CONNECTIVE CITIES

Virtual Global Exchange

Municipal Response to **COVID-19**

NOV 23rd - DEC 3rd

How to use social media for citizen communication in a responsible way.

Facilitated by:



Adriana Dolnyckyj



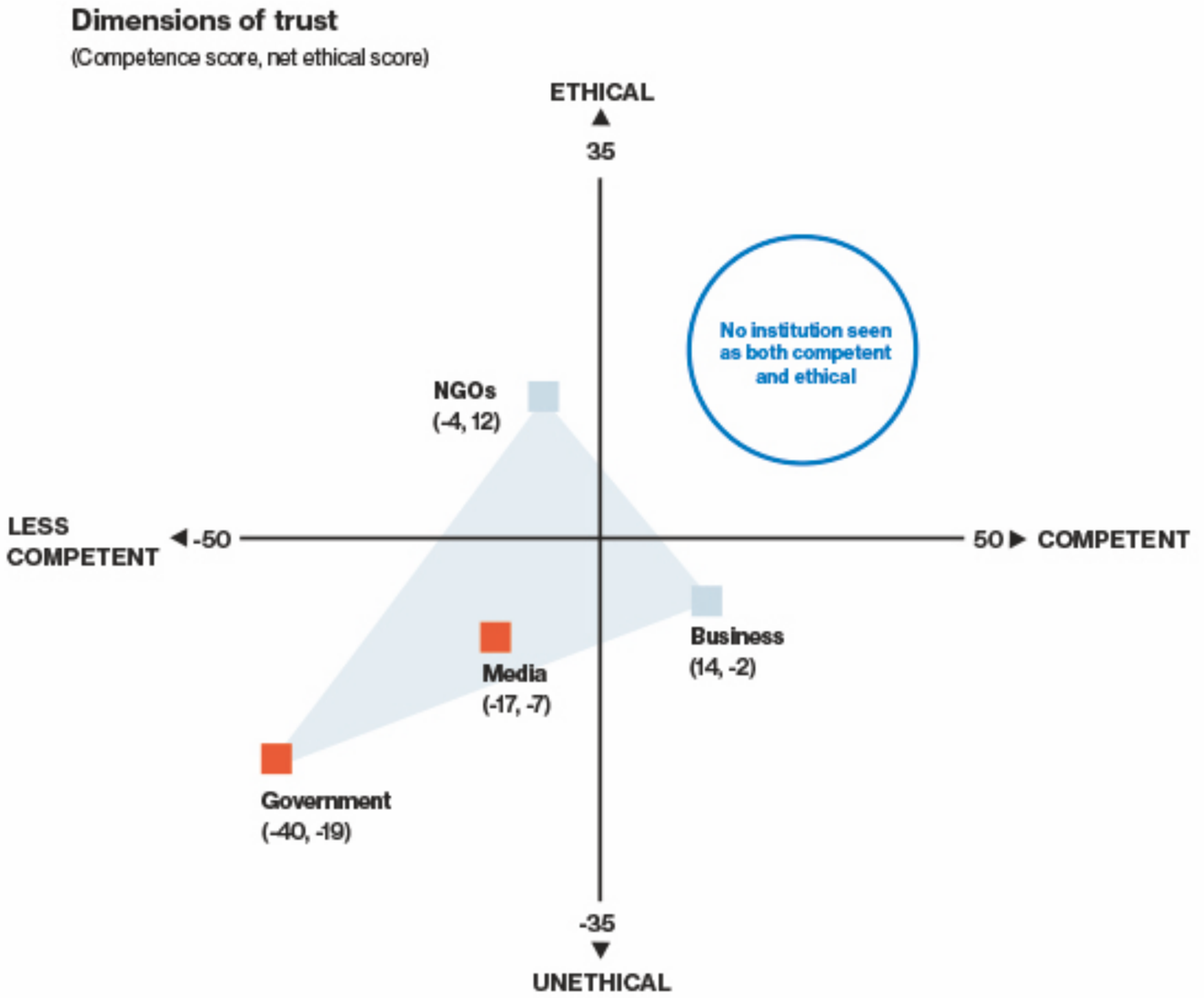
Federico Granda

NOV 30th

17:00 - 18:00 (CET)


