

Social Media in the Treasurer's Office

Best Practices for Success & Engagement - A Panel Discussion

Taylor Abbott, Monroe Co. Treasurer

Brad Cromes, Portage Co. Treasurer

Jill Schiller, Hamilton Co. Treasurer

Michael Zuren, Lake Co. Treasurer

The agenda

Social Media Generally

- Why use social media in the first place?
- How do you pick a platform?
- Legal and policy considerations.

Best Practices

- What does good content look like?
- How do I maximize engagement?
- Dealing with haters and trolls.

Putting It Together

- Examples from our offices.
- Content we're proudest of.
- Things we'd do differently.
- Where to find more information/get started.

Social Media Generally

Why use social media in the first
place?

*I wish that I could be like the cool
kids.*

Why use social media in the first place?

It's relatively easy.

Seconds to set up.

Most services allow sign up with just an email address (and sometimes phone number).

It opens new doors.

Build new relationships.

Social media allows users to connect beyond traditional place/time limits, and to do so in different ways (audio/visual).

It's where residents are.

And where they'll be.

Most adults at this point use social media of some kind daily - and for younger generations, that use continues to grow.

Social Media Generally

How do you pick a platform?

*Clowns to the left of me, jokers to
the right, here I am - stuck in the
middle with you.*

How do you pick a platform?

Facebook



- Total Users: 2.9B
- Largest age group: 25-34 (31.5%).
- Gender: 57% male, 43% female.
- Average Time Spent/Day: 33 minutes.
- Use: Networking, marketplace, etc.

Instagram




- Total Users: 2B
- Largest age group: 18-34 (62.2%).
- Gender: 51.8% male, 48.4% female.
- Average Time Spent/Day: 29 minutes.
- Use: Photo sharing.

Twitter




- Total Users: 556M
- Largest age group: 18-29 (42%).
- Gender: 61.6% male, 38.4% female.
- Average Time Spent/Day: 31 minutes.
- Use: Microblogging.


How do you pick a platform (continued)?

LinkedIn 

- Total Users: 900M
- Largest age group: 25-34 (58.4%).
- Gender: 52% male, 48% female.
- 63% of users access weekly, 22% daily.
- Use: Professional networking/jobs.

YouTube 

- Total Users: 2.5B
- Largest age group: 15-35 (highest reach).
- Gender: 54% male, 46% female.
- Average Time Spent/Session: ~30 minutes.
- Use: Video sharing.

TikTok 

- Total Users: 1B
- Largest age group: 10-19 (25%).
- Gender: 61% male, 38% female.
- Average Time Spent/Day: 89 minutes.
- Use: Short-form video content.

Other Types of Social Media Platforms

Audio

Clubhouse, Spotify, Twitter Spaces.

- Broadcast news and big announcements.
- Host audio-only interactive sessions with audience.

Live Stream/Video

Twitch, Facebook/Instagram Live and Reels, TikTok.

- Livestream news and big announcements.
- Video content is preferred by algorithms.

Disappearing Content

Snapchat, Facebook/Instagram Stories.

- Post announcements.
- Possibly problematic from a records standpoint.

