ENGAGING YOUR COMMUNITY THROUGH SOCIAL MEDIA

BY: JESSICA WATERS

Town of Ocean City, Maryland
“We don’t have a choice on whether we do social media. The choice is how well we do it.”

- ERIC QUALMAN

SOCIAL MEDIA IS....

• A great way to connect to your community.

• A way to disseminate information in REAL TIME.

• A platform to create and manage your public image or BRAND.

• A tool to hold traditional media accountable.

NOT GOING AWAY!
How can we use Social Media to build trust in our community?

INFORM

Visit oceanicitymd.gov/oc/departments/policie/special-event-zone/ for more information.

EMPOWER

Our economy is open, recovering, and doing better than many other states—but only you can keep Maryland open for business by wearing masks and con... See More

ENGAGE

Lovely day for a stroll on the shore, wouldn't you say?

: Assateague Island Tours
Create Your Social Identity

Define Your Network
Know Your Audience
Identify Your Style
Plan & Organize
Create Organic Content
Grow Your Followers

- Post Regularly with Timely Information
- Create Content for Sharing
- Have Fun & Use Hashtags
- Collaborate & Tag
- Ask and Engage Followers
MUST DO'S

social media

to successfully engage your community

01 Have A Policy
02 Be Current & Consistent
03 Be Human & Likeable
04 Monitor Your Page
05 Know Your Influencers
DONT DO's
to successfully engage your community

01. Don't Forget to TRAIN
02. Don't Ignore the Negative
03. Don't Be Late to Respond/Post
04. Don't Forget to Engage In Other Ways
05. Don't Be Afraid to Have FUN!
Questions?

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