



5 ROADBLOCKS TO SOCIAL MEDIA AND WHAT TO DO ABOUT THEM

While communities have much to gain from social media, they face unique roadblocks to participating.

Why Social Media Matters to Entrepreneurial Communities

- More businesses are online: they want info quickly.
- Recruit businesses: share your opportunities widely.
- Your community's image as a connected place.
- Promote tourism.
- Better retain youth: your next generation of entrepreneurs.

The Top 5 Roadblocks

1. **Will it work for us?**
Yes, to reach business, to build community, to reach different generations, to reach people far away.
2. **We don't quite know what to do.**
It's just like engaging in person. You learn by doing. Set a simple policy. Be open. Comply with the spirit of Open Records. Find people who are already doing it, and learn from them.
3. **We might draw negative comments.**
You can never control what others say. You can only control your reaction. Talk about positives. Restrict comments if needed. Engage your champions and supporters.
4. **Where will we find the time or the staff to do it?**
Use a checklist. Use cross-posting: <http://www.facebook.com/twitter> Use volunteer online champions. Use Nutshell Mail to get a daily recap of updates, notifications and messages. <http://nutshellmail.com/>
5. **Social networks are blocked; we can't access them.**
Get the buy-in to un-block them. Get volunteer online champions working on your behalf.

Community Social Media Examples

Blogs:

Agendas: City of Waynoka: <http://agendas.cityofwaynoka.com>

Emergency Mangement: City of Altus: <http://altusem.blogspot.com/>

Facebook:

City of El Reno: <http://www.facebook.com/cityofer/>

Town of Beaver: <http://www.facebook.com/pages/Beaver-OK/Town-of-Beaver-City-Hall/149055314630>

Ponca City Tourism:

<http://www.facebook.com/pages/Ponca-City-Oklahoma/Ponca-City-Tourism/232550381284>

City of Tulsa: <http://www.facebook.com/pages/Tulsa-OK/City-of-Tulsa/47700168982>

LinkedIn:

City of Glenpool: <http://www.linkedin.com/companies/city-of-glenpool>

Twitter:

List of 26 OK Cities: <http://twitter.com/BeckyMcCray/oklahoma-cities-and-towns/members>