

MACOMB COUNTY SOCIAL MEDIA AUDIT

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VERSIONS OF THIS DOCUMENT

Date	Author	Description
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10.15.2019	D. Adelman	Draft review, edits
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AUDIT OBJECTIVES

The goals of this audit are:

- Take a full social media account inventory of all Macomb County social media properties (including Facebook, Instagram, Twitter, LinkedIn, and YouTube)
- Perform a high-level analysis on site purpose, post frequency, user engagement, and whether properties conform to best practices per platform

DELIVERABLES

- This report which contains our audit findings, best practices and recommendations
- [The Macomb Social Media Account Inventory spreadsheet](#)

UX FINDINGS (MACOMBGOV.ORG PAGE)

Best Practice

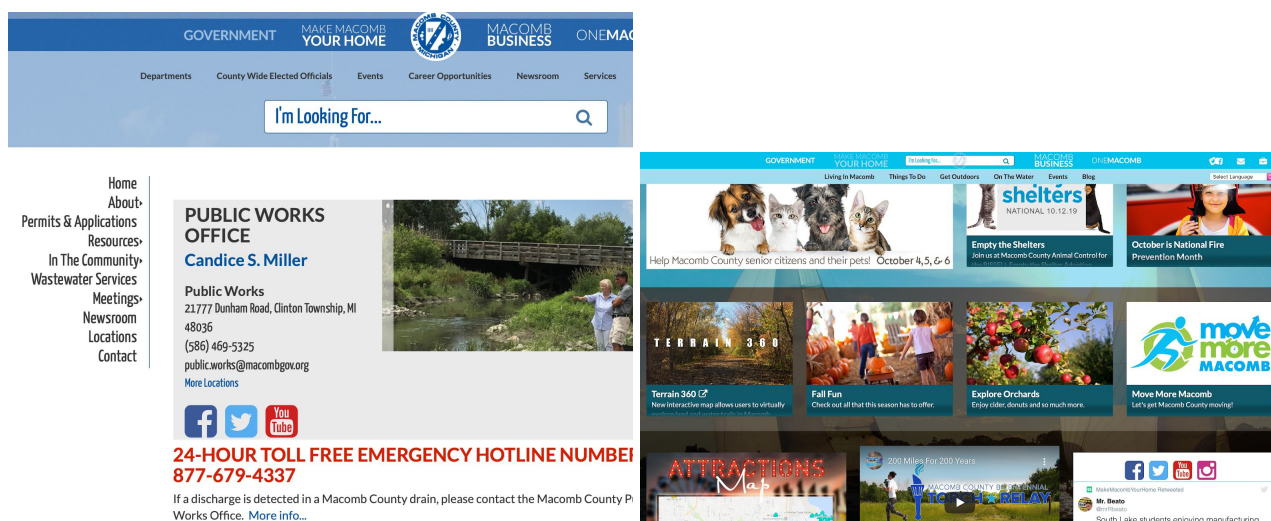
Social media icons are best placed on pages related to their content, in consistent positions on each page.

If a site aggregates all social media icons in one place, it's best to arrange them in a directory format, where social media property icons are grouped together per department.

