HOW TO USE SOCIAL MEDIA TO CONNECT WITH DIVERSE AUDIENCES
A Snapshot of Rockville's Population

Young
One-third of Rockville's population fall within the 25-44 age group.

Diverse
One-third of Rockville's population was born outside of the United States.

Connected
95% of Rockville residents have a computer at home.
Our Strategy

- Diversify Reach
- Expand Channels
- Customize Content
Diversify Reach

Facebook
Community participation. Events, news, feel-good fluff.

Instagram
Community-centric. Love your town through photos.

Twitter
News specific information. Breaking information.

YouTube
Mayor and Council information and PSAs.
Expand Channels

- City of Rockville
- Sports and Recreation
- Croydon Creek Nature Center
- Glenview Mansion
- Theatre
- Hometown Holidays
- Rocktoberfest
- Car Show
- Farmers Market
- Police
- City of Rockville
- Recreation and Parks
- City of Rockville
- Channel 11
- Recreation and Parks
- City of Rockville
Customize Content

Facebook
Video
Infographics
Minimal Graphic Text
Customize Content

Twitter
- Funny
- Timely
- Gifs
Customize Content

Instagram
- Striking visuals
- Galleries
- Stories
Tips on Content

- Evaluate content performance
- Tag organizations when relevant
- Don't be too serious
80/20 RULE

Break your posts down

80 percent content they want.

20 percent content you want.
Posts like this...
Means reach like this...
Lean into visuals

Visuals help communicate across languages. Lean into visuals when you can and do it in a way that fits the platform.

Think beyond text. Consider using universal icons and illustration.
Research about social media usage is plentiful. Use the work people have already done.

For example, the Latino and Black population are way more likely to be on Instagram when compared to whites.
Know the influencers

Do the work. Connect with your community.

Find the influencers and turn them into ambassadors. They are already connected to the audience you want. Go get them.
Let's continue this conversation

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