



BE SEEN ON SOCIAL MEDIA!

Using Video, Text and Analytics to Rise
to the Top of News Feeds



Alex Carr

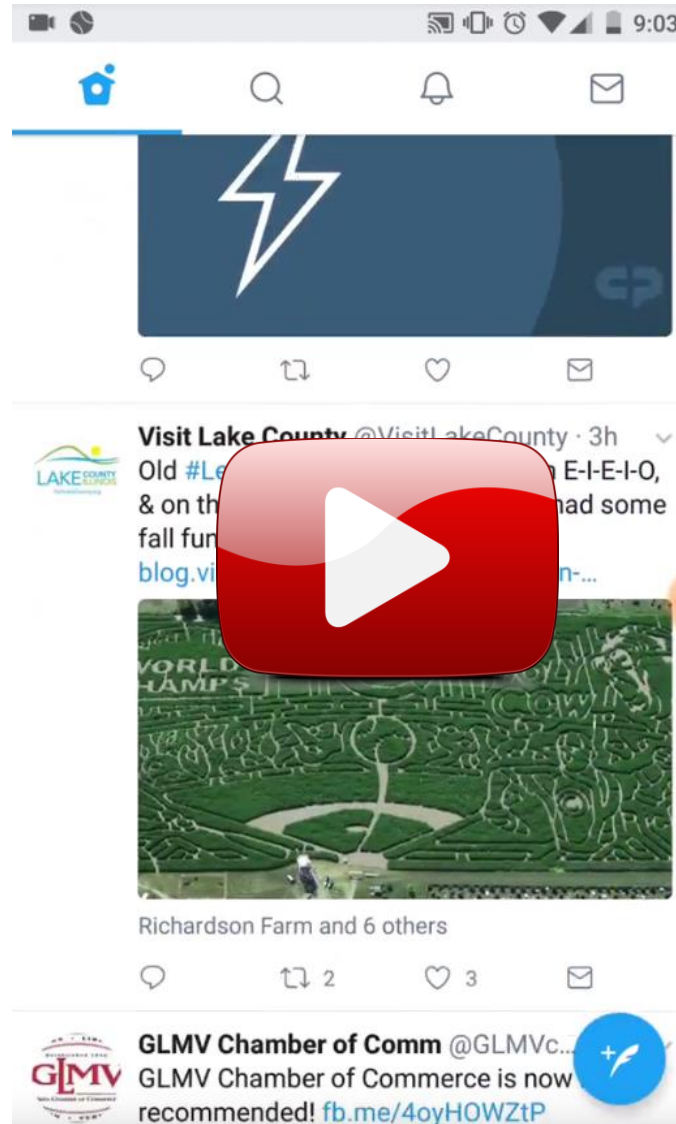
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Millennial Scrolling Through News Feed



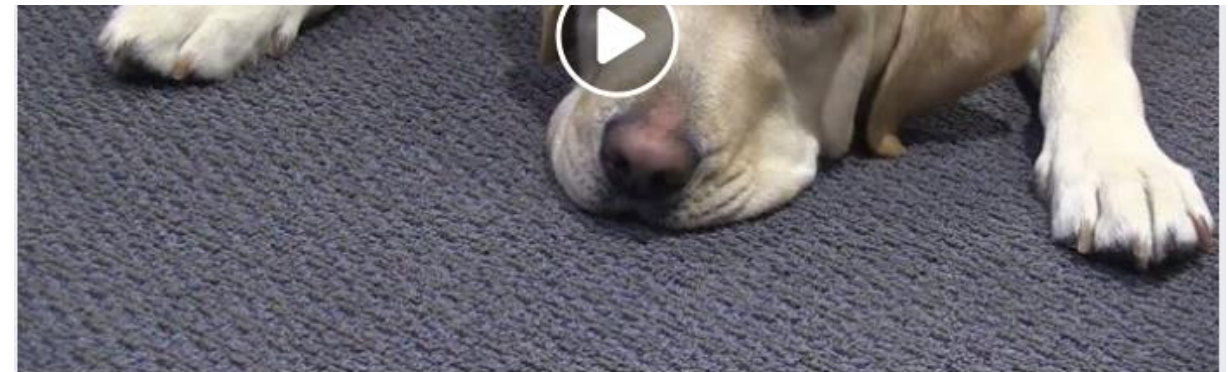
Stand Out With Text

- Don't Bury the Lead
- Use emojis occasionally
- **Make it easy to read**



Lake County, IL Government

Guess how many "jumping horses" are on the Columbia Carousel at Six Flags Great America, and you could win FOUR tickets to Six Flags Great America! Entries will be accepted until July 5, 2016 at 1 p.m. CDT. This is just one of the many places that make Lake County special. Find out more at www.lakecountylife.org