Findings

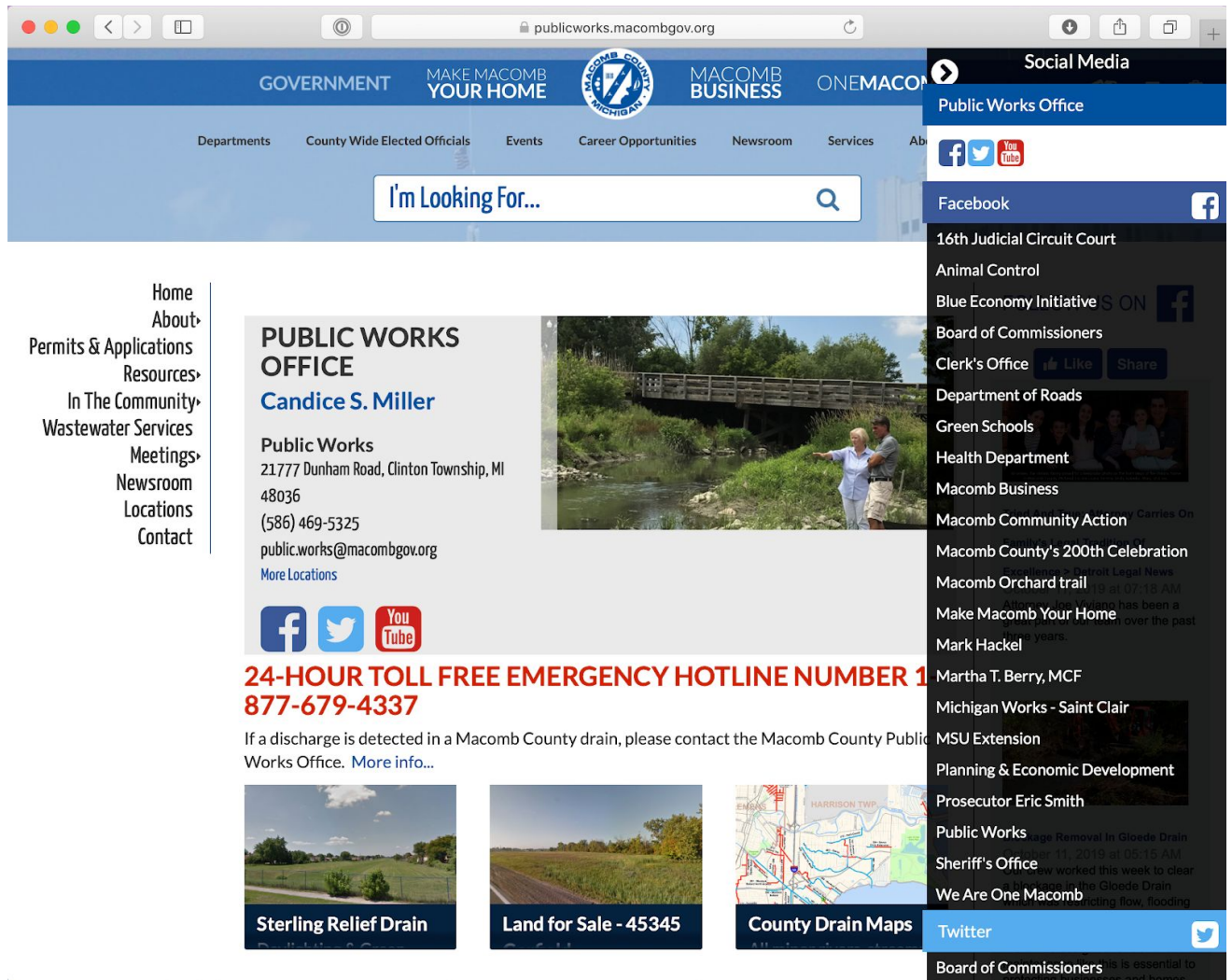
Per Page Location

On the macombgov.org site, social media icons are placed on the associated pages (though at times they do require a user to scroll down to find them).



Social Media Property Aggregation

The Macomb County site aggregates all the social media properties on a pop-out by platform first, then lists department SM properties individually. This makes it harder for the user to find the property they are looking for, as users aren't searching for platform first, they look for department. They might also be confused by multiple listings of the same department (i.e. *Which do I choose?*)



Recommendation

It's a best practice of user experience to have like items grouped together. If you want to have all social media properties aggregated, consider doing it in a directory-style page (like the following), where each department is listed only once, then all social media properties for that department are located together. This design also includes phone number and email for each department.

