



Social Media in the City of Greensboro: Embracing New Channels

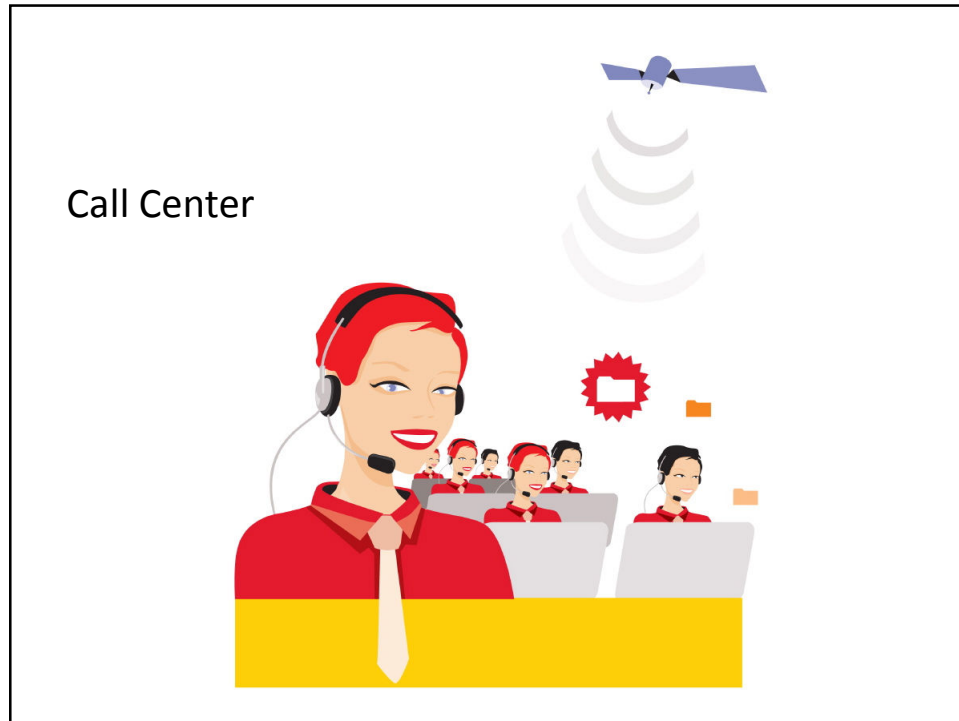
Mary Jutte, Contact Center Manager

Once upon a time

"Old school"

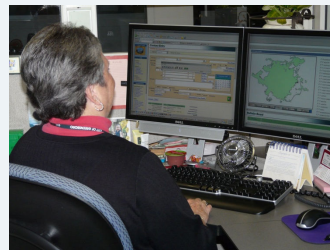
- Come to City Hall in person
- Try to find a phone number in the phone book
- Come to a Council meeting
- Write a letter to the editor of the local paper
- Complain to your friends
- Ignore it, elect someone new





Greensboro History

- Contact center opened in 2004 (10-digit 311)
 - Original channels – phone, walk-in, email
 - Online “self serve” added in 2006
 - Chat added in 2008 (semi-social – more “casual”, but not visible to others)
- Current daily averages
 - 1000 calls
 - 50-60 walk-in customers
 - 10 chats
 - 50-60 emails
 - 6 online work orders
- Calls remain primary channel



Greensboro History



2008 – Rise of the Blog

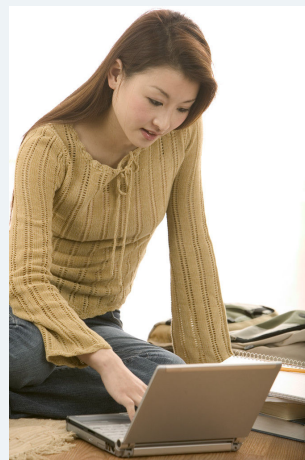
- Response to a controversy at City Hall
- Needed tactics to control
 - Responses
 - Engagement
 - Providing contacts and process