Richard Edelman
CEO
Edelman

Edelman Trust Barometer - January 2020

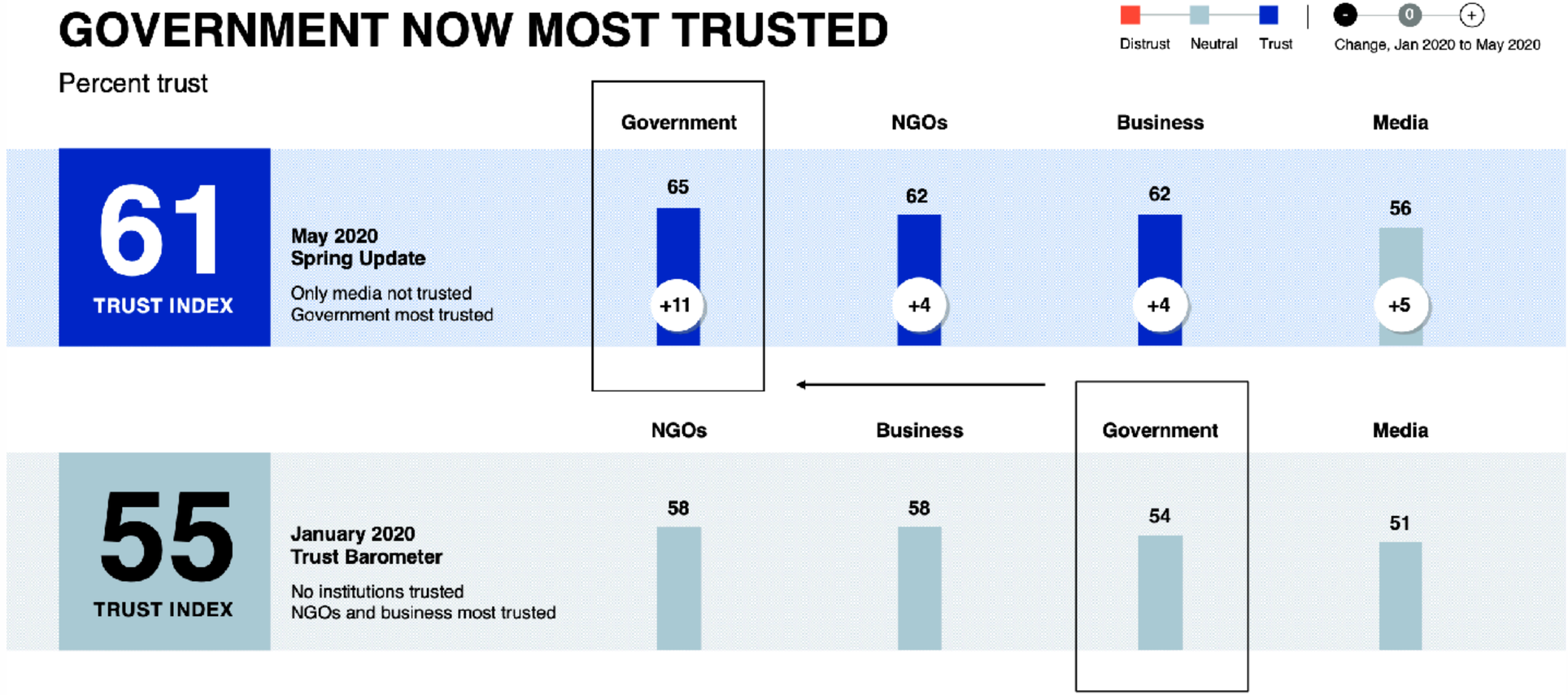


Commissioned by

Federal Ministry for Economic Cooperation and Development


GOVERNMENT'S
MOMENT
Governor
Andrew M. Cuomo

A RE-ORDERING OF TRUST: GOVERNMENT NOW MOST TRUSTED

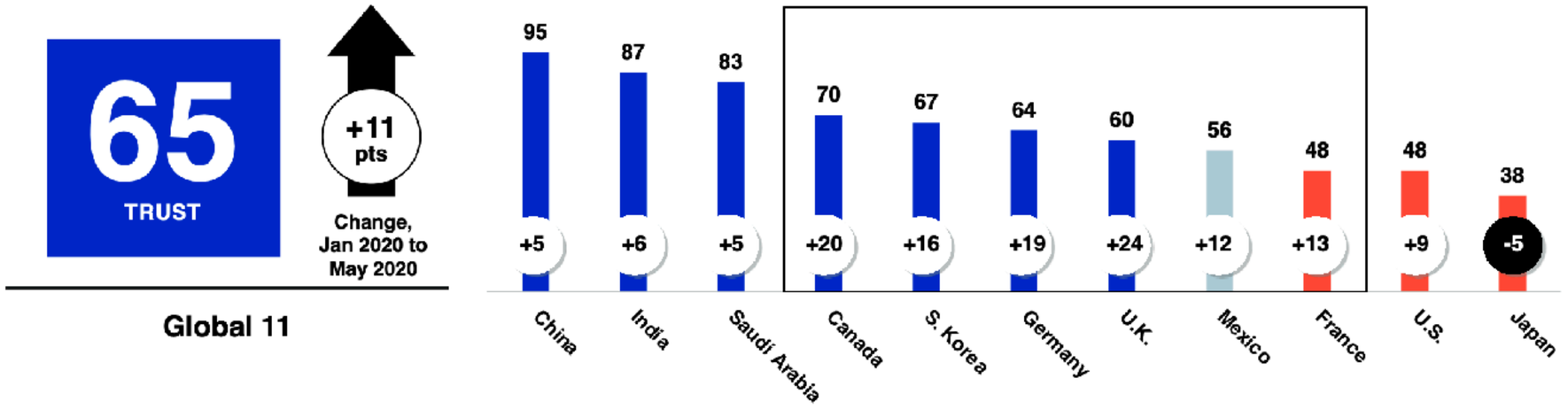


2020 Edelman Trust Barometer Spring Update. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development

DOUBLE-DIGIT RISE IN GOVERNMENT TRUST IN 6 OF 11 MARKETS MEASURED

Percent trust in government

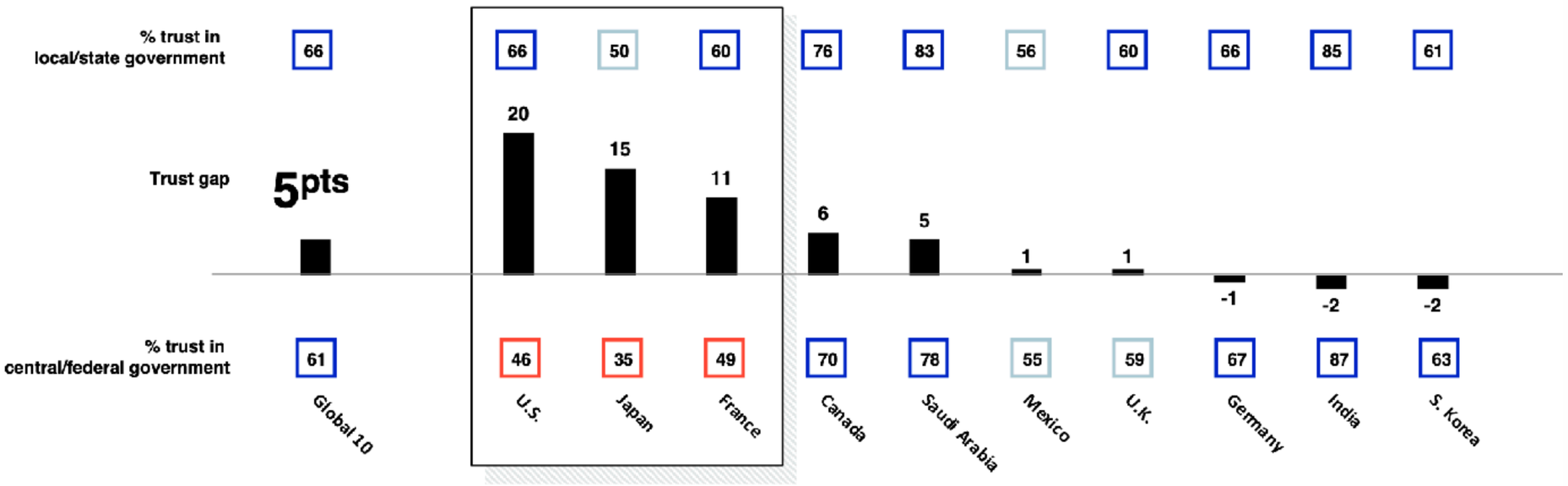


2020 Edelman Trust Barometer Spring Update. TRU_INS. [Government in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development

WHERE NATIONAL GOVERNMENT LACKS TRUST, LOCAL GOVERNMENT FILLS THE VOID

Percentage-point gap between trust in local government and trust in national government



2020 Edelman Trust Barometer Spring Update. TRU_INS. [Central/federal government and your local/state government] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 10-mkt avg. (Data not collected in China).

