Social Media Usage within Local Government

Top 3 Social Media Platforms
1. Facebook
2. Twitter
3. YouTube

85% use social media platforms to disseminate information to their constituents.

63% do not have an enterprise-wide social media strategy.

88% do not have a specific budget for social media activities.

55% do not capture metrics/data on who is using their social media platforms.

Who coordinates social media?
- 45% Information Technology Department
- 33% City or County Manager’s Office
- 15% Public Information Office
- 7% Mayor’s Office or County Executive’s Office

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