Public Works | Macomb County

Departments & Bureaus | City of Los Angeles

311 City Services LA City Directory Chat With CHIP Translate

LOS ANGELES

RESIDENTS BUSINESS VISITORS JOBS GOVERNMENT

Home › Your Government › Departments & Commissions

Departments & Bureaus

Name	Contact	Info
311 Call Center		
Accounting, Public Works Office of		
Aging, Department of		
Airports, Los Angeles World		
Animal Services, Department of		
Attorney, Office of the City		
Building & Safety		
Cannabis Regulation, Department of		
City Administrative Officer, Office of the		
Clerk, Office of the City		
Coliseum, LA Memorial		

Departments & Commissions

- Departments & Bureaus
- Boards & Commissions
- Neighborhood Councils
- City Directory

Related News

- Hollyhock House, One of Eight Frank Lloyd Wright Buildings, Inscribed on UNESCO World Heritage List
- LAHSA's Winter Shelter Program Reopens For Those Experiencing Homelessness
- Help Low-Income Seniors With a Gift Bag this Holiday Season

CONTENT FINDINGS

Awesome Special Content Mention

Two accounts stood out for unique/awesome content, and they aren't the ones you'd expect:

- **Clerk's Office/Fred Miller:** Fred Miller does a great job of adding a voice/face to this office and social media account. He includes educational videos about his department's topics, has mobile office events, and we love his "Jeopardy" board and spinning wheel at events!
- **Public Works/Candice Miller:** Candice Miller makes educational videos of all the current Public Works projects happening, and includes the people involved in the work talking about the project they're working on.

Number of Accounts and Use

Social media is a great way to quickly connect people to government. That said, Macomb County departments might not need to be on EVERY platform (but it's good to be on at least one, like Facebook or Twitter). Whichever account you choose to use, be sure that there's someone updating it on a regular basis, and listening to any user who engages with it.

Interesting note: New York City has exactly THREE social media accounts listed on their website.

Facebook

- A Facebook account can be like your departmental listing in the white pages. It should have all your contact information: phone number, address, hours (if needed), email, and a link back to the department page on the macombgov.org site for more information.
- It's also a great home for your events, as users can easily add them to their own calendars.
- Facebook accounts should be blue-check verified.

Twitter

Twitter is a great customer service platform, and also great for quick bursts of announcements (like road or building closings).

Instagram

Instagram should be used sparingly, only for beautiful and relevant images. There's nothing worse than an Instagram account filled with text or uninteresting graphics.

LinkedIn

LinkedIn accounts should be used in the business arena.

YouTube

Unless you have some really rockin' video content, you may not need a YouTube account. If you do want a YouTube account, consider just "storing" your videos there, and linking to the videos from your other accounts. You don't necessarily have to list the link to the YouTube account on your website.

Findings

- **General**
 - Macomb County lists 49 social media accounts.
 - The accounts are used well for their purpose.
 - Almost all accounts show a link back to the department page on macombgov.org.
- **Facebook**
 - All but two Facebook department pages have the relevant contact information (and those were two that had been abandoned).
 - Almost none of the Facebook accounts are verified (blue check). Out of 22 Facebook accounts:
 - 1 blue check verification
 - 6 gray check verifications
- **Instagram**
 - There are only four Instagram accounts; three are used for photogenic topics (pets, cops/people they're helping, beautiful images of Macomb county area) with the bonus that a lot of images are user generated.
- **YouTube**
 - With the exception of the Macomb County Board of Commissioners YouTube account (which shows videos of regular board meetings), most of the YouTube accounts have very few posts, or are abandoned (no fresh content in the last six months).
- **Duplicate Accounts/Links**
 - The two accounts for Macomb Planning and Economic Development point to Macomb Business accounts.

Recommendations

- Consider removing links to YouTube accounts from the website.

Content Mix

Best Practice	Findings
Have a mix of text, images and video content.	YES
Have a slightly different stream of content on different platforms (i.e. don't post the exact	YES

same things on Facebook and Twitter every day in the same order).	
Include images where possible. Any visual content is more eye-catching than text alone.	YES
Don't repeat the same content day after day.	MOSTLY YES A few accounts have repetitive content Macomb Business (Linked In) Macomb Community Action (Facebook)

Content Broadcast vs. User Generated/Retweets

In social media, it's nice to have a mix of your own content (broadcast) and either retweeting/sharing others' content where possible.

Findings

Macomb County content is overwhelmingly broadcast with Macomb-generated content and events, but that is to be expected for a government site.