Edelman

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

STRONGEST MANDATE FOR GOVERNMENT TO LEAD IN ALL AREAS OF PANDEMIC RESPONSE

Percent who expect each institution to take a leading role to address each challenge

Highest expectation in all areas

Government

Contain the pandemic	**73**
Inform the public	**72**
Provide economic relief and support	**86**
Help people cope	**72**
Get the country back to normal	**79**

Other institutions expected to contribute in their areas of expertise

Media

Contain the pandemic	21
Inform the public	**58**
Provide economic relief and support	23
Help people cope	30
Get the country back to normal	25

Business

Contain the pandemic	39
Inform the public	25
Provide economic relief and support	**56**
Help people cope	50
Get the country back to normal	36

NGOs

Contain the pandemic	30
Inform the public	30
Provide economic relief and support	33
Help people cope	**47**
Get the country back to normal	25

2020 Edelman Trust Barometer Spring Update. WHOSE_JOB. For each of the pandemic-related challenges, please indicate which of these five institutions, if any, you expect to see taking a leading role in addressing it. Pick all that apply. General population, 11-mkt avg. "Contain the pandemic" is a net of r1 and r2, "Help people cope" is a net of r3 and r4, "Inform the public" is a net of r5 and r6, "Provide economic relief and support" is a net of r7-r9, "Get the country back to normal" is a net of r10 and r11.

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development

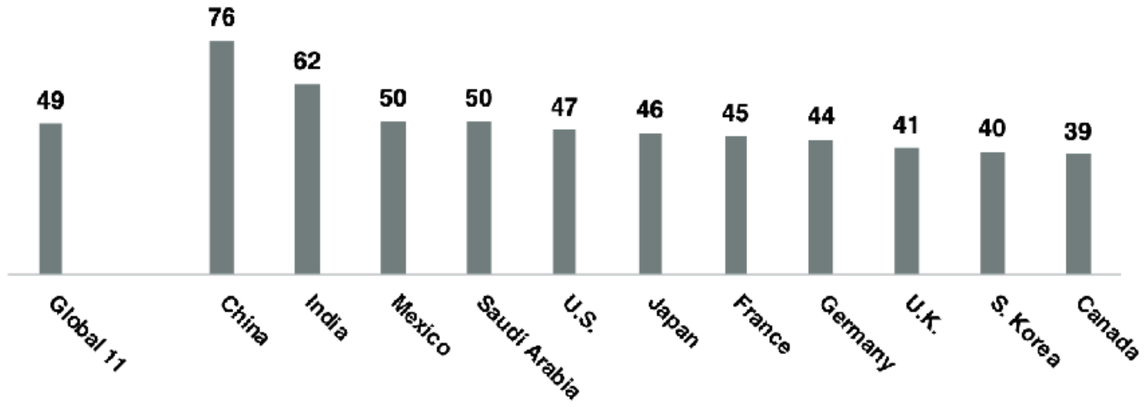
FAKE NEWS CONCERNS ADD TO INSTABILITY

Percent who agree

I worry that there is a lot of **fake news and false information** being spread about the virus

67%

It has **been difficult for me to find reliable and trustworthy information** about the virus and its effects



2020 Edelman Trust Barometer Spring Update. CV1_COMMS. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. General population, 11-mkt avg.

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development



Local governments are in a unique position to affect the lives of their citizens more directly than their regional and national counterparts

Commissioned by

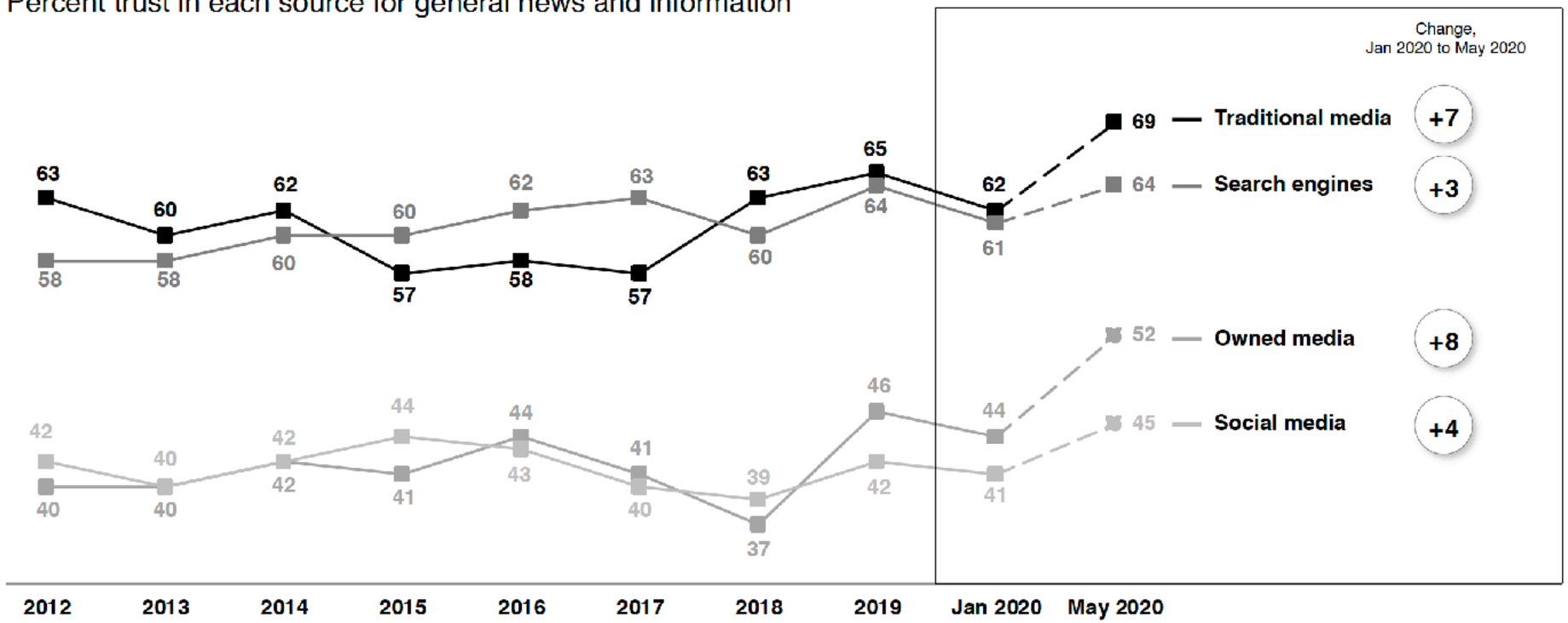
CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

TRUST IN NEWS SOURCES AT ALL-TIME HIGH, GREATEST TRUST GAINS FOR TRADITIONAL AND OWNED

Percent trust in each source for general news and information



2020 Edelman Trust Barometer Spring Update. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. General population, 10-mkt avg.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

Edelman

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

TRUST IN NEW GREATEST TRU GH, AL AND OWNED

Percent trust in each source



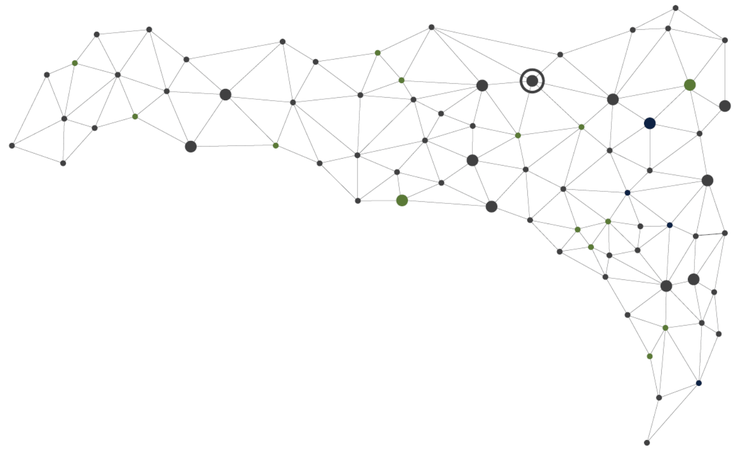
2020 Edelman Trust Barometer Spring Update.
9-point scale; top 4 box, trust. General population,
*From 2012-2015, "Online Search Engines" were i
pe of source for general news and information?