Social Media Generally

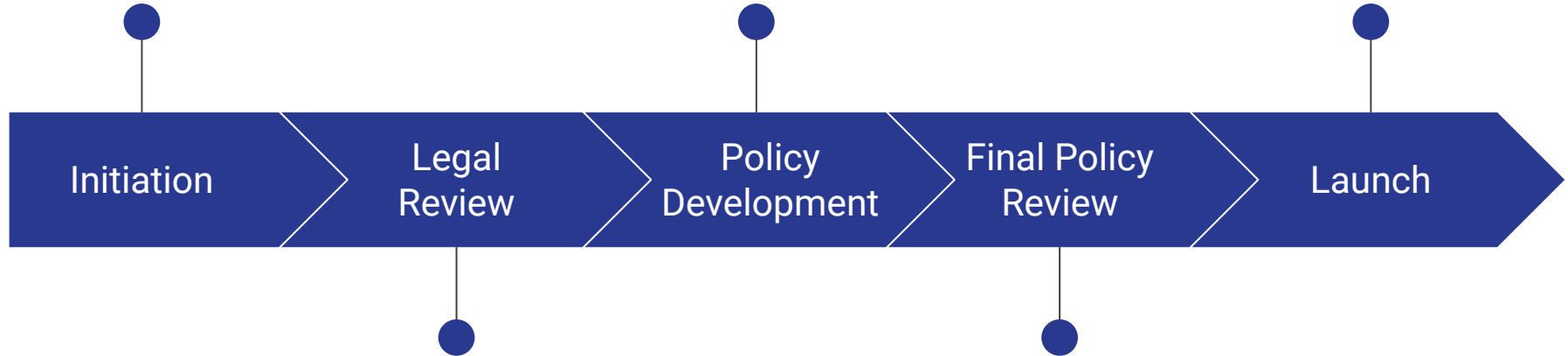
Legal/policy considerations

I fought the law and the law won.

Identify the social media platform(s) that fits your goals, sign up procedures.

Develop usage policy based on legal/IT recommendations.

Set up account consistent with policy, and post the policy in easily-found location.



Consult legal counsel and IT administrators RE: permissions/best practices.

Obtain approval/sign off from legal counsel and IT administrators.

Legal/policy considerations

Ownership/Access

- Who “owns” the account?
- Who is responsible for creation and removal?
- Who is authorized to post?
- Interactivity settings?
- Personal v. office

Content Management

- What sort of content will be posted?
- How often?
- How is content monitored?
- How is objectionable content removed?

Public Records

- How are records tracked?
- Can records be easily produced?
- Services used (i.e. ArchiveSocial)?
- Updated and approved RC-2 and RC-3?
- Transitions

Best Practices

What does good content look like?

Here comes the content - it's a beautiful day to stay inside!

What does good content look like?

Audience

Who am I talking to?

- How do they react to hard information?
- Logical v. emotional v. spiritual messages.
- Facts v. feelings v. meaning.

Brand Identity

Who am I?

- List 3 words you want to identify you always.
- How do you show that visually?
- How can you do it consistently?
- What's your voice?

Quick Pitch

3 seconds max!

- What do I want them to know?
- How do I want them to feel?
- What do I want them to do?
- Educate, connect, activate, engage.

What does good content look like (continued)?

Relevant

- Does this relate to your office?
- What public purpose does it serve?
- Can audience respond?

Timely

- Is this information current?
- Create sense of urgency.

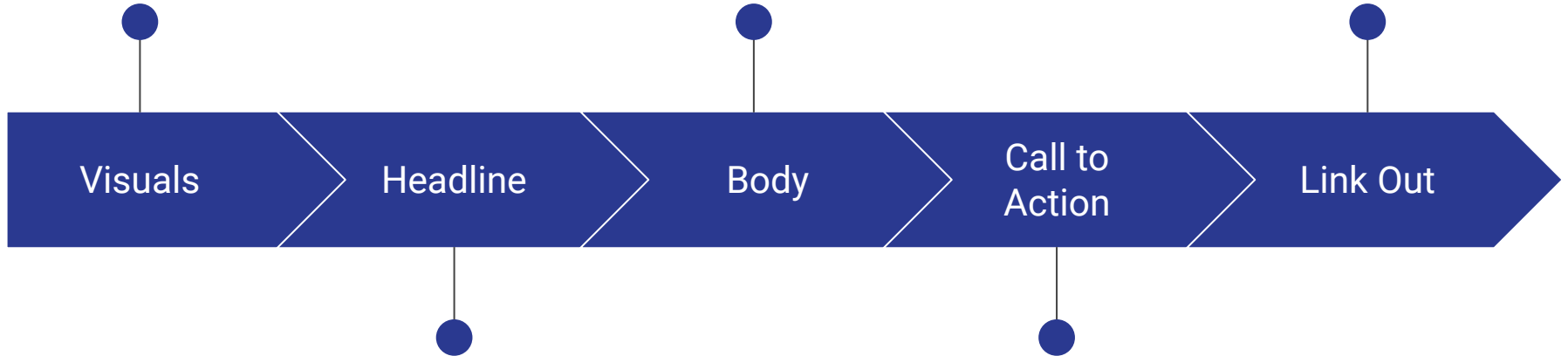
Action-Oriented

- Tell them what you want them to do.
- Tell them how to do it.
- Tell them how to take it further.

