Social Media Tips & Tricks

A guide to social media

from Hillsborough County's Social Media Strategists

Hillsborough County Florida

Introductions

Hillsborough County Florida

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Hillsborough County, Florida Government.

@hillsboroughfl
@PRCPets

@hillsboroughfl

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Hillsborough County Government

Which Channel Fits?

Platform	Content Focuses
Facebook	Family-oriented content such as fun events, organization promotions, and news updates
Instagram	Beauty shots, intricate shots, or event coverage
Twitter	General news and real-time community engagement
Nextdoor	Community-centric news, resources, events, announcements and public meetings
LinkedIn	Business/professional news and resources such as job listings and events/workshops
Reddit	Engage in relevant conversations and deliver major announcements

What To Do

Protect Your Brand

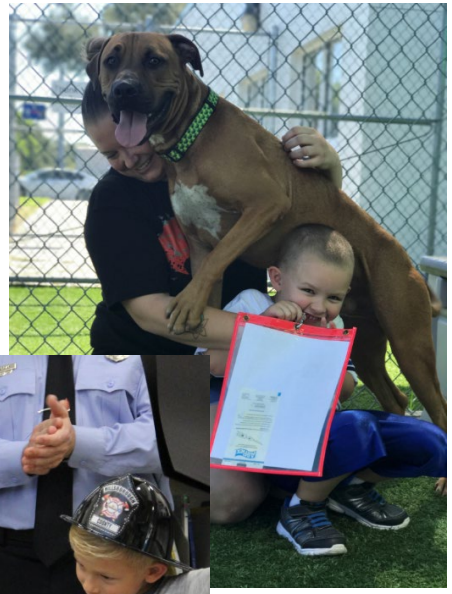
- Considerate of current event and trending topics
- Prepared for the good, bad, and ugly - Everything archived, nothing deleted
- Provide best counsel to build public trust

Tell Your Stories

- Timely, relevant posts and interactions
- Showcase your team in a good light and useful manner

Find Your Voice

- Develop a guideline if you have multiple users
- Change your voice to match the situation



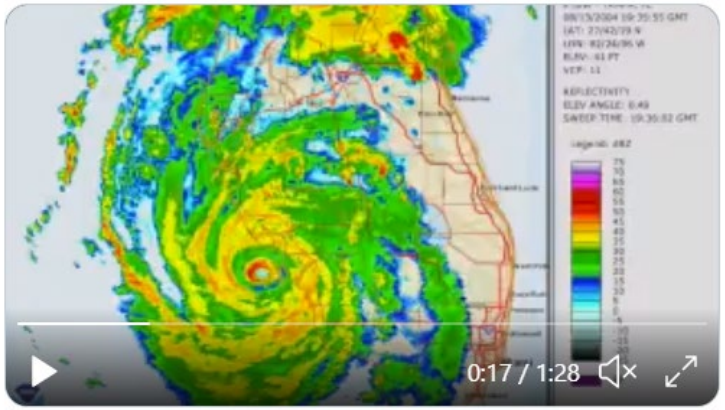
Protect Your Brand

- Be considerate of current event and trending topics
- Stay prepared for the good, bad, and ugly - Everything archived, nothing deleted
- Provide real-time customer service
- Act as ‘bank of knowledge’ for our followers
- Become a trusted source of information

Protect Your Brand

#BoltsBorough @HillsboroughFL · Sep 3, 2017

While keeping an eye on Hurricane **#Irma**, it is the perfect time to prepare your "go kit." #NationalPreparednessMonth



#BoltsBorough
@HillsboroughFL

County Opens Additional Irma Evacuation Shelters Sept. 9. Shelters: HCFLGov.net/StaySafe. Details, here: bit.ly/2wRbfma

#BoltsBorough @HillsboroughFL · Sep 18, 2017

Following Hurricane **Irma**, we want to protect residents from hiring illegal contractors. Tips to #StaySafe, here: bit.ly/NoContractHC

Protect Your Brand

Customer Path	Supporting Content Examples
Browse the kennel (online or in person)	• Adoptable pets • Playgroup content
Visit & adopt at PRC	• PRC renovations • Adoption specials • Special event coverage
Bring the new pet into the family	• Tips and tricks on pet parenting • Resources for more information
Share the great news	• Success stories • Volunteer news and community partners

