

23RD PINAL COUNTY TOWN HALL

*EXPLOITING TECHNOLOGY FOR SUCCESS:
BUILDING CONNECTIONS USING SOCIAL MEDIA*

SUMMARY REPORT





pinal county
town hall

MISSION

Through leadership, Pinal County Town Hall aspires to engage and educate Delegates to build consensus and achieve positive change.

VISION

Pinal County Town Hall's Vision is to preserve and improve the quality of life for all who live, work, and visit Pinal County

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town hall

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August 2010

Dear Pinal County Town Hall Delegates:

The 23rd Pinal County Town Hall, *Exploiting Technology for Success – Building Connections Using Social Media*, was a memorable experience. This year's topic was not only a timely issue, but of vital importance with the increased use of social media outlets today. This year's Town Hall spawned lively discussions, generated multiple strategies, and provided an opportunity for delegates to develop new networks and friendly relationships.

This report serves not only as documentation of our delegates' hard work and collaborative spirit, but a guide to assist you in taking the next step – the implementation of these strategies. Take time to share this report with friends and family, co-workers, members of your local volunteer and civic groups, or others that can help implement these strategies in your neighborhoods and communities.

Included in this report is a Delegate Directory. Use this directory to stay in contact with fellow delegates. Ask what they are doing to expand their networks and build upon each other's experiences. Share ideas and thoughts. Use the network you developed during Town Hall to assist you in spreading the word of the accomplishments achieved during Pinal County Town Hall.

The Town Hall Advisory Committee will meet in August to plan for the 24th Pinal County Town Hall. Please feel free to provide the Committee or myself with ideas and suggestions for possible topics, speakers, or other logistical matters. The Pinal County Town Hall Advisory Committee strives to make the Town Hall experience a positive one and only can do that with feedback from our delegates.

Thank you for your participation in the 23rd Pinal County Town Hall. We are also grateful for the support from our Partners in Economic Progress and our Pinal County Board of Supervisors. Without their support, Town Hall could not achieve its mission.

We look forward to seeing you for the 24th Pinal County Town Hall. In the meantime, if you have questions or need information from Town Hall, please feel free to contact me at (800) 782-1445, or by e-mail at info@pinalcountytownhall.com.

Sincerely,

J. Peter Armenta
Director

ACKNOWLEDGEMENTS

The Pinal County Town Hall Advisory Committee expresses a special appreciation to all who assisted in the planning and implementation of the 22nd Pinal County Town Hall. We especially appreciate the volunteer contributions of our speakers, facilitators, and other participants who generously gave their time to make this event special.

Special Assistance & Support

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Anita Luera, *Arizona State University Walter Cronkite School of Journalism*
Casa Grande Youth Commission
Nachie Marquez, *City of Chandler*
Andrea Robles & Tanya Marez, *Central Arizona Association of Governments*
Danielle Casey, *City of Maricopa*
Lamar Johnson, *Make Them Fans*
Heather Murphy & Joe Pyritz, *Pinal County Communications*
Janeen Rohovit & Mike Stephens, *SRP*

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Partners in Economic Progress - Longevity Partners - 20+ Years

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City of Casa Grande - 21 years
Town of Kearny - 21 years
City of Coolidge - 20 years
Eloy Chamber of Commerce - 20 years
Rincon Energy - 20 years
Town of Superior - 20 years

The Town Hall Advisory Committee is especially grateful to the staff at **Gold Canyon Golf Resort**. Thanks to General Manager Carlo Karim, Managing Partner; Cally Bracamonte, Sales Manager; Scott Scherger, Golf Director; and Jason Bracamonte, Food & Beverage Director who all went the extra mile to accommodate our needs. Their attention to detail and hospitality was exceptional and much appreciated.

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BACKGROUND

Three out of four Americans today use social media (Forrester Research, The Growth of Social Technology Adaptation, 2008). You are probably one of them. If you've ever watched a video online, used Facebook, looked up information on Wikipedia, or read a blog your friend posted, you've joined the millions of people worldwide who engage in social interaction through technology.

Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction, words, pictures, video, and audio (Wikipedia). Simply put, social media is a fancy way to describe activity occurring through the Internet that allows people to have conversations and share ideas, photos, video, and audio clips.

So why should Pinal County care about this growing phenomenon? The fact is that 2 out of 3 people with internet connections worldwide use social media sites (Nielsen Research: Global Faces and Networked Places, 2009). Additionally, more people view social media sites more often than their personal e-mail accounts (Nielsen 2009). Consider the following statistics:



- ☞ **100 million** YouTube videos are viewed daily
- ☞ **13 million** articles are available on Wikipedia, and is regarded by some as more accurate than Encyclopedia Britannica
- ☞ **3 million** “tweets” are posted on Twitter daily
- ☞ **5 billion** minutes are spent on Facebook every day
- ☞ If Facebook were a country today (March 2010), it would be the **3rd largest** country in the world, behind China, India, and the United States. More impressive, in January 2009, that same “Facebook country” would have been have been the **8th largest**, just behind Japan

With that many people using social media, the business world has started to take notice. Innovative companies are using these robust (and usually FREE) tools to get the word out about their products and services. Some governmental agencies are using social media to quickly convey information.

EXPLOITING TECHNOLOGY FOR SUCCESS: BUILDING CONNECTIONS USING SOCIAL MEDIA



The objective of the 23rd Pinal County Town Hall is to develop specific strategies that can be employed by various fields of concentration (business sector, government sector, non-profit, education, health, etc.) that will serve to bolster a customer base, communication networks, or other implementable ideas. The goal is to use social media to benefit & contribute to the local economy or expand connections by embracing the world community through technology. These strategies should be items that can be implemented as an individual, group of individuals, or through other

grassroots strategic efforts.

To provide a base to develop strategies, Town Hall arranged for experts in the social media field to educate Delegates on varied subjects, topics, and issues surrounding social media:

Social Media 101

Lamar Johnson, Owner, Make Them Fans

- ❖ Overview of what is available
- ❖ Overview of how they are used

Introduction to Social Media

Matt Adams, Creative Director, Factor1 Studios

- ❖ Overview on the social media phenomenon
- ❖ Tools, tips to use social media effectively

Pros & Cons of Social Media; How Social Media is Employed in Government

Nachie Marquez, Communications Director, City of Chandler

- ❖ Detail of City of Chandler's use of Social Media (Facebook, Twitter, and police uses)
- ❖ Benefits of getting information out in the open
- ❖ The drawbacks of having information published instantly (what is out there stays out there)

Social Media Through the Generations

Discussion Panel

- ❖ Discussion of how various generations utilize social media
- ❖ Discussion on parental control over social media

Social Media & Internet Safety

Thomas Reade, Arizona Attorney General's Office

- ❖ Protecting yourself on the Internet
- ❖ Consequences of irresponsible social media posts

The Current and Future Trends of Social Media
Retha Hill, Director, New Media Innovation Lab,
Walter Cronkite School of Journalism, Arizona State
University

- ❖ Decline of traditional news sources
- ❖ Web evolution from simple sites to social media to “Harnessing the Crowd”
- ❖ Augmented reality



Social Media in the Real World
Discussion Panel

- ❖ Discussion of “real” applications of social media

Applied Social Media

Lamar Johnson, Owner, Make Them Fans

- ❖ Tools to employ social media strategies



STRATEGIES FOR POSITIVE CHANGE



The overall goal of Pinal County Town Hall is to develop strategies to affect positive change. The strategies should be developed in such a manner that a Town Hall delegate or group of delegates can identify and pool resources from their community or extended networks and launch a grassroots campaign to implement these strategies.

This year's strategies were developed by pooling the talent of the delegates. Delegates were first asked to discuss specific actions to take that will engage customers, clients, etc. using social media. The delegates were then asked "how do you, as a consumer, user, or citizen, want to be engaged by local businesses, government agencies, non-profits, etc. through social media?" Delegates then asked their peers to develop strategies based on their expectations of social media combined with their peer's expectations.