Most important!
People, places, things.

The heart of your
message - 3
sentences or less.

How to find more
information/take
additional action.



90 characters or less,
based on body.

What now?

Best Practices

How do I maximize
engagement?

Connection in an isolating age.

How do I maximize engagement?

Feelings First

- Connect emotionally.
- Keep it simple.
- Use visuals.
- Encourage dialogue and/or action.

Algorithms

- Are the “invisible hand” of the social media market.
- Prefer photos/video.
- Amplify engaging content.
- Change regularly.
- Tag often.

Virality Hacks

- Share your own content.
- Get co-conspirators to do the same.
- Monitor what works and repeat it.
- Paid amplification is ok.

Best Practices

Dealing with haters and trolls

*Say in the street, that's a knock-out -
but you say it in a Tweet, that's a
cop-out.*

Dealing with haters and trolls

Reflect

What is this, really?

- Did it violate policy?
- Threatening, graphic, incorrect, etc.
- Obnoxious v. objectionable.

Decide

Is it serious?

- Deep breaths.
- Extra eyes.
- Legal counsel.
- What does your policy say?

Respond - Or Not

What do I do with it?

- Monitor.
- Respond.
- Remove.
 - Document, document, document!
- Do. Not. Block.

Putting It Together

Examples from our offices

Come together

Right now

Over me

Examples from our offices - Lake Co.

Invite local high school students to spend the day with you and your staff!

Student Treasurer for a Day



Student Treasurer's for a Day



TREASURER FOR A DAY



APRIL 5, 2023 ARRIVAL 9 AM

- i. Swearing-In of Student Treasurer
- ii. Proclamation
- iii. Office Meeting

TAX COLLECTION PROCESSES, PROGRAMS & PROCEDURES

- i. Spend Time with Each Deputy Treasurer Reviewing Daily Operations
- ii. Bank Run with Treasurer and Sheriff's Department Escort
- iii. Tax Reduction Programs
- iv. Grants (Save the Dream Ohio)
- v. Remission Guidelines
- vi. Tour Administration Offices and Meet Elected Officials
- vii. Lunch Break

DELINQUENT PROGRAMS AND PROCESSES

- i. Delinquent Tax Sales Guidelines
- ii. Tax Sales
- iii. NAR / Tax Easo
- iv. Prosecutors Office
- v. Land Bank

INVESTMENT GUIDELINES AND POLICIES (IF TIME ALLOWS)

- i. Asset Management
- ii. Asset Allocation Strategy
- iii. Investment Analysis

TREASURER'S COMMUNITY OUTREACH 2 PM

- iv. April 5, 2023 Public Meeting Treasurer Outreach
- v. 3 pm Dismissal / Earn 6 Service Learning Hours

Must be a high school senior to participate

If interested, please email your contact information along with a short bio to michael.zuren@lakecountypa.gov

Examples from our offices - Lake Co.

Visually showcase what your office has to offer!



LAKE COUNTY
TREASURER

REAL ESTATE
TAX PAYMENTS

CAN BE PLACED IN
THE DROP BOX

LOCATED ON
YOUR WAY OUT
OF THE PARKING
LOT



OFFICE HOURS: MONDAY – FRIDAY 8 AM – 4:30 PM

DRIVE THRU EXPRESS OPEN ONLY DURING TAX COLLECTION SEASONS IN FEBRUARY AND JULY

FROM THE OFFICE OF MICHAEL ZUREN LAKE COUNTY TREASURER

Property tax payments being accepted at
DRIVE THRU/WALK-UP EXPRESS



OPEN 8AM – 3:30PM MON – FRI
8AM – NOON SELECT SATURDAYS
UNTIL WED. FEB 15, 2023

MAIN OFFICE IN
LAKE COUNTY ADMINISTRATION BUILDING
OPEN 8AM – 4:30PM MON THRU FRI

Examples from our offices - Lake Co.



Free Kids Lunch Program
Over 30,000 brown bag
lunches served



Examples from our offices - Lake Co.

Produce Distributions



Examples from our offices - Lake Co.

