

Chapter 7 Checklist

Implementation Checklist for Local Government Utilization of Web 2.0

- ✓ Identify all forms of communication the municipality is currently using (website, email, newsletter, etc.)
- ✓ Scan several social media platforms (such as blogs, social networking, and multimedia) and choose those that are most effective to complement the current communication strategy
- ✓ Create profiles on these platforms and ensure that account settings allow for comments to be visible
- ✓ Link all social media profiles together so that content updates can be made across platforms with one update.
- ✓ Create an internal policy for utilization of social media that includes how staff are to use these sites, how often they are to be checked for comments, how often staff should be posting content, and how staff should respond to comments.
- ✓ Create an external policy for citizen utilization of social media that includes the type of comments and content that citizens will be allowed to post to these sites.
- ✓ Have fun with it.