The following strategies were developed from our delegate pool:



BUSINESS COMMUNITY STRATEGY

EMPLOY SOCIAL MEDIA TO INCREASE LOCAL BUSINESS AND MAKE PINAL COUNTY A MARKETABLE ECONOMIC ASSET THROUGH INCREASED VISIBILITY, RESPONSIVENESS, AND UNIFIED BUSINESS COMMUNITY.

GOALS

- ❖ Visibility
 - Provide up to date information
 - Provide concise, relevant information without excessive contact
 - Release news on product updates, specifications; recalls, and sales
 - Provide information and connect students to services at college
- ❖ Responsiveness
 - Be user friendly
 - Provide quick responses to feedback
 - Allow consumer to provide reviews
 - Identify customer concerns
 - Add a personal touch
- ❖ Unified Business Community
 - Provide incentives to buy in Pinal County
 - Create a think tank using LinkedIn
 - Utilize social media a tool for marketing and branding

STRATEGY

- ❖ Individual businesses will make their website a destination to enhance sales and encourage in-store visits (where applicable) by utilizing:
 - Online coupons
 - YouTube videos
 - Increasingly visible links on other websites
 - Add the ability to make purchases from an individual business' website
- ❖ Utilize Facebook, Twitter, and LinkedIn to direct traffic to an individual business' website
- ❖ Measure success through
 - Number of fans on Facebook
 - Redeemed promotions from Facebook
 - Online polling
 - Hit "heat map"
- ❖ Use social media (Twitter, Facebook) as a virtual "Suggestion Box"
- ❖ Link partnerships and develop a County-wide Business Community using LinkedIn
- ❖ Utilize interns as a way to provide job training and demonstrate that a business is community-oriented



GOVERNMENTAL STRATEGY

EMPLOY SOCIAL MEDIA TO INCREASE LOCAL BUSINESS AND MAKE PINAL COUNTY A MARKETABLE ECONOMIC ASSET THROUGH INCREASED VISIBILITY, RESPONSIVENESS, AND UNIFIED BUSINESS COMMUNITY.

GOAL

Utilize Social Media to be a full-circle conversation allowing citizens and their government(s) to interact.

STRATEGY

- ❖ Citizens
 - Have the ability to discuss issues in online Discussion Groups with those working in government
 - Have access to a tool on government websites to ask questions and receive answers quickly, or instant chat feature
 - Receive information on upcoming events, activities, emergency information, employment or volunteer recruitment
 - Have the ability to report crime in progress, safety-related issues, or other issues instantly by SMS-text or MMS-picture messaging through cellular phones
- ❖ Government
 - Post agendas, recent information, upcoming events on website and on social media outlets (Facebook, Twitter)
 - Provide instant information on critical, emergency information (e.g. flooding, road closures, severe conditions, etc.)
 - Post information on new laws, ordinances, or other items that will affect citizens' lives.
 - Utilize not only a website, but social media sites, plus other technologies that disseminate information quickly (e. g. SMS text messages)
 - Use social media sites to recruit new employees, volunteers for commissions, or other stakeholders, and involve them in the decision making process.



NON-PROFIT, EDUCATION & HEALTH SECTOR STRATEGY

EMPLOY SOCIAL MEDIA TO INCREASE LOCAL BUSINESS AND MAKE PINAL COUNTY A MARKETABLE ECONOMIC ASSET THROUGH INCREASED VISIBILITY, RESPONSIVENESS, AND UNIFIED BUSINESS COMMUNITY.

GOAL

Utilize Social Media to convey information and pool resources and better serve our clientele.

STRATEGY

- ❖ Sharing Critical Data and Information
 - Utilize “closed” networks, such as Yammer to develop performance information for internal workforce use.
 - Use external networks such as Twitter or Facebook to communicate information such as Emergency Room wait times, event information, or other emergency alerts
 - Create a framework to gather information fast, first, accurately and efficiently.
- ❖ Put a new community asset “on the map” using Social Media
 - Establish a presence using Facebook, Twitter, other media, and a website to get name out
 - Utilize social media platforms to begin conversations
 - Utilize social media platforms to be more responsive to community needs and assist agencies in delivering services quickly
- ❖ Develop a “Virtual Welcome Wagon”
 - Establish a Facebook fan page to announce offers, information about businesses, churches, etc.
 - Encourage conversation. Businesses can post coupons, offers, links, photo albums to promote their business, services
 - Use social media as a means to link to an external website that lists additional resources such as utilities, grocery stores, hospital information etc.