Edelman

“In 2018, the average time spent on social media in a day by an adult was 142 minutes, which rose to approximately two and a half hours in 2019, followed by 3 hours in 2020. This is bound to increase as more than 3 billion people are expected to access social media sites by 2021.”

whatagraph.com (SM data tracing tool)

Commissioned by
Federal Ministry for Economic Cooperation and Development



PROBLEM

we have lost our shared reality.

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development

digital connectivity
let's us choose the reality
that feels good.

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry
for Economic Cooperation
and Development

we **choose** the reality that feels good.

Commissioned by
Federal Ministry for Economic Cooperation and Development

STEP ONE

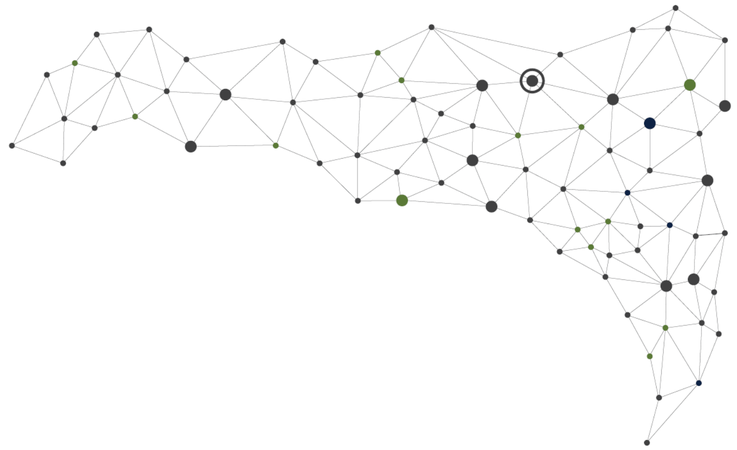
pick a narrative - a values based storyline you identify with

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



health care is a human right

there’s so much waste

science is real

public health care sucks

jobs and the economy

only climate

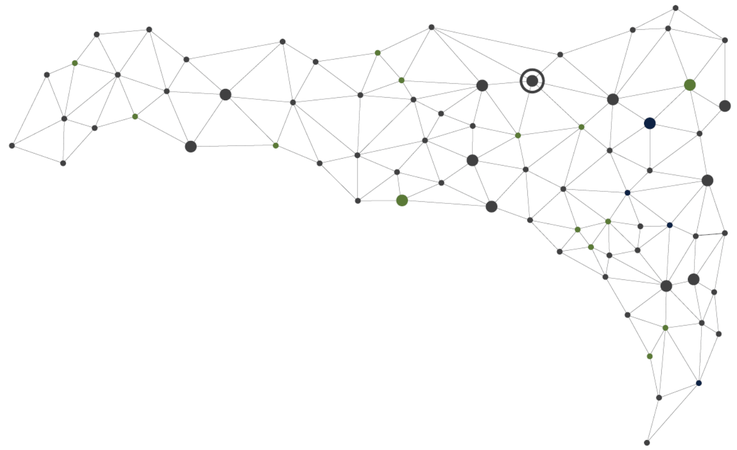
immigration is the problem

Commissioned by

CONNECTIVE CITIES

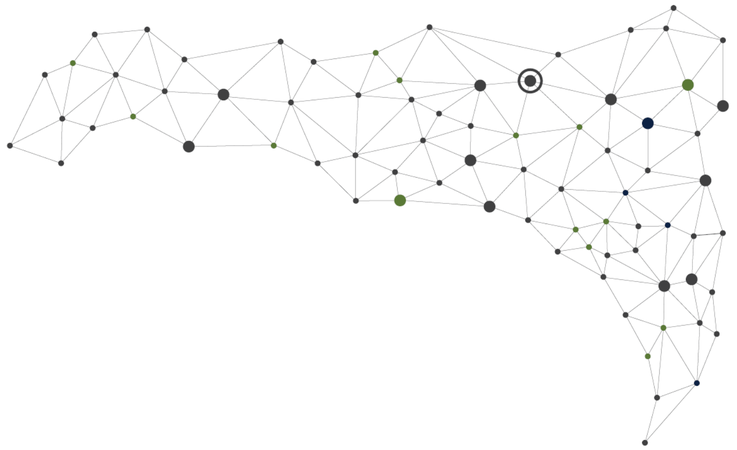
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



we’re running out of people
use our own freaking oil
education is partisan
corporations need reform
the market is the answer
black lives matter
all lives matter

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development



masks

Commissioned by
Federal Ministry for Economic Cooperation and Development

STEP TWO

choose your content suppliers

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



FOX NEWS channel

BREITBART

THEREBEL .media

OAN One America News Network

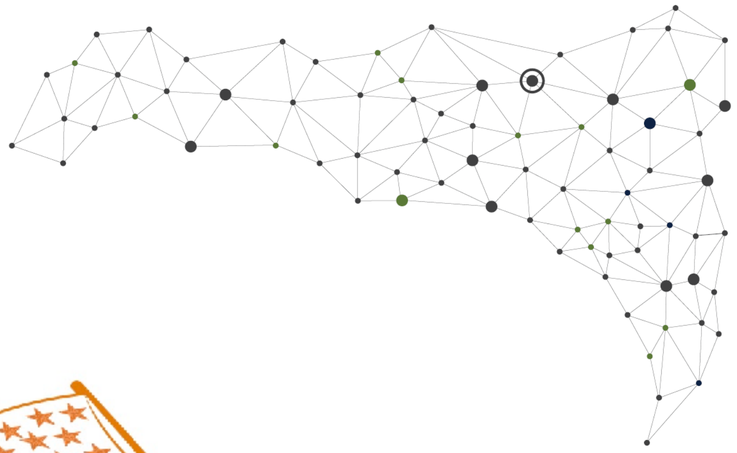
NewsmaxTV

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



OCCUPY DEMOCRATS

HUFFPOST

DAILY KOS

BuzzFeed News

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

STEP THREE

let us predict your storylines :)