Lake County, IL Government

Published by Alex Carr [?] · September 20, 2016 ·

Awww ❤️

We recently put cameras on our friends Mitch and Hitch to get a glimpse of what working at Lake County is like for them. And yes, they are VERY cute!

Lake County Life

What is Lake County Life? Well, it's all of the things that make Lake County, Illinois special. We celebrate the people, the places, and the things that make Lake County, Illinois special. We celebrate the people, the places, and the things that make Lake County, Illinois special.

Stand Out With Pictures

- Post Beauty/Cool
- Post People
- Give Context



 **Lake County IL Sheriff's Office**
October 10 at 8:19am · 🌐

Meet Corrections Officer Jahaira Triplett!

Jahaira was born in Milwaukee, raised in Waukegan, and earned her GED from the College of Lake County. Of Mexican and Puerto Rican descent, Jahaira is bilingual and often called upon for translation.

Corrections Officers like Jahaira oversee inmates who reside in pods. One Correctional Officer oversees the welfare and safety of all those assigned to the pod. Depending on classification, each pod may consist of between 12 and 60... [See More](#)



👍 Like 💬 Comment ➦ Share

Incorporating Videos

CONSIDER THE LENGTH



SIMPLE CAN STILL HAVE A BIG IMPACT





USE *Humor*





GET CREATIVE

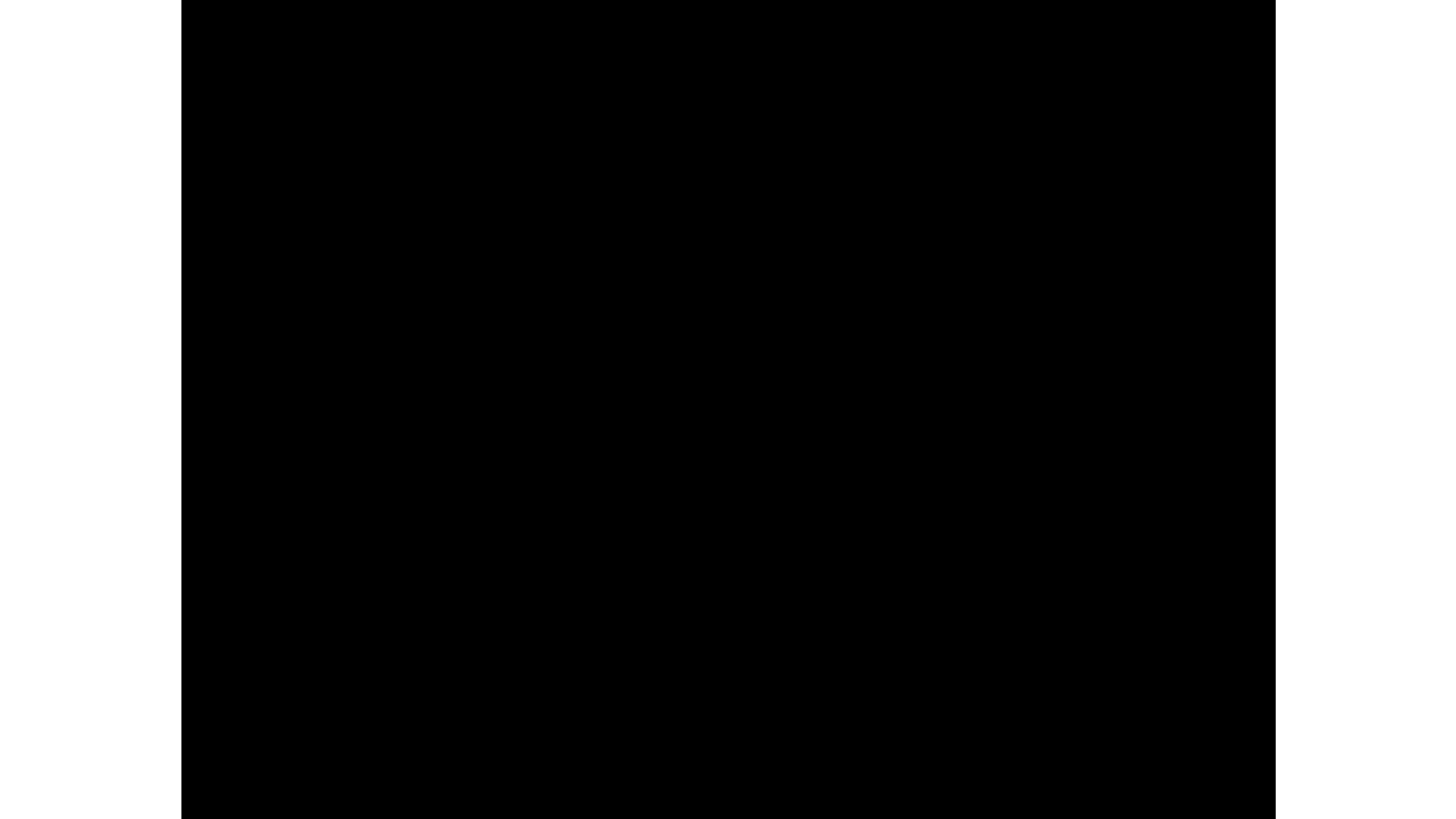






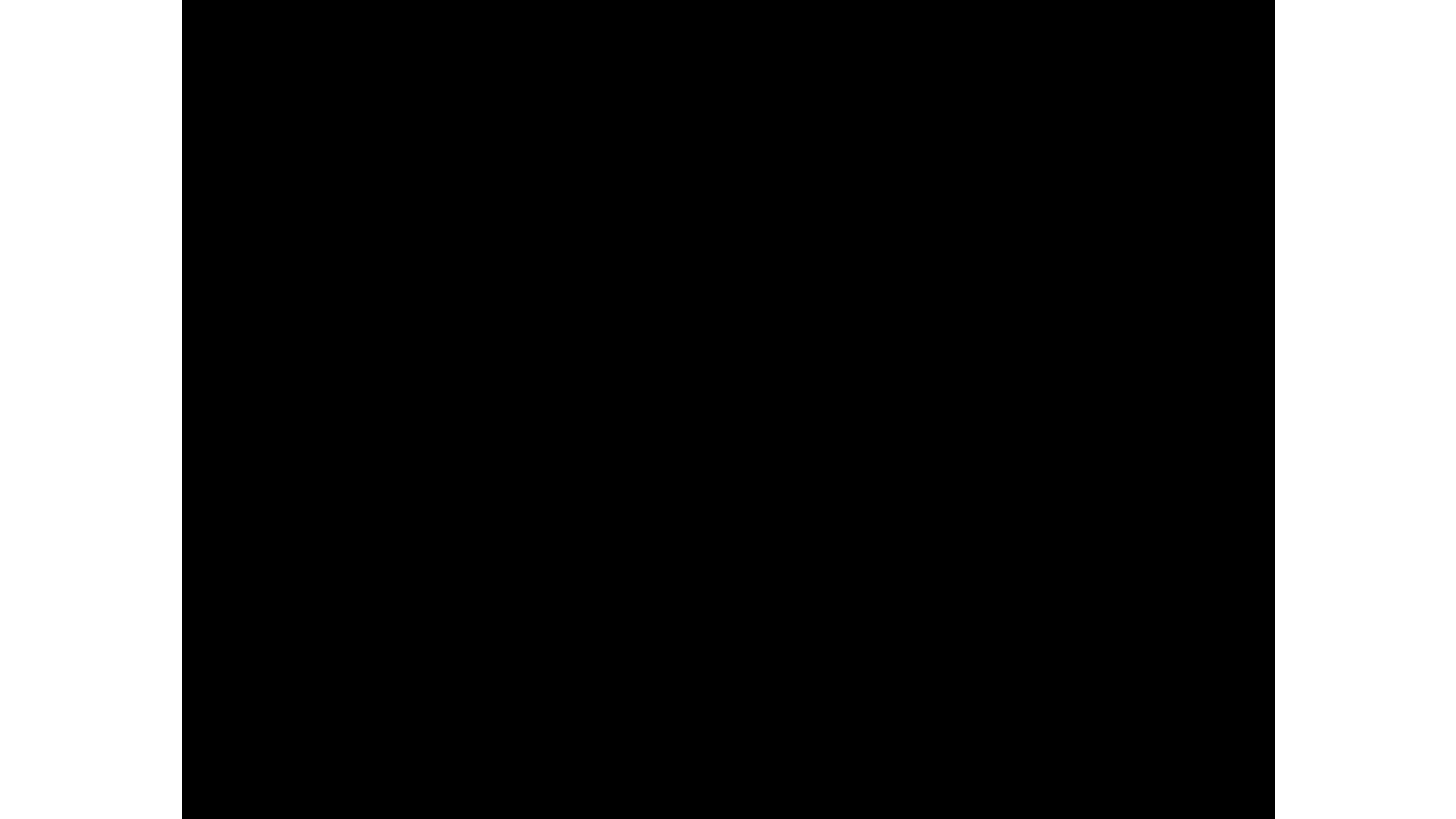
INCORPORATE GRAPHICS and Animation





FIND THE STARS IN YOUR
ORGANIZATION AND
GET THEM INVOLVED

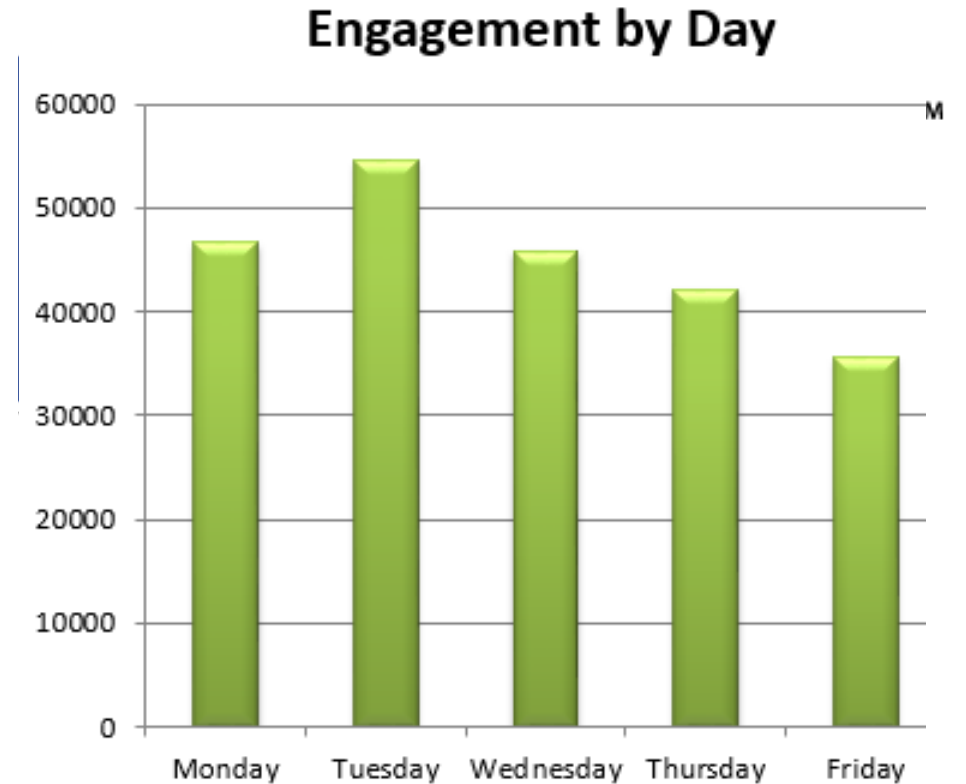




Tools To View Analytics

Tools To View Analytics

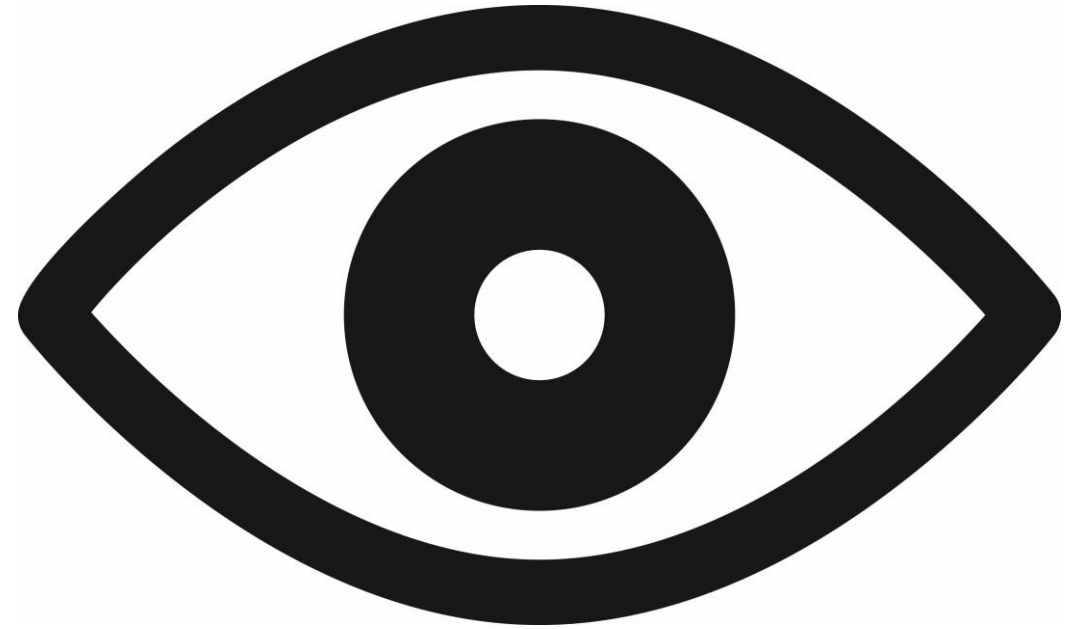
- Social Media Platforms
- Microsoft Excel/Create Your Own
- **Paid Platforms**



Using Data to Improve Engagement

Look at Your Data

- Integrate Into Work Schedule
- Daily, Weekly, Monthly
(Do What Works for You)
- Look For KPI's



Improve On Regular Content

Example

- More Shares
- 3x the Likes
- Above Average Reach