The Lake County Birthday Club, established in 2021 provides Make-a-Wish type birthday parties for special needs individuals and children facing severe medical issues. So far over 100 birthday parties have taken place; that have included parades, superheroes, fire trucks, motorcycles, favorite musicians and more.

100



**NEW VOLUNTEER MEMBERS NEEDED
FOR LAKE COUNTY SPECIAL NEEDS BIRTHDAY CLUB**

**PLEASE CONTACT TERRI 440-567-0991 OR
MICHAEL ZUREN 440-251-5381**



Examples from our offices - Lake Co.



Financial Literacy
Pictures with
Students

Examples from our offices - Portage Co. - Policy

1



Brad Cromes

Portage County Treasurer

Social Media Use and Management Policy

I. Purpose

This policy is intended to provide the public with a clear understanding of the ways in which the Portage County Treasurer's Office intends to utilize social media for the conduct of official government business, and to provide employees of the Treasurer's Office with guidelines for utilizing social media in light of their association with the office.

II. Vision

Social media is a powerful tool for reaching individuals where they are with information they can use. It enables individuals to interact more fully with their government, improving communication and understanding and creating opportunities for engagement with the community.

IV. Office Accounts

a. Authorized Social Media Venues

The Portage County Treasurer's Office will maintain a presence on Facebook beginning in late Summer 2015. This presence will take the form of a moderated office Page.

Future accounts on other venues may be approved by the process highlighted in this policy.

V. Content Management

a. Information Topic Areas

Content on Treasurer's Office social media accounts will be informational in nature, and focused on providing the public of with notice of office operations, services, and events.

Postings may include, but are not limited to, tax filing deadlines, payment options, delinquency processes, foreclosure prevention techniques, investments, Land Bank information, military member

Examples from our offices - Portage Co. - Facebook ("Good" Content)



Brad Cromes, Portage County Treasurer

Published by Brad Cromes · July 18, 2022 ·

Portage County Treasurer Brad Cromes completed training through The Ohio State University John Glenn College of Public Affairs' Public Leadership Academy last week in Columbus.

Now in its fourth year, the Academy was created to honor late Senator John Glenn's training for

only resident Ohio elected relationships life with a bet commitment

Treasurer Cro in this year's associations school board state repre

in the Academy, and I'm excited to apply the lessons learned last week to improve the service my office delivers to Portage County residents," Cromes said.

Treasurer Cromes also holds a Master of Arts in public policy and management from the Glenn College, and was awarded the institution's Young Alumni Achievement Award in 2019 in recognition of early career achievements and commitment to public service.

More information about the Ohio Public Leadership Academy is available at <https://glenn.osu.edu/professio.../public-leadership-academy>.



Performance

Reach

Total

1,079 Worst | Best

Reactions, comments a...