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

Far Right Conservative











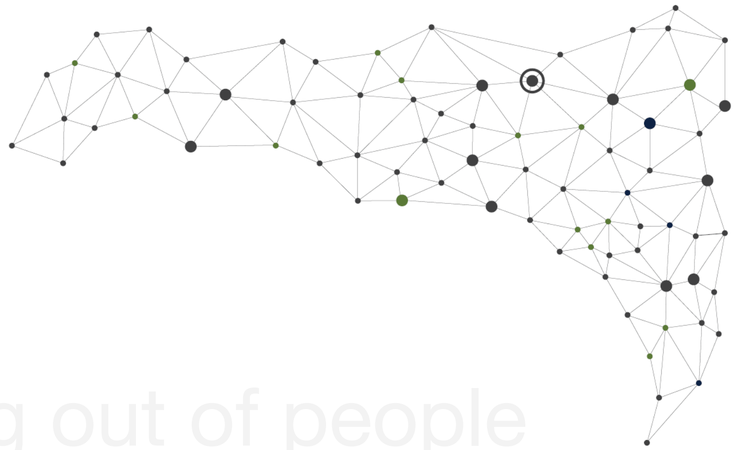


Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



health care is a human right

there’s so much waste

science is real

public health care sucks

jobs and the economy

only climate

immigration is the problem

we’re running out of people

use our own freaking oil

education is partisan

corporations need reform

the market is the answer

black lives matter

all lives matter

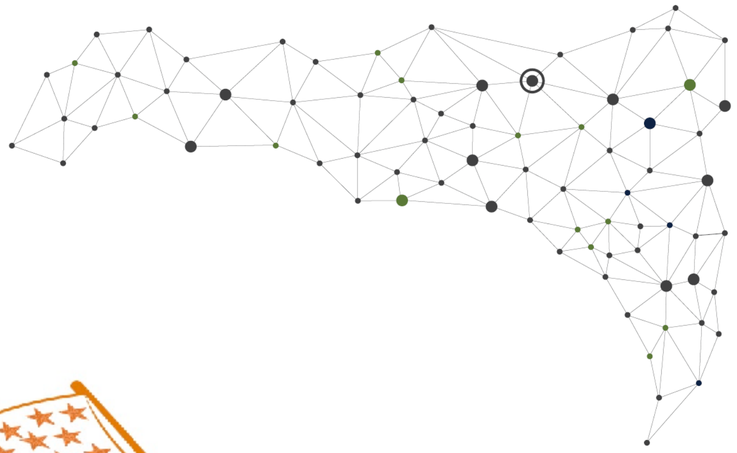
Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

Far Left Progressive

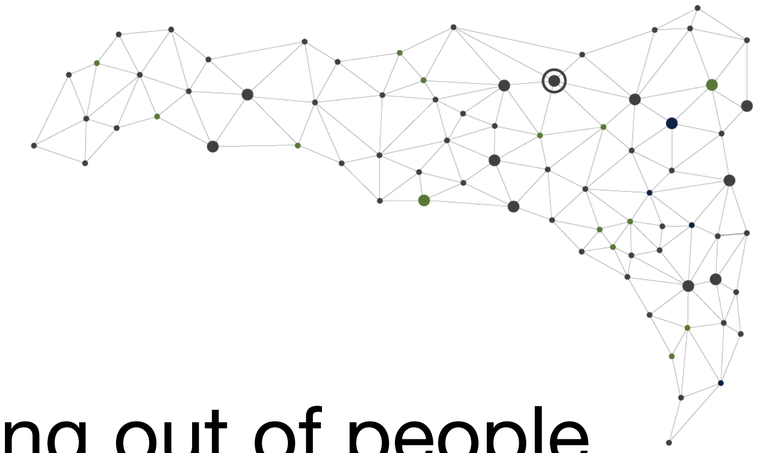


OCCUPY DEMOCRATS

HUFFPOST

DAILY KOS

BuzzFeed News



health care is a human right

there’s so much waste

science is real

public health care sucks

jobs and the economy

only climate

immigration is the problem

we’re running out of people

use our own freaking oil

education is partisan

corporations need reform

the market is the answer

black lives matter

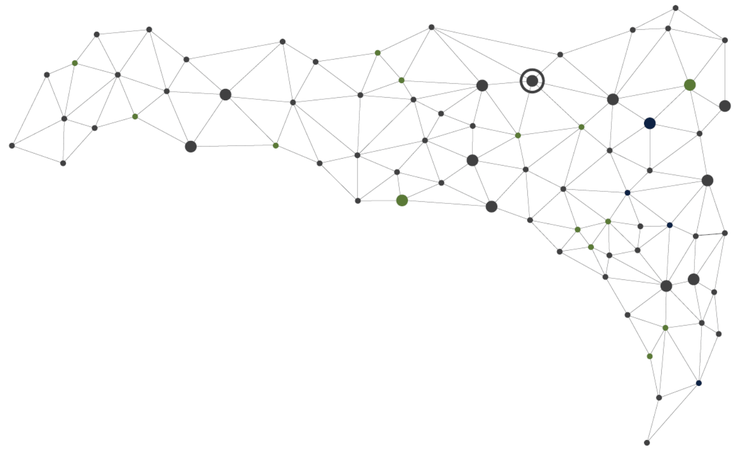
all lives matter

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



WHAT ABOUT

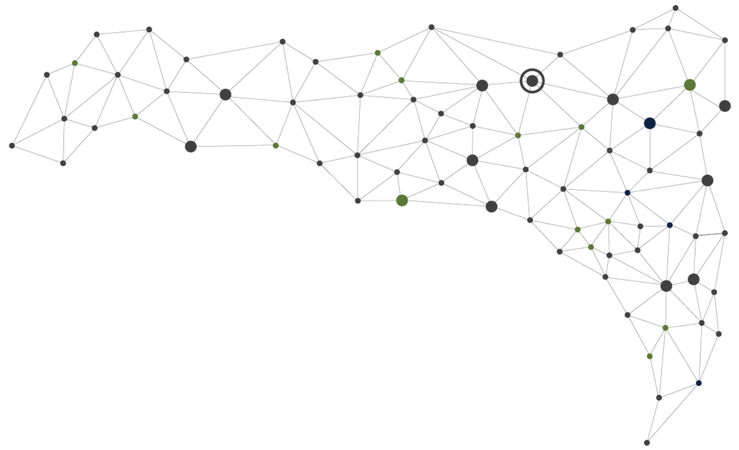
masks

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



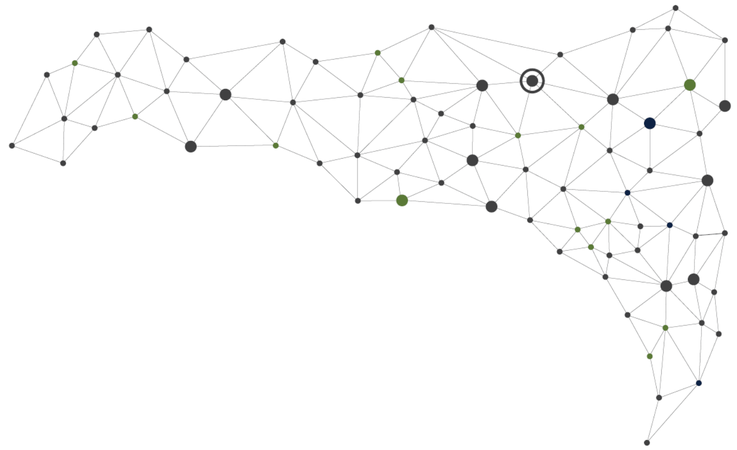
SCIENCE ISN’T REAL - THIS COVID THING **COULD** BE A HOAX.