Tell Your Stories

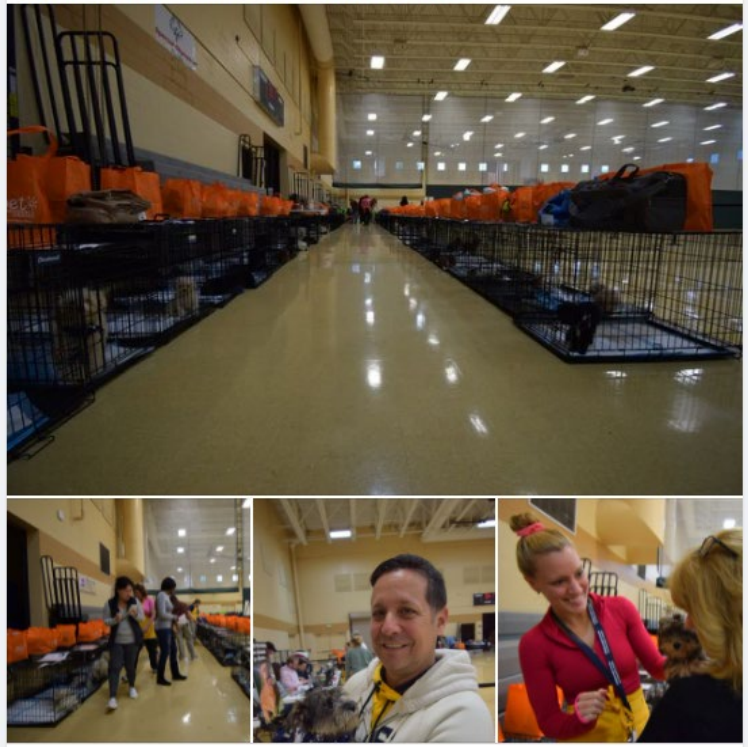
- Create timely, relevant content and interactions
- Showcase your team in a good light and useful manner
- Identify special moments in day-to-day operations
- Highlight how you do it differently and why it is important

Tell Your Stories

Hillsborough County Pet Resource Center
Published by Sprout Social · November 18, 2019 ·

On Sunday, hundreds of residents came out to All People's Life Center to bring their newest fur babies to their loving, forever homes. We wish a big 'Happy Tails!' to all of the Diana Street Dogs. Enjoys your new homes, comfy beds, and sporty bandanas from the Tampa Bay Lightning.

For those who didn't find luck with adopting one of these pups, we strongly encourage you to come in to the shelter and meet our adoptables. We have hundreds of #PRCPets that are just waiting to find their forever homes too. Come in tomorrow and set up a meet and greet. You can prepare by browsing our online kennel at bit.ly/Ready2Adopt!



Hillsborough County Pet Resource Center
Published by Sprout Social · September 24, 2019 ·

With over 340 dogs coming from yesterday's seizure, we are waiving all adoption fees for all of the dogs currently in our care. The dogs brought in yesterday are currently not available for adoption and will be held for at least 30 days.

Because of the staffing and resources needed to continue to care for these pets, our public intake will be closed. Emergency cases will still be handled by our Animal Control officers.

We also encourage those who have considered fostering in the past to join our 60-Day Foster program.

If you are able to donate, our Amazon wish list can be found, here: amzn.to/2I3zUkg.

Our shelter is open from 10 a.m. to 7 p.m., Tuesday through Sunday, and our pets can be viewed online, here: bit.ly/2mBQcBp. Thank you, Hillsborough pet lovers.

Hillsborough County Pet Resource Center
Published by Sprout Social · September 30, 2019 ·

Donations by the truckload!

Thank you to all of our wonderful pet lovers across the country that sent in donations for over 300 pets that we seized from an unsafe breeding operation. Without your generosity, we could not provide for these pets as well as we can now. Beds, food, treats, and toys have filled our rooms and our hearts with joy. We appreciate the continued kindness you have shared with our pets!

Though these 300+ pets are not available at this time, we have hundreds of pets in our care that are looking for loving homes. Please consider adopting one of our awesome #PRCPets. You can see all of our available adoptables at bit.ly/Ready2Adopt. Thank you for helping in any way you can!

Find Your Voice

- Develop a guideline if you have multiple users
- Change your voice to match the situation
- Keep it simple – avoid industry terms and acronyms

Find Your Voice

#BoltsBorough
@HillsboroughFL

Use lessons from Irma to create your emergency plan today, so that you can tell the next hurricane...
👉 bit.ly/2wXj0DK #October3rd

#BoltsBorough
@HillsboroughFL

Don't be bored in the house and in the house bored! 😂

Find ways to have fun at home with programming direct from our Parks & Recreation team and @TampaHillsLib.

Visit HCFLGov.net/VirtualRec to get started for FREE today!

Things to Avoid

- Tooting your own horn/ self-recognition too often
- Programs in which you are not directly involved

Keep It Evergreen

- Create content that can be shared anytime
- Fill gaps during off-seasons with information
- Remind audience about your operations

Hillsborough County Supervisor of Elections
February 24 ·

Did you know you can easily update your voter information on my website? If you have moved or changed your name, head over to VoteHillsborough.gov and make sure you are #ElectionReady! #VoteHillsborough #Updates #AreYouReadyToVote

Hillsborough County Supervisor of Elections
February 26 ·

Do you know who your elected officials are? Check out VoteHillsborough.gov/YourOfficials to look them up and see other statistics specific to where you live. #VoteHillsborough #AreYouReadyToVote

Craig Latimer
@HillsboroughSOE

Have you moved or changed your name? Don't forget to update your information with us! When you make an update, we send you a new voter information card for your reference. Visit VoteHillsborough.gov or give us a call today. #VoteHillsborough #Trust

Ask Yourself

3 Quick Questions before Posting:

- Does this show us in a positive light?
- How could this be perceived?
- Did I check the spelling and grammar?

Best Photo Types

Types of basic photos to shoot for social

1. **Scene Setter:** Give the viewer the big picture. Where is this action taking place?
2. **Crowd Shot:** Show the crowd. Not many onlookers? Shoot tight.
3. **Detail Shots:** Shoot images of any props or awards being presented.. Decorations, food etc…
4. **Portrait:** Try to get a nice tight headshot of key speakers.

Questions?

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