Recommendation

There are a few opportunities where more user content could be added/shared. For example, for **Macomb Business** accounts, you could retweet/share content from local businesses.

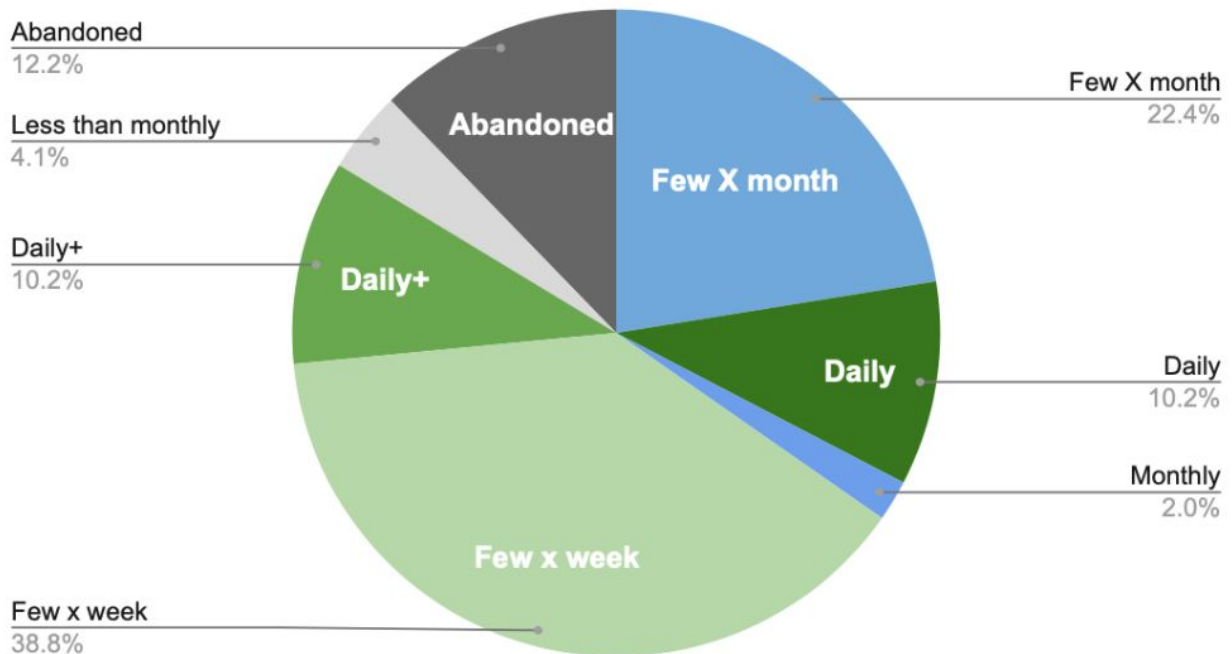
Content Frequency

- **Post Frequency:** It's good to post useful content frequently (a few times a week minimum). That said, you shouldn't just post content for the sake of posting content. If you have an account you struggle to come up with content for, it's perfectly fine to delete it.
- **Abandoned Accounts:** You should only link users to content that is "fresh." If an account hasn't been used in six months, you should remove the link from the macombgov.org page.

Findings

Here's how often your accounts post content:

Count of Post Frequency



Recommendations:

You should remove the links for the following abandoned accounts from the macombgov.org site. It's up to you if you want to leave the accounts themselves up for posterity.

- Macomb County's 200th Celebration (Facebook page and group)
- Macomb Orchard Trail (Facebook)
- Make Macomb Your Home (YouTube)
- One Macomb (YouTube)
- Sheriff's Office (YouTube)

Naming Consistency

- Social media accounts across properties should be named consistently.
- The text on the social media link should match the title of the page the link goes to.

Findings

Some accounts were named prefaced with "Macomb County" and some were not.

