



WORKING IN A SOCIAL WORLD



#82ndAMLConv



#82ndAMLConv



How Do you Effectively Work In a Social World?



#82ndAMLCConv



Information Overload



#82ndAMLCConv



Gadgets from 30 Years Ago v. Smart Phone



#82ndAMLCConv



Information/Social Statistics

The Internet is only 23 years old. In that 23 years, every 60 seconds—

- 160 million emails are sent
- 1500 blog entries are created
- 98,000 tweets are shared on Twitter
- 694,445 Google searches are completed
- 695,000 Facebook status updates are posted
- 6,600 photos are uploaded to Flickr
- 600 videos are uploaded to YouTube
- On average, workers spend 28% of our workweek managing emails, which is the equivalent of 560 hours per year.

#82ndAMLConv



Information/Social Statistics

According to a 2015 Pew Research study, below are the Percent of online adults who use the following social media websites:

71% use Facebook	58% (2014)
28% use LinkedIn	23% (2014)
28% use Pinterest	22% (2014)
26% use Instagram	21% (2014)
23% use Twitter	19% (2014)

#82ndAMLConv



Information/Social Statistics

In January of 2015, www.wearesocial.com created a global digital snapshot that looks something like this:

- 7.2 billion is the world's population
- 3.01 billion is the number of active internet users (40% of the world's population)
- 2.08 billion is the number of active social media accounts
- 3.65 billion is the number of unique mobile users
- 1.7 billion is the number of active mobile social accounts

#82ndAMLConv



Information Overload Statistics

- Social networks reached 1 in 4 people during the year 2015.
- In the U.S. there are 181 million active monthly social network users.
- Mobile page views are up 250% since 2014.
- Smart phone users engage with their device over 200 times per day.
- The average person has 5 social media accounts.
- 60% of all web traffic is done on a mobile device.
- Using the word “video” in an email subject line boost open rates by 19%.
- Mobile device users engage with their device 2.5 hours per day.
- 74% of all internet traffic in 2017 is predicted to be video.
- 58% of smart phone users don't go 1 hour without checking their phones.

#82ndAMLConv



Who Remembers This?



#82ndAMLConv





#82ndAMLCConv



Character Limitations

160

5,000

60,000+

At the 60,000+ character limitation setting, an average novel can be shared in 9 FB posts.



#82ndAMLConv



Ways Local Government Can Use Social

- Crime Prevention and Police Assistance
- Emergency Alerts and Severe Weather Updates
- Activities and Class Registration
- Town Hall or Council Meetings
- Public Service Announcements
- Construction Updates and Street Closings
- Job Applications

#82ndAMLConv



What Do Citizens Expect From Local Government?

#82ndAMLConv



The Citizens Most Vocal in Local Government



#82ndAMLConv



How Can You Get Social Right for Your City?

- Training on various social media platforms
- Maintaining a list of no-no topics
- Double checking messages for errors
- Thinking like a citizen

#82ndAMLConv

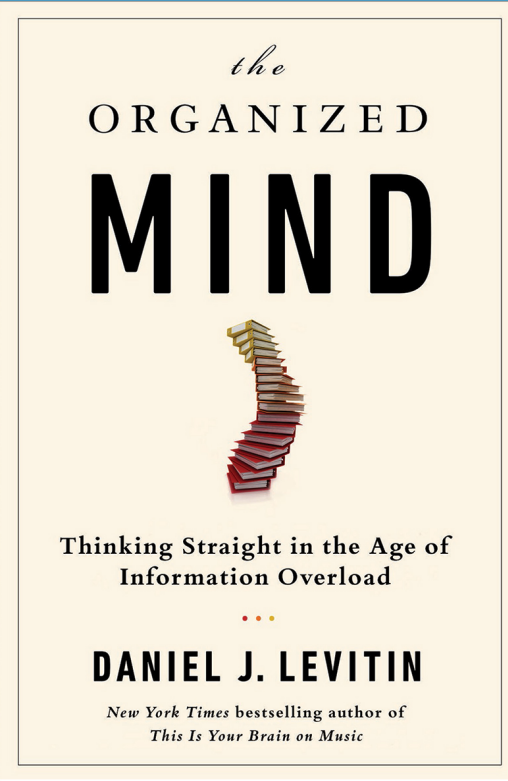


How Do You Manage and Survive Information Overload?



#82ndAMLConv





#82ndAMLConv



Conquering Information Overload

- Do a brain dump
- Follow the two-minute rule
- Group together similar tasks
- Don't multitask
- Limit the distraction of email
- “Eat the frog” first thing in the morning
- Spend only as much time on decisions, tasks and activities as they are worth

#82ndAMLConv



Conquering Information Overload

- Take breaks
- Let yourself daydream
- Disconnect from your devices at a set time every day
- Take a vacation
- Delegate—at work and at home
- Consider getting rid of one device
- Go completely off the grid once a week

#82ndAMLConv



Conquering Information Overload

- Things to do today
- Things to do this week
- Things that can wait
- Junk drawer
- Do it
- Delegate it
- Defer it
- Drop it

#82ndAMLConv





WORKING IN A SOCIAL WORLD

Whitnee V. Bullerwell
Communications Director
Arkansas Municipal League
www.arml.org
www.greatcitiesgreatstate.com
[#greatcitiesgreatstate](https://twitter.com/greatcitiesgreatstate)

#82ndAMLConv

