Social Media for Civic Engagement
City of Wheat Ridge

CHALLENGE STATEMENT //
Wheat Ridge is a growing municipality in the Denver metro region. The local government wants to hear from its citizens to receive feedback and provide better services. The challenge is to practically leverage social media platforms in order to improve feedback for local officials, and participation by community members.

EXECUTIVE SUMMARY //
Social media has become increasingly prevalent as a communication tool for average Americans and local government agencies have struggled to remain relevant in this newest form of dialogue that not only requires real time monitoring and response but also the proper management and response to incendiary posts. Failure to take part in this mode of communication, however, reduces legitimacy and the overall completeness of governmental engagement with a community. Moving into the 21st century, most communities demand increased levels of transparency and accountability with the proper utilization of social media potentially assisting municipal efforts to meet these demands.

TEAM MEMBERS //

BACKGROUND INFORMATION //

- Stakeholders + Assets:
  - Population: App. 31,034
  - The Community
  - City of Wheat Ridge

- Obstacles:
  - Naysayers
  - Internet Lurkers
  - City is new to Social Media
  - A lack of necessary resource allocation

FINDINGS + IDEAS //

Suggestions from participants:

- Develop a detailed written policy that would go out to all staff and outline acceptable and unacceptable behavior on social media.
- Tie written policy into established strategic plan adopted by the City of Wheat Ridge.
- A streamlined process of social media posting so as to expedite responses to citizens.
Concrete Steps:

1. Develop a system of metrics in order to track the efficacy of social media outreach by way of asking the following questions:
   - What exactly is the agency hoping to accomplish?
   - Who does the agency want to target with their messages?
   - How will this better the agencies community outreach and engagement?

2. Have a system of continuous monitoring and evaluation of the achieved results. Understanding the pulse of the community is critical to succeed. As the agency reads the pulse they must adjust the implementation of the social media platform catering to the preferences of the public.

3. Lastly, an agency struggling with or newly engaging in social media should work with other agencies to learn from their failures and repeat their successes.