- Animal Control (FB)

- Macomb County Animal Control (Instagram)

Some accounts were not named consistently across properties:

- One Macomb
 - One Macomb
 - We Are One Macomb
 - We Are OneMacomb
- Public Works
 - Public Works
 - Office of Public Works
- Business
 - Macomb County Planning & Economic Development (FB)
 - Macomb County Department of Planning & Economic Development (LinkedIn)
 - Macomb Business (YouTube)
- Link for Blue Economy Initiative goes to FB page called “[Macomb County Water, Parks, and Natural Resources](#).” Which is the correct name?
- Clerk’s Office / County Clerk / Register of Deeds

Miscellaneous

Recommendation: Account Should Be Named for the Department, Not the Person

The Office of Public Works Facebook account is named for the current person in the office (Candice Miller), not the office itself.

Candice Miller ✓
@MacombPublicWorksCa
ndiceMiller

Home
About
Posts
Photos
Videos
Community
[Create a Page](#)

Posts

Candice Miller
Yesterday at 8:43 AM · 🌐

MCPWO Directs Pollution Cleanup in Bear Creek Drain

Remediation work is set to begin at a gas station along the Bear Creek Drain in Warren, where a petroleum product was found to be leaking in the drain. The contamination was found during a drain inspection by the Macomb County Public Works Office (MCPWO), which has jurisdiction over 475 county drains.

County inspectors discovered the pollution, believed to be old diesel fuel, near a BP gas station and truck stop on Mound Roa... [See More](#)

Ask Candice Miller

"Can you tell me more about yourself?" [Ask](#)

"Can I learn more about your background?" [Ask](#)

"Are you available to chat?" [Ask](#)

Type a question... [▶](#)

Community [See All](#)

[Invite your friends](#) to like this Page

👍 10,310 people like this

🔔 10,247 people follow this

Recommendation: Always Add Links When Publicizing Events

We saw several instances where images were used to represent events (good for the eye-catching part), but there weren't any links to go along with it, forcing the user to have to retype the URL. Always be sure to post links.

SAVE THE DATE!!
THURSDAY, OCTOBER 24, 2019

HSCB INFORMATION EXCHANGE
"SERVICE GEMS"

A FREE INTER-AGENCY TRAINING AND PROFESSIONAL DEVELOPMENT OPPORTUNITY TO LEARN MORE ABOUT MACOMB COUNTY SERVICES AND WHERE TO REFER INDIVIDUALS AND FAMILIES

FOR MORE INFORMATION, GO TO:
MHSCB.MCCMH.NET

BRANDING

Icons and banner images should be roughly consistent between social media properties. We say “roughly” because you could have the same logo, but in a slightly different color combination, and the branding remains consistent.

Findings

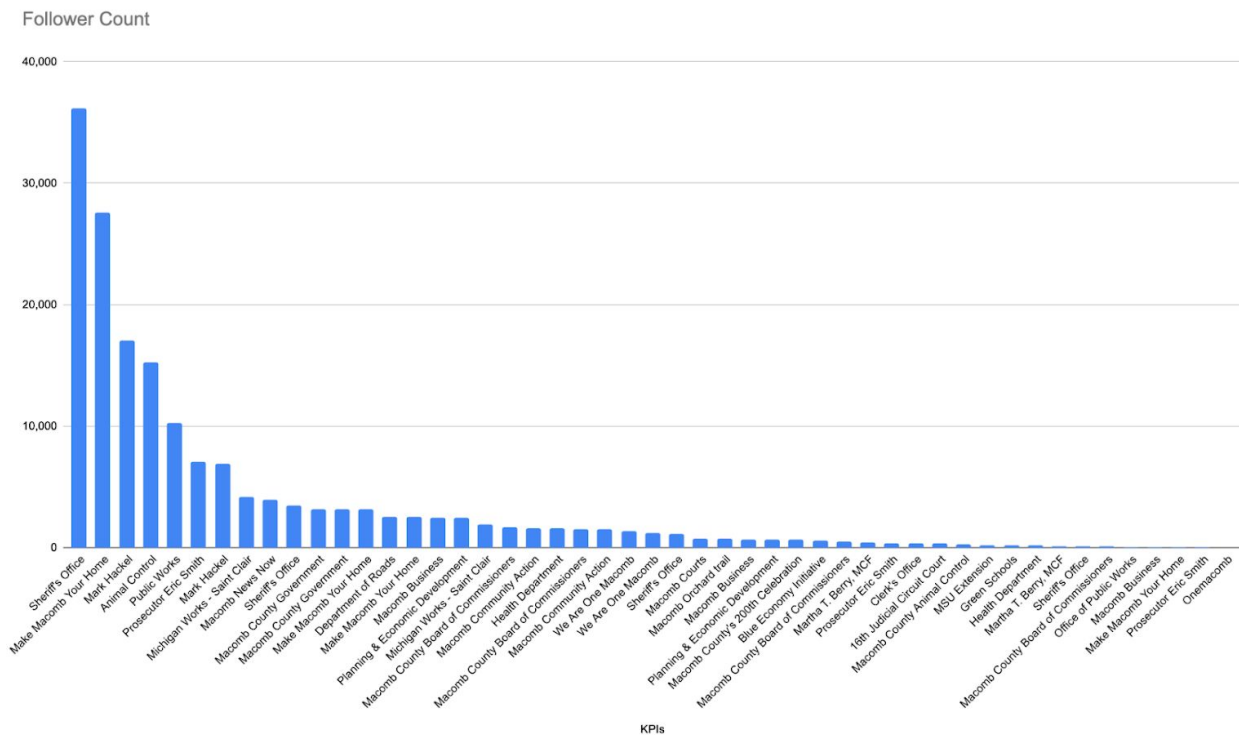
Branding (with a few exceptions, see spreadsheet) was consistent across social media properties.