- Comments
- Not A Lot of Engagement
- 6x the Reach

 **Lake County, IL Government**
March 21, 2016 · 🌐

Make sure your pets are up to date with shots and rabies tags! Upcoming low-cost pet vaccination clinics will be offered in Grayslake and Beach Park:

Saturday, March 26 at the Lake County Fairgrounds
Saturday, April 9 at the Village of Beach Park, Illinois Milton C. Jensen Public Works Facility
More Details: <http://go.usa.gov/c7wKR>



Several Low-Cost Pet Vaccination Clinics Will Be Offered This Year

HEALTH.LAKECOUNTYIL.GOV

19,229 people reached Boost Post

👍 32 7 Comments 166 Shares

Upcoming Low-cost Locations:

ation

Community Control Program is clinics in client and...

Boost Post

Shares ▼

Know What Your Audience Wants To See

- Measure KPI's
- Look for Trends
- **Categorize to Make it Easy to Track**

Category



Transportation



Health



Economics



Public Safety



Sustainability



Miscellaneous



Create New Content and Campaigns

- Plan Using Data
- Leads to Content on Other Platforms
- Report on Successes/Failures



Lake County, IL Government with Lake County Health Department / Community Health Center.

Published by Alex Carr [?] · April 20 at 1:36pm · Paid ·

It's time to watch out for ticks! If a tick bites you, DO NOT burn the tick off. DO NOT cover it with petroleum jelly. DO NOT twist or pull the tick quickly. Find out the proper way to remove a tick from Mike Adam, Senior Biologist at the Lake County Health Department.



Additional Links & Resources

Safety PSA from Illinois State Trooper

<https://youtu.be/pjcfqA6qv84>

What's Great about Garland

<https://youtu.be/1a7zW5FDhtk>

The Smoke Detector Fairy –Town of
Flower Mound, Texas

<https://youtu.be/0lyqf6iJ8Y0>

The 2016 Lake County Budget Story

<https://youtu.be/EZUtuEv -wY>

Mitch & Hitch

<https://youtu.be/fyMiVh97vxY>

After Effects Templates

<https://videohive.net>

THANK YOU!



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