Greensboro History

2010 (approx) - rise of Facebook

- Departments grew frustrated with WebSite constraints
- Multiple sites created with little/no oversight or consistency
- Policies developed after the fact, enforced by communications division



The future is now



More and more people have only a cell phone – 65%, if cell phones are smart phones

Younger people prefer to use their phone for transactions, not to talk

By 2015, people born 1984 and later will be 45% of the population

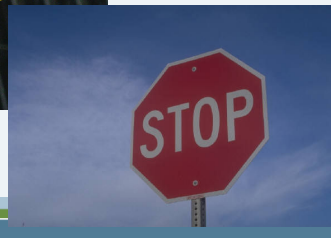
Interest in communities is being sparked by Social Media

Always on, always connected



Apps

- People want to report issues as they see them
- They also want information from their smart phones or tablets
- And they want to communicate with other interested people about the problems they see
- The City is partnering with an App developer to do all of this



Decisions

- Build or buy?
- Who manages?
- How does it work with existing systems?
- Screened or “dumped”?
- Preventing duplicate work orders; integrating with existing systems
- Training staff

The screenshot displays a web interface for a city's public works request system. It features two main ticket cards. The top card, titled 'Illegal Dumping' with a snowflake icon, is marked 'Acknowledged' and shows a report from 'SheepHerder' on 2013-02-23 about broken furniture dumped in an alley. It has 2 votes and a 'FIX IT!' button. Below this, a status log shows it was acknowledged by DC 311, followed by a 'Thank you' message with a tracking number, and then a 'CLOSED' status with a note to forward items to SADC. The bottom card, titled 'Parking Info' with a snowflake icon, is marked 'ACKNO' and shows a report from 'FoBo' on 2013-03-27 about illegal parking at 17 Snows Court. It also has 2 votes and a 'FIX IT!' button. Its status log shows a 'Thank you' message, a 'CLOSED' status with a note about a vehicle on the sidewalk, and a 'FoBo' response stating it is city property. Both cards include a 'Write a comment...' field at the bottom.

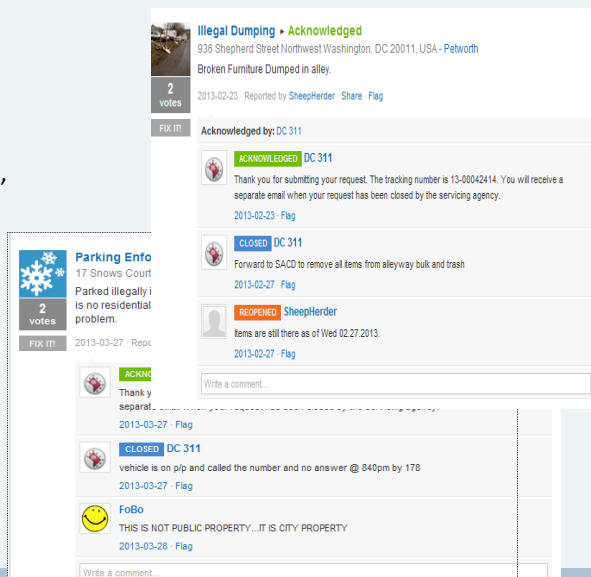
Opportunities

- Not a “magic button”
- Managing the Social Media Aspect
- Dealing with added work load
- Management believes this is easier!
- Communications are a Public Forum, very visible to the entire community

This screenshot is identical to the one in the 'Decisions' section, showing the same two ticket cards: 'Illegal Dumping' and 'Parking Info'. It details the workflow from reporting to acknowledgment, tracking, and closure, highlighting the public nature of the communication through status updates and comments.

Bonuses

- Employees can use
- Bulk pickup scenario
- Talk to Council
- Leverage for other apps, add on services
- Alerts to user community possible



Next

DIY starring CSR's



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