MOST POPULAR CONTENT (BY FOLLOWER COUNT)

There are about four very popular accounts, with a sharp dropoff after that.

The top four popular accounts were:

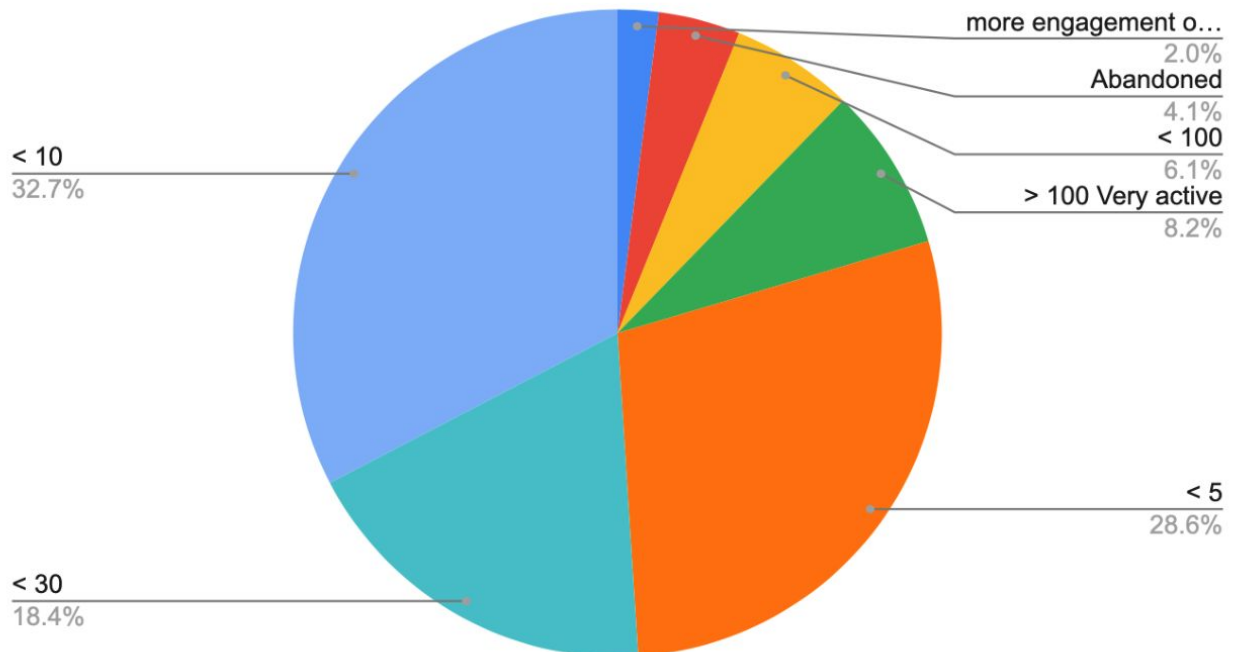
- Sheriff's Office (Facebook): 36,143 followers, posting a few times a week
- Make Macomb Your Home (Facebook): 27,586, posting daily+
- Mark Hackel (Facebook): 17,056 posting a few times a week (does a lot of sharing of other Macomb social media content)
- Animal Control (Facebook): 15,275, posting daily