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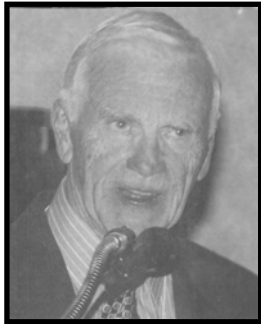
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| <p>Delbert Thomas Tohono O'Odham Nation Casa Grande, AZ E-Mail: dthomas85222@yahoo.com</p> | <p>Sherry Ulmer Coolidge Chamber of Commerce 20 W. Central Avenue Coolidge, AZ 85128 Phone: 520-723-3738 E-Mail: sherryulmer@gmail.com</p> | <p>Chantel Vinson Sponsor San Tan Foothills High School Phone: 480-474-6800 E-Mail: cvinson@coolidgeschools.org</p> |
| <p>LaTricia Woods Public Information Officer City of Maricopa P. O. Box 610 Maricopa, AZ 85139 Phone: 520-568-9098 E-Mail: LaTricia.Woods@maricopa-az.gov</p> | <p>Keola Wright San Tan Foothills High School <i>Student Delegate</i></p> | <p>Linda Yarrington Governing Board Member Central Arizona College 8470 N. Overfield Road Coolidge, AZ 85128 Phone: 520-494-5200 E-Mail: linda.yarrington@centralaz.edu</p> |

WAYNE G. GERKEN MEMORIAL SCHOLARSHIP



Wayne G. Gerken

The Wayne G. Gerken - Pinal County Town Hall Youth of the Year Scholarship Foundation, Inc. exists to memorialize Wayne Gerken who led the Pinal County Town Hall for twenty years. The purpose of the Scholarship Foundation is to provide encouragement and financial assistance to deserving students who demonstrate exemplary leadership qualities and a personal interest in improving the quality of life in Pinal County.

High school students in their junior or senior year, or college students (all levels) attending Pinal County Town Hall are eligible to apply. A subcommittee of the Pinal County Town Hall Advisory Committee evaluates student applications based on established criteria. Scholarships are awarded at the Closing General Session

of Town Hall.

Applications are scored based upon the following criteria:

- ☞ Ability to clearly convey thoughts on the Town Hall experience, lessons learned, ideas developed, etc.
- ☞ Concept discussed in the essay, relevant to the focus question
- ☞ Proper grammar and spelling
- ☞ Applicant's school, community, church, and other extra-curricular activities

2010 Wayne G. Gerken Memorial Scholarship Winners:

Kimberly Kelly, Casa Grande Union High School, Casa Grande
Katie Gamboa, Casa Verde High School, Casa Grande

The Wayne G. Gerken Memorial Scholarship is a 501(c) 3 non-profit corporation, guided by a five-member Board of Directors:

J. Peter Armenta, President
Alma Farrell, Secretary
Vern Stover, Member

David A. Fitzgibbons, III, Vice-President
Mary Lu Brooks, Treasurer

Contributions to the Wayne G. Gerken Memorial Scholarship are tax-deductible. For more information on how to contribute to the Scholarship Fund, contact Town Hall at (800) 782-1445.

PINAL COUNTY TOWN HALL ADVISORY COMMITTEE



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J. Peter Armenta Director
aspire Facilitation Services

Pinal County Town Hall recently lost one of its founding members. Robert A. “Bob” Lee was a driving force in the Pinal County Town Hall Movement. His leadership helped form Town Hall and his energy and drive kept Town Hall a relevant and important part of life in Pinal County.

The Advisory Committee dedicated the 23rd Town Hall in his memory. Bob will be truly missed.

PARTNERS IN ECONOMIC PROGRESS

The Pinal County Town Hall Advisory Committee recognizes our Partners in Economic Progress for their support of the 23rd Pinal County Town Hall and their enduring commitment to improving the quality of life in Pinal County

Thank You!

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