Total

79 Worst | Best

Results

Total

5 Worst | Best

See insights and ads

Boost post



8



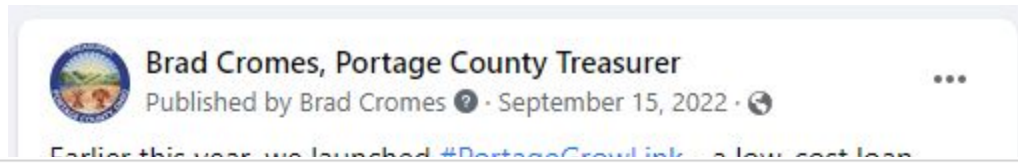
2

Like

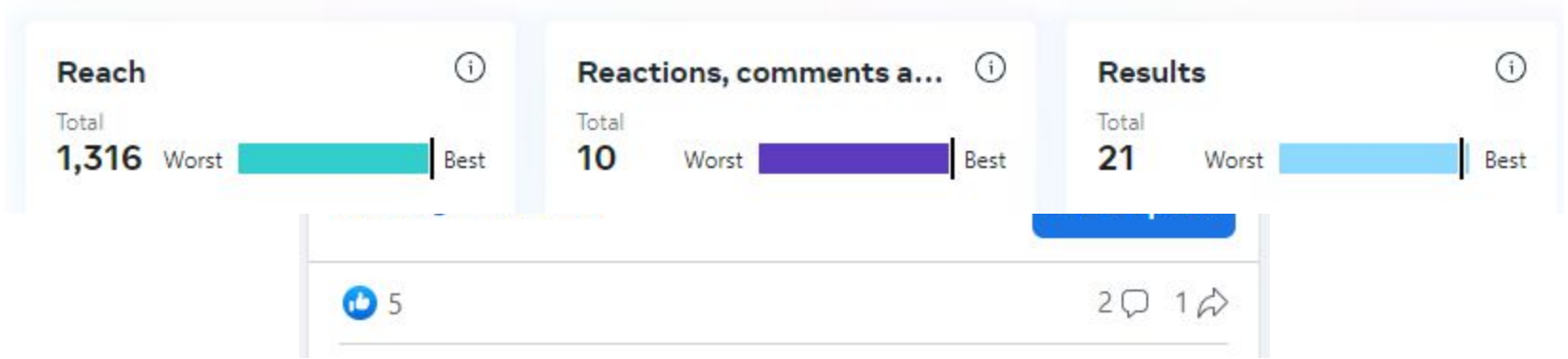
Comment

Share

Examples from our offices - Portage Co. - Facebook ("Good" Content)



Performance



Examples from our offices - Hamilton Co. - Facebook (Good Content)



Hamilton County Treasurer's Office

Published by Tony DiMenna · January 12 ·



We put on our third Homeowners Assistance Expo last night at Community Action Agency and had a great turnout. We hope to come and get information on all kinds of programs in their homes.

A big shoutout to our partners: Cincinnati-Hamilton Community Action Agency, Legal Aid Society of Hamilton County (Ohio) Department of Job and Seniors, Inc., Home Cincy, Working In Neighborhoods Working Cooperatively, Greater Cincinnati Water Works, Metropolitan Sewer District Of Greater Cincinnati, Duke Energy, Fifth Third Bank, Guardian Savings Bank, First Financial Bank, First Commonwealth Bank, Huntington National Bank

Performance

Reach ⓘ

Total
446

Engagements ⓘ

Reactions
11

Examples from our offices - Hamilton Co. - Twitter (Good Content)



Jill A. Schiller, Hamilton County Treasurer
@HamCoTreasurer

Today we announced a new program that will provide property tax relief for those who've financially struggled through the pandemic. A special thank you to **@HamiltonCoJFS** & Commissioners Dumas, Driehaus and Reece for your partnership on this! We are here to help, Hamilton County!
pic.twitter.com/zFz5V8pqM4

Photo

Tagging

Impressions	8,525
Total engagements	196
Profile clicks	53
Detail expands	48
Media engagements	43
Likes	36
Retweets	14
Replies	1
Link clicks	1

Examples from our offices - Portage Co. - Facebook ("Bad" Content)



Brad Cromes, Portage County Treasurer

Published by Brad Cromes · December 20, 2022 ·

Day 2 of the #FinancialWellness Fair #OnlineRewind concludes with Amanda Burke from Townhall II.

She's discussing #gambling and #sportsbets - and how you can engage in both responsibly.

See you back here at 10am tomorrow for more great personal finance information! #PoCol

Performance

Townhall II



Emergency Services

- 24/7 Crisis Helpline
- Incident Response Team

- Outpatient Addiction Counseling
- Opioid Recovery Clinic
- Gambling Addiction Services
- Women's Halfway House

- Prevention and Education Programs
- Health Education Programs

- Crime Victim Advocacy
- Counseling
- Child Violence Prevention
- Sexual Assault Prevention

Reach

Total

19

Worst



Best

Reactions, comments a...

Total

0

Worst



Best

Results

Total

--

YOUTUBE.COM

Gambling Responsible Gambling and Sports Bets Townhall II room 204

Examples from our offices - Portage Co. - Facebook ("Bad" Content)



Brad Cromes, Portage County Treasurer

Published by Brad Cromes · October 5, 2022 ·

#StudentLoans are ripe for scammers - particularly with new forgiveness programs floating around.

Learn what to watch for - and what :

#WednesdayWatch



FEDERAL TRADE COMMISSION

Does a caller know
about your student
loan balance?
It doesn't mean

Learn more:

ftc.gov/StudentLoans

CONSUMER.FTC.GOV

Student loan scammers are circling. Keep them at bay

The .gov means it's official. Federal government websites often end...