ENGAGEMENT

- Most engagement on social media posts was in the form of likes.
- Except for the few popular accounts, most posts received minimal likes (<10).

Engagement



ERRORS

The [macombboc.com](https://www.facebook.com/MacombCountyBOC/) address goes to a 404 error on Pantheon. TEN7 is working on fixing this.

<https://www.facebook.com/MacombCountyBOC/>

<https://twitter.com/mcaction>

SOCIAL MEDIA POSTING APPS

Macomb is doing social media posting manually for each platform.

Recommendation

We recommend using a social media posting software such as Buffer or Hootsuite, which lets you automate posting, including scheduling posts for future publication.

ACCOUNT SECURITY

While it's important for any business's website and social media accounts to be secure, it's even more crucial for government sites and social media accounts.

Findings

Macomb is not using a password management application and is not using two-step account verification on social media accounts.

Recommendations

1. Implement a password management application (like 1Password) to ensure account passwords are kept secure.
2. Turn on two-step account verification for all social media accounts.
3. Since there's no guarantee any account is 100% secure, have a plan in place in the event an account does get compromised.

FINAL ANALYSIS AND RECOMMENDATIONS

Final High-Level Analysis

Macomb's social media accounts, on the whole, are being used for their appropriate purpose, have a good mix of content types, and don't duplicate content across social media platforms (i.e. Facebook content stream is slightly different from Twitter content stream).

However, a large number of accounts aren't posted to often and don't get much engagement.

Moreover, the overwhelming number of social media icons on the pop-out menu, organized by platform (not department) make it difficult for the site visitor to find what they need.

Final Recommendations

1. Consider reducing the number of social media accounts to those used most frequently that have the most engagement. Remember the [nyc.gov](https://www.nyc.gov) example: you may only need a few core accounts to be in contact with the public in the main navigation.
2. Change the social media account presentation on the [macombgov.org](https://www.macombgov.org) website to organize the social media links on a dedicated page of the website by department (consider a city directory page) rather than by platform.
3. Contact departments to determine if there are any social media accounts not accounted for in the social media inventory. A county wide email might be a way to do this.
4. Capture and inventory which county employees currently have access to social media accounts, and their roles and permissions.
5. Define at least two people to be admins on any social media account.
6. Implement password management and two-factor authentication for social media accounts at Macomb County. We recommend [1Password](#).
7. Implement social media management software. We recommend [Buffer](#), but there are other options like HootSuite.

Suggested Social Media Framework Tasks

The general idea going forward is that the Macomb County IT department will be in charge of the framework of the social media accounts, and individual departments will be in charge of the content that is published to each of the accounts.

The IT department should:

- Write up procedures documenting tasks surrounding the creation, deletion, and editing of social media accounts, including how to start the process for a change, who approves any changes, and who implements the change.
- Communicate the governing role of IT in social media going forward, including these tasks.

Social Media Account Processes Managed By IT (to Be Documented)

- Creating a social media account
- Deleting a social media account
- Adding and removing a person's access to social media accounts
- Changing roles and permissions on social media accounts (more relevant for Facebook and LinkedIn)
 - Transferring "ownership" when an admin changes departments or leaves their job at Macomb County
 - Transferring "ownership" when a social media account is named after a person but is actually a department account (example, Public Works, currently named for Candice Miller)
- Making changes to account handles/page titles/page information
- What happens in the event that a social media account gets hacked