

Social Media Use at the Lower Colorado River Authority

Feb. 17, 2010

LCRA.org

- Primary organization tool for news, information delivery
- Just under 3 million views in 2009
- New template look in August 2009

Goals with Social Media

- Reach audiences we might not ordinarily reach
- Be more aggressive in distribution of messages (push)
- Establish a dialogue with stakeholders

Facebook

- Primarily teases back to LCRA.org
- Updated as we add new items to the .org site
- Can display video, photos, etc.
- Allows message push
- Allows for comments from visitors
- 376 fans as of Feb. 16, 2010

Twitter

- Primarily teases back to LCRA.org
- Updated as we add new items to the .org site
- Allows message push
- 159 followers as of Feb. 16, 2010

Flickr

- Primarily used for archival photos
- Updated by Corporate Archives
- Searchable by keywords
- Allows message push
- As many as 500 views in a single day

YouTube

- LCRA.org embeds YouTube player
- Primary tool for external video distribution
- Makes video items searchable
- High comfort level by users (1 billion videos a day)
- Easy for audience to share (viral)
- Allows for LCRA channel

Mobile sites / Iphone Apps

- relatively inexpensive to develop
- seems to track audience movement
- reaches key stakeholders

Policy questions

- Should departments start up their own Facebook pages, etc.?
- Should the organization monitor employee's social media sites?
- Should there be a policy/message placing guidelines on social media use?