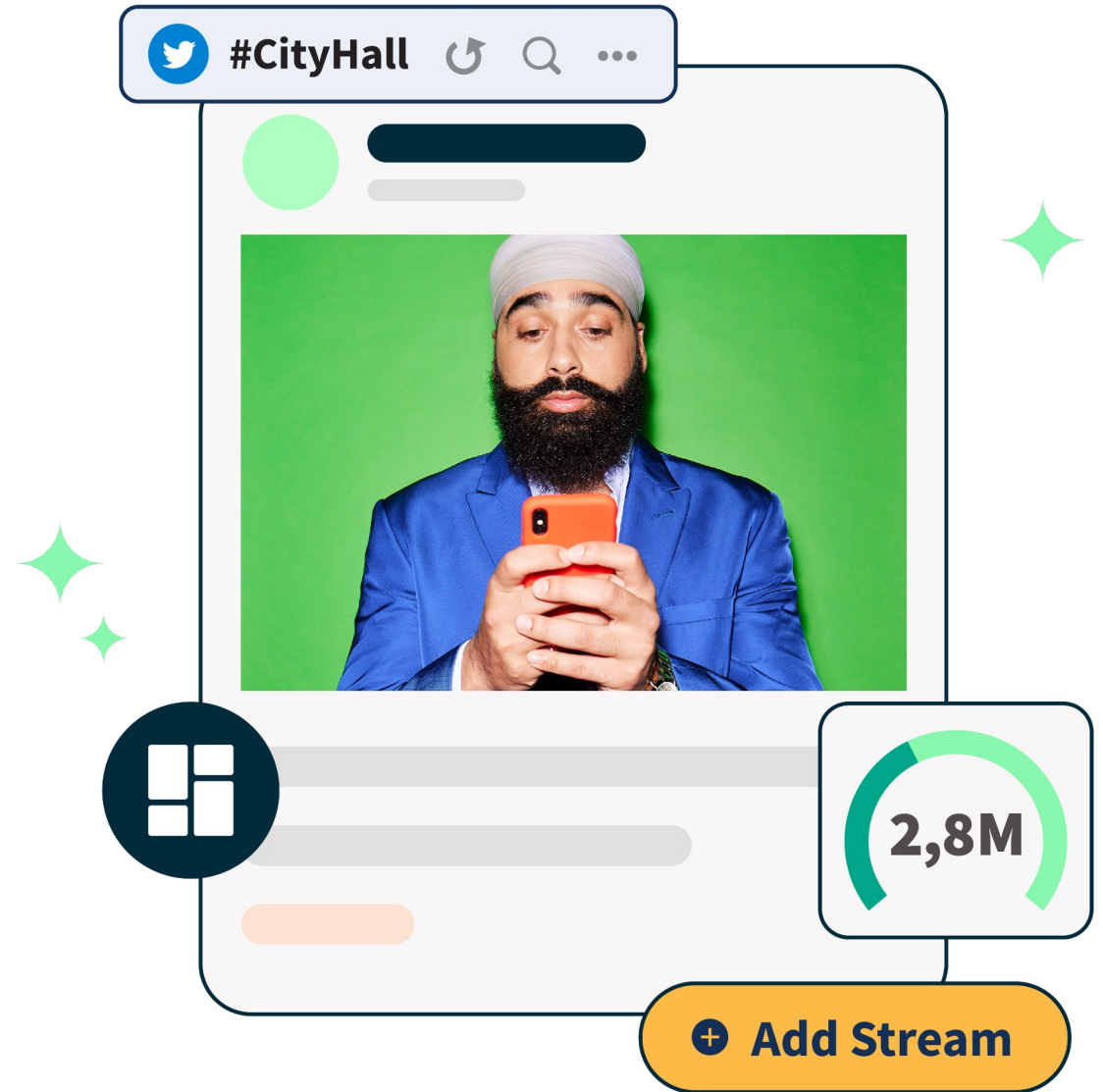
PAIN POINT

# Misinformation and crisis management

## HOW HOOTSUITE HELPS

# Gather insights and situational awareness

- Hear beyond the same ten people with a custom dashboard of relevant news, neighborhood, and local business pages.
- Collect feedback on specific programs, services, and events from public comments and posts with a single search.
- Identify pain points or misinformation with data from over 150 million data sources including blogs, news, and reviews.



CASE STUDY

# RMWB saved lives by using Hootsuite for crisis communication

# 88,000

**residents safely evacuated**

RMWB needed to be able to monitor what was being said during and after the 2016 Horse River wildfire.



**“The Hootsuite platform is extremely comprehensive and has proved invaluable in emergency situations. It's been our one-stop-shop for everything from message management and rumor control to collaboration with other agencies and analytics to improve our programs.”**

**Allison Pennisi**

**Deputy Director of Communications, NYC Emergency Management**



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**Thank you.**

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