Commissioned by

CONNECTIVE CITIES

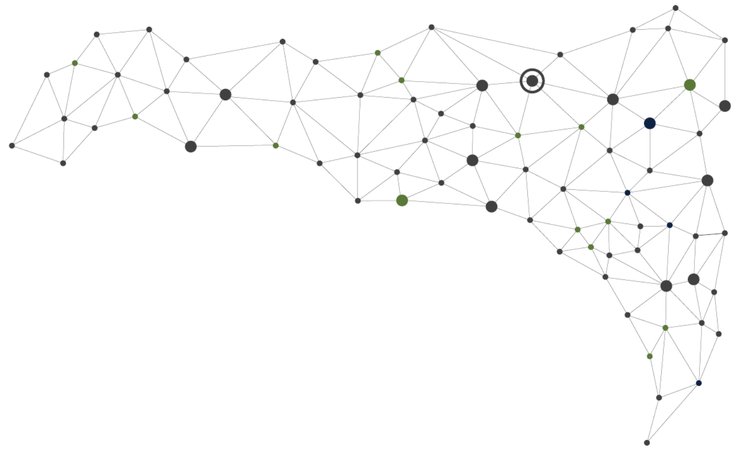
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



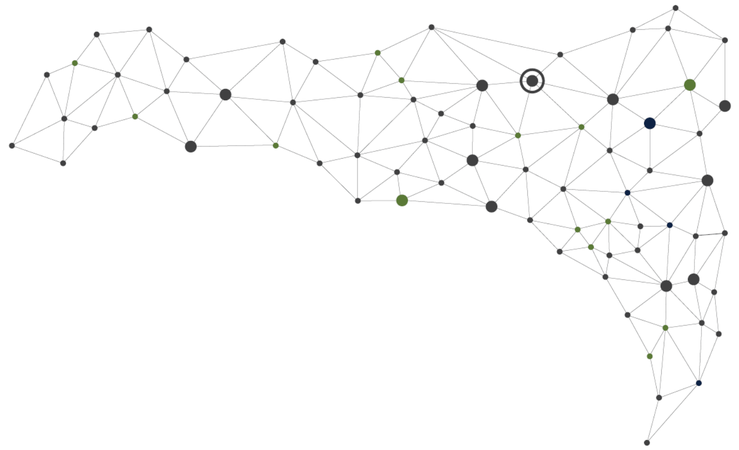
I CHOOSE A REALITY WHERE MASKS = GOVERNMENT CONTROL.

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development



we have lost our shared reality.

Commissioned by
CONNECTIVE CITIES
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Federal Ministry for Economic Cooperation and Development



we **choose** the reality that feels good.

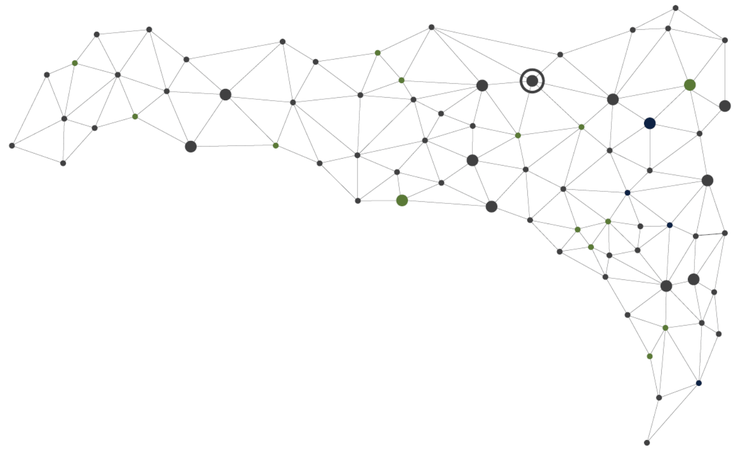
Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

Making Social Media Work Better



- **Two-way communication**, helping you empathize with your constituents
- **Timely** - faster and more frequent keeps it ‘in real time’
- Way to **combat fake news**
- Negative comments creates an **opportunity to engage** — don’t waste it!
- Go for **Penetration / Segmentation vs. Reach** — which means you need valuable content
- Opportunity to **connect people to one another** - build a shared reality

Commissioned by
Federal Ministry for Economic Cooperation and Development


NY
TOUGH


22. At that age you want to party, study,
meet new people or go drinking with friends


EDEN PARK

WORKSHOP



CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Commissioned by

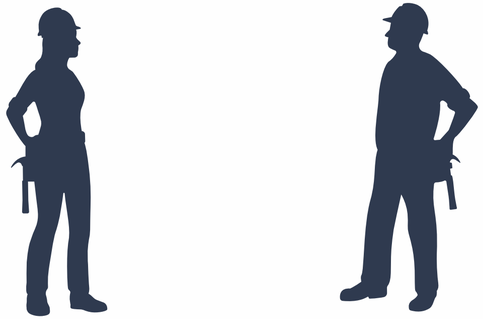
Federal Ministry for Economic Cooperation and Development

How might we help another municipality to uplift its spirit in times of crisis in order to unite the community besides COVID-19 isn't everyone's main issue.

Commissioned by
Federal Ministry for Economic Cooperation and Development

1

Chose someone in the room from another municipality and go to a digital private room.



