April 20, 2015

To: Honorable Mayor and City Councilmembers

From: Christine Daniel, City Manager

SUBJECT: Communications Plan and Social Media

At its April 1, 2014 meeting, the City Council requested that the City Manager provide a report to Council on staff efforts to create a Social Media Policy and an implementation plan for use of social media by City departments. The City will launch a communications plan on April 20 that incorporates news from all City departments, locates items on a central news page on the City website and distributes that information over multiple platforms, including social media – Twitter, specifically. The principal goal of the plan is to increase the amount and quality of information flowing to the public. The news items will seek to increase transparency of City processes, increase awareness of City events and facilitate greater access to City services. The news items will represent the breadth of City departments, which will communicate to the public on a more frequent and consistent basis.

All news items will be posted under one web page, CityofBerkeley.info/news, allowing equal access to information regardless of subscription to any particular communication platform. The most recent items will also be posted on the home page. Community members can subscribe to the information via email, and instructions for doing so are atop the News page. In addition, people can follow the City’s news updates via the Twitter handle @CityofBerkeley. In general, content posted to City communications platforms will contain hyperlinks directing users back to the City’s official website for more in-depth information, forms, documents or online services necessary to conduct business with the City of Berkeley.

The Human Resources Department will also distribute job postings over LinkedIn, a tool that will allow the City to reach and attract a broader, more diverse hiring pool. Use of Twitter and LinkedIn will follow the rules established by the City’s Social Media Policy, which is attached and which was developed in consultation with key departments.

Attachment

cc: Dee Williams-Ridley, Deputy City Manager
Ann-Marie Hogan, City Auditor
Mark Numainville, City Clerk
Matthai Chakko, Public Information Officer