Performance

Reach

Total

23

W



Putting It Together

Content we're proudest of

*Never been afraid of standing out -
do I make you proud?*

Content we're proudest of - Portage Co. - Facebook (COVID Updates)



A screenshot of a Facebook post from Brad Cromes, Portage County Treasurer. The post is dated March 16, 2020, and contains a notice about the coronavirus outbreak. The notice states that the Treasurer's Office operations are changing through at least March 27th. It mentions that in-person tax payments are no longer accepted at the office in Ravenna, and encourages residents to engage with the office electronically or via phone. A link to a memorandum is provided. The post includes a profile picture of Brad Cromes and a three-dot menu icon in the top right corner. At the bottom of the post, there is a link to the memorandum and a small information icon.

 **Brad Cromes, Portage County Treasurer**
Published by Brad Cromes · March 16, 2020 ·  

NOTICE: Treasurer's Office operations are changing through at least March 27th in response to the [#coronavirus](#) outbreak.

The most important take home? We are no longer accepting in-person tax payments at our office in Ravenna, and encourage residents to engage with our office electronically or via phone wherever possible.

Please visit our Office's website for additional information.

<https://www.co.portage.oh.us/.../memorandum-planning...>




CO.PORTAGE.OH.US
MEMORANDUM: Planning for the Coronavirus and COVID-19 | Portage County OH
Portage County Treasurer's Office


A Graphic for Everything! - Hamilton Co.

Canva.com - Free templates, drag and drop


2nd Half Tax Collection Dates



MAY 26 2nd half real estate tax bills scheduled to be mailed out



JUN 21 2nd half real estate taxes due



JILL A. SCHILLER
HAMILTON COUNTY TREASURER

Happy Holidays



JILL A. SCHILLER
HAMILTON COUNTY TREASURER

Treasurer's Optional Payment Program

Are you looking to spread out your property tax payments?

Property owners can prepay their real estate taxes in five installments. There is no additional cost to join the program.


Once enrolled, you will be sent four prepayment coupons, and your estimated tax payment will reflect all payments and the final balance due.

For more information, visit hamiltoncountyoio.com or hamiltoncountyoio.com



JILL A. SCHILLER
HAMILTON COUNTY TREASURER

The Hamilton County Treasurer's office will be closed for Presidents Day on Monday, February 20



JILL A. SCHILLER
HAMILTON COUNTY TREASURER

Putting It Together

Things we'd do differently

*I could've missed the pain, but I'd
have had to miss The Dance.*

Things we'd do differently - Portage Co. - Facebook (Sloppy Management)



Brad Cromes, Portage County Treasurer *Social Media Deletion Log and Notes 2020*

June 30, 2020 – Discovered a post on the office Facebook Page from 6/25/20 containing a Zoom video meeting (partial, approximately 18 minutes, beginning at approximately 6pm) of the Portage County Democratic Party Central Committee. Unsure how that link was made...likely an errant “click” during setup of that meeting outside office hours for a different Page administered by Treasurer Cromes. Video also contained a comment from Jim Heath, “Hi Brad!” Post was deleted from the Treasurer’s Office Facebook Page on 6/30/20, approximately 8:54am. Deletion occurred before screenshot of the post/content could be captured.

Putting It Together

More information/getting
started

If you start me up

If you start me up, I'll never stop!

More information/getting started

Peter Suci. "Social Media and Local Government." Forbes.

<https://www.forbes.com/sites/petersuciu/2019/11/19/social-media-and-local-government/?sh=546602e67aa6>.

GovPilot, "Local Government Social Media Strategy 2023."

<https://www.govpilot.com/blog/how-local-governments-should-leverage-social-media>

Claire Beveredge, Tony Tran. "Social Media in Government: Benefits, Challenges and Tactics."

Hootsuite. <https://blog.hootsuite.com/social-media-government/>

Institute for Local Government. "Social Media & Public Engagement Best Practices." YouTube.

<https://www.youtube.com/watch?v=ToCxyv1cTdU>

Tia Ramey. Tia Ramey Marketing & Communications Expert. <https://www.tiaramey.com/>

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Best Practices for Success & Engagement - A Panel Discussion

Questions/Comments?