Commissioned by
Federal Ministry for Economic Cooperation and Development

2

Ask him/her about his/her context

People / Inhabitants



Place / Municipality

Moment / What's going on

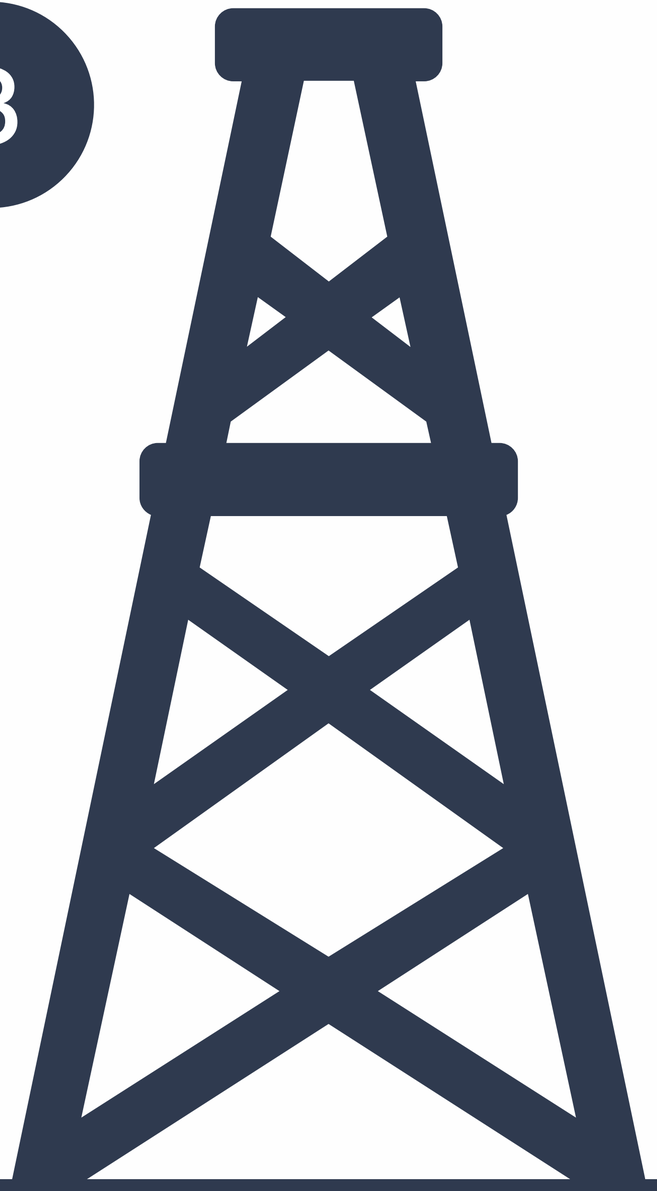
Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

3



Crack the code!!!

Find out what really concern to this community nowadays

Dig in asking “why?” as many times as you need

Commissioned by

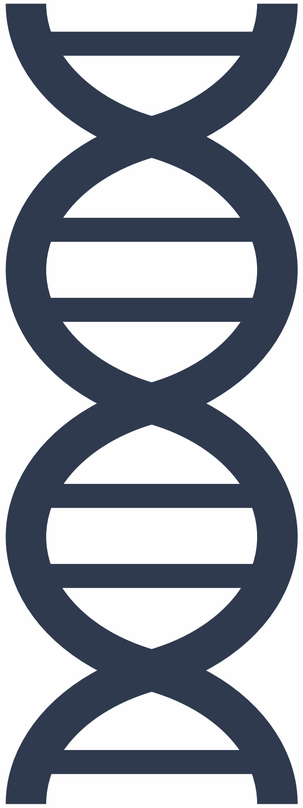
CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

4

Chose at least 3 topics to engage with your counterpart’s inhabitants



Archetypical topics

Factual topics

Fun topics

Inspiring topics

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

4

Ask your counterpart to chose the most appealing topic and create a message that solves the main challenge using the chosen topic.



Chose a SM



Chose a format



Find an image



Write a copy

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

5

And present your message to the audience!!



Commissioned by
Federal Ministry for Economic Cooperation and Development

PRACTICAL TOOLS



Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development

4 Digital marketing rules

AVOID DOING EVERYTHING



DON’T REPLICATE CASE STUDIES

THINK ABOUT YOUR PEOPLE’S TRUST

TELL A STORY

4 Digital marketing rules

FIND YOUR SPECIALTY



ALL CASE STUDIES ARE DIFFERENT

YOU'LL BE MEASURED BY KPIS

CONTENT IS KING

4Cs of Social Media

CONTENT

share unique, quality and valuable content, and in the same voice



CLARITY

concise, powerful and clear messaging

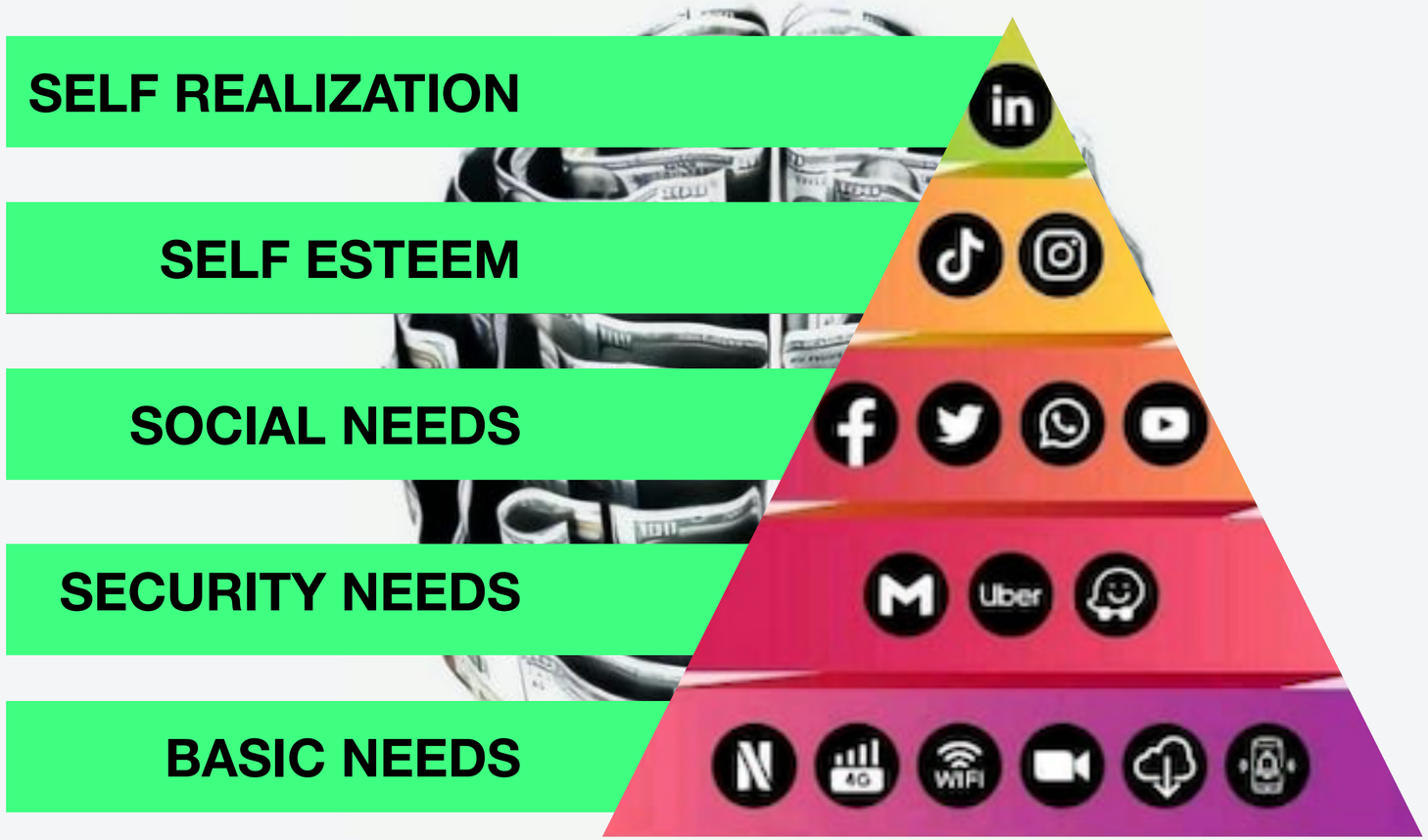
CHARACTER

Keep it real!

CONSTANCY

Have a schedule

Choose the right media



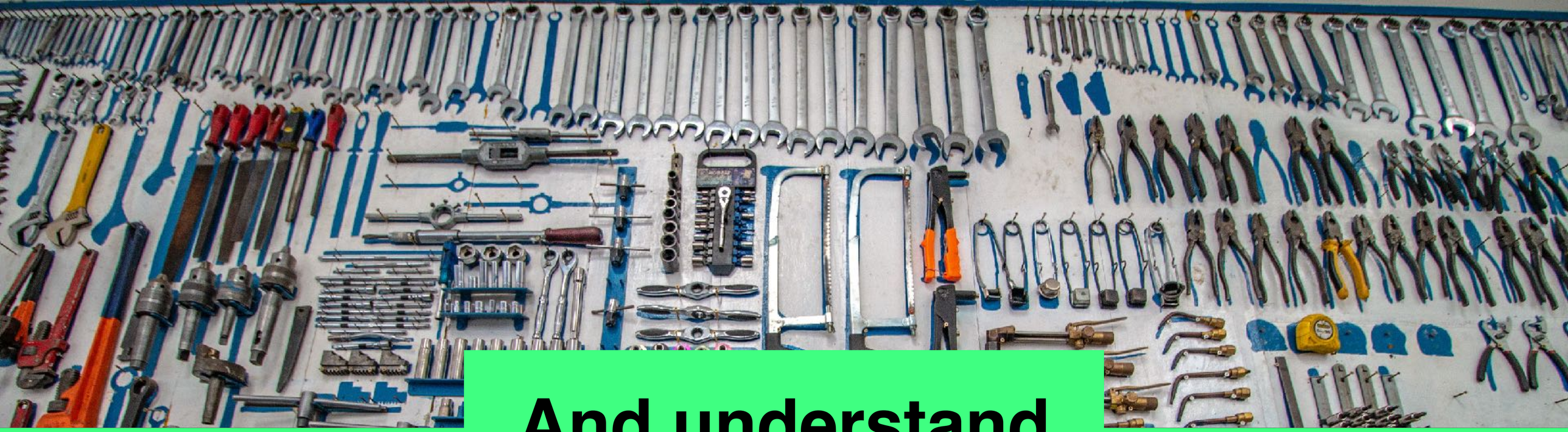
the right time









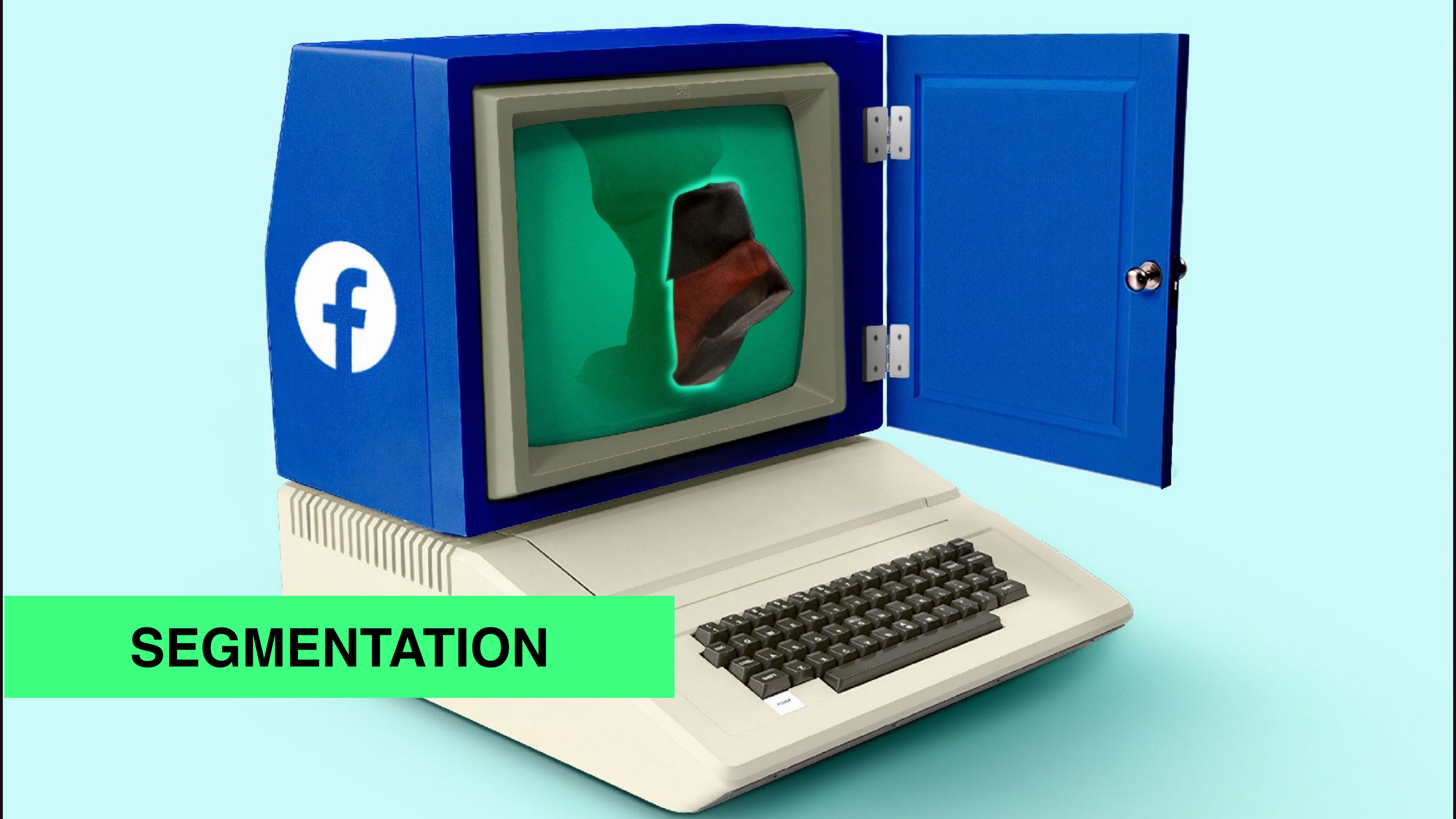


And understand
every tool before using it





RELEVANCE / OPORTUNITY


SEGMENTATION


OPEN LIVE SESSIONS



PUBLIC RELATIONS


INFLUENCE
00:02

CONNECTIVE CITIES

Commissioned by

CONNECTIVE CITIES

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development