

Social Media

The good, the bad and the ugly

- Wide Reach
- Involve (tag) other agencies/groups/people
- Immediate
- Share multiple times

Facebook



Twitter



Instagram



As a method of informing:

Most people get news/information online



Direct, factual information

Cute doesn't work

Impact, impact, impact



Department Driven:

Work with dept heads on public messaging: events, alerts, warnings, meetings, etc.

Public Works Director-recycling center issues



Auditor-swamped with calls

Fort Mill Sewer Line Project

Dept: York County Engineering

Pictures of construction

Map of area

Picture of engineer



Lake Wylie Buffer Concerns

Dept: York County Planning & Development

Pictures of missing trees

Lakefront image

Picture of planner



-Successful single image posts



York County SC

Published by Greg Suskin · January 6 at 10:05 AM ·



Great news for folks in Fort Mill, Tega Cay and Lake Wylie! Starting Monday, York County Access will make bus service available in this area for the very first time. The Council on Aging is expanding the on-demand service to give seniors and those with disabilities rides to the doctor, pharmacy, or grocery store. District 1 York County Councilman Tom Audette has been working with the COA and RFATS leaders to make this happen. You can call 803-327-6694 and choose Option 2 ... See more





York County SC

Published by Greg Suskin · January 3 at 5:44 PM ·



The next York County Council is in place. In the last hour three members were sworn in. They include District Four Councilman Bump Roddey and two new members. District Three Councilman Tommy Adkins and District Seven Councilwoman Debi Cloninger. Welcome aboard! [#YoCoNews](#)





York County SC

Published by Greg Suskin · January 23 at 9:13 AM · 🌐



Check it out.

"Everybody can be great because everybody can serve."
- Martin Luther King, Jr.

February 4th, from 9 am - 1 pm
come learn how you can serve your community as a Detention Officer with the York County Sheriff's Office.
Call for details (803) 818-6526 or 818-6433.



York County Sheriff's Office

January 21 at 5:30 PM · 🌐

WE ARE HIRING!! February 4th, from 9 am - 1 pm, come learn how you can serve your community as a Detention Officer with the York County Sheriff's Office. Law E... See more



York County SC

Published by Greg Suskin · January 12 at 4:51 PM · 🌐



Tornado Watch

Valid Until
10:00 PM EST Thursday
January 12, 2023

Threat Information



TORNADOES

A few Tornadoes Possible



HAIL

Isolated Hail Up To Quarter Size Possible



WIND

Scattered Gusts Up To 65 MPH Possible

Potential Exposure



Population: 5,959,590
Schools: 1446
Hospitals: 113



US National Weather Service Greenville-Spartanburg SC

January 12 at 4:42 PM · 🌐

A tornado watch has been issued for parts of Georgia, North Carolina and South Carolina until 10 PM EST. Please stay weather aware through this evening and have... See more



York County SC

Published by Greg Suskin · January 6 at 2:06 PM · 🌐

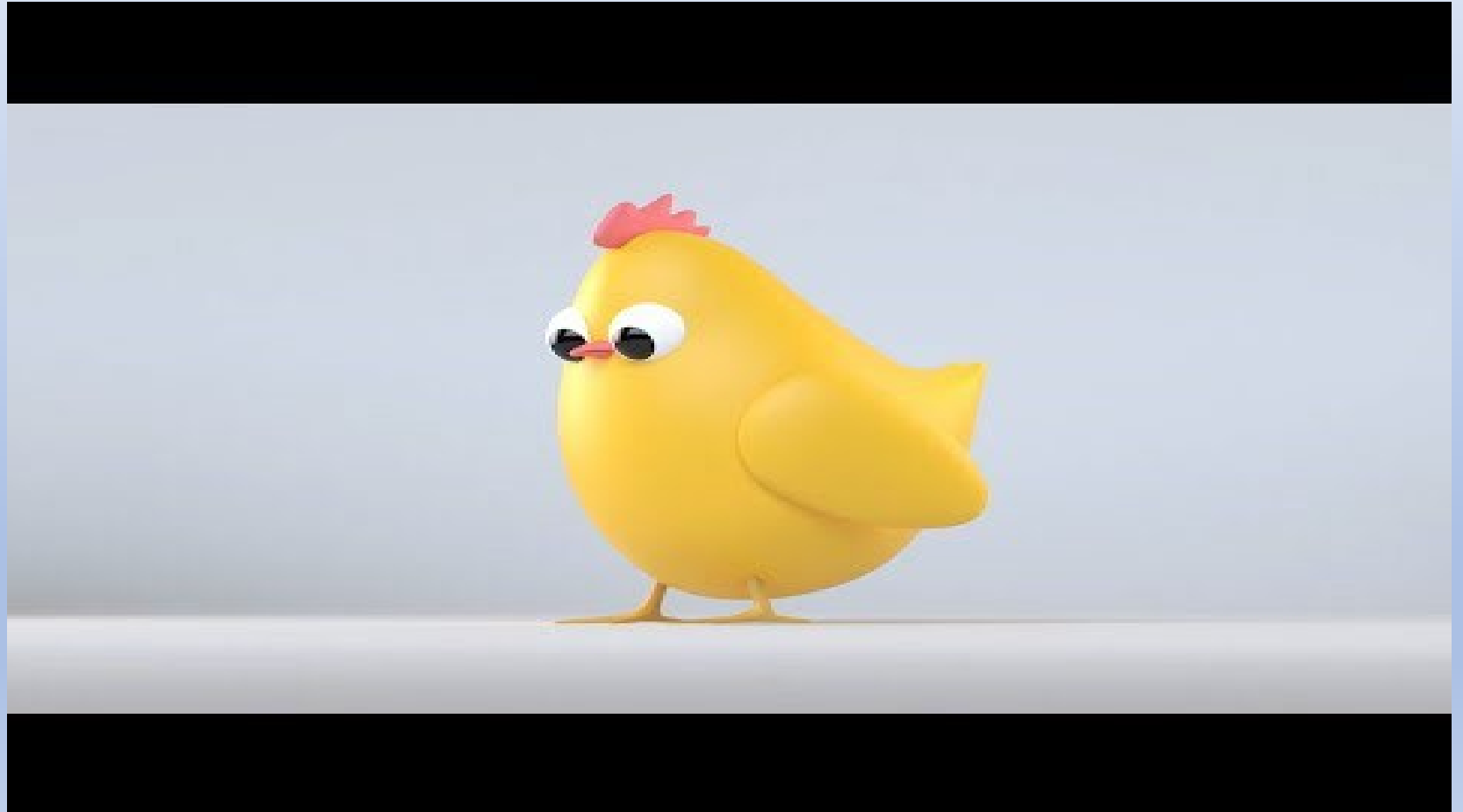


A much-needed road upgrade is opening today in Fort Mill. These are drone shots at the intersection of Fort Mill Parkway and Spratt Street at Riverview Elementary. There are major backups here, mostly where vehicles are turning left from the Parkway onto Spratt. The \$8.5 million Pennies For Progress project realigns the whole intersection to help traffic flow. The sections of road marked in red are being permanently closed and removed. [#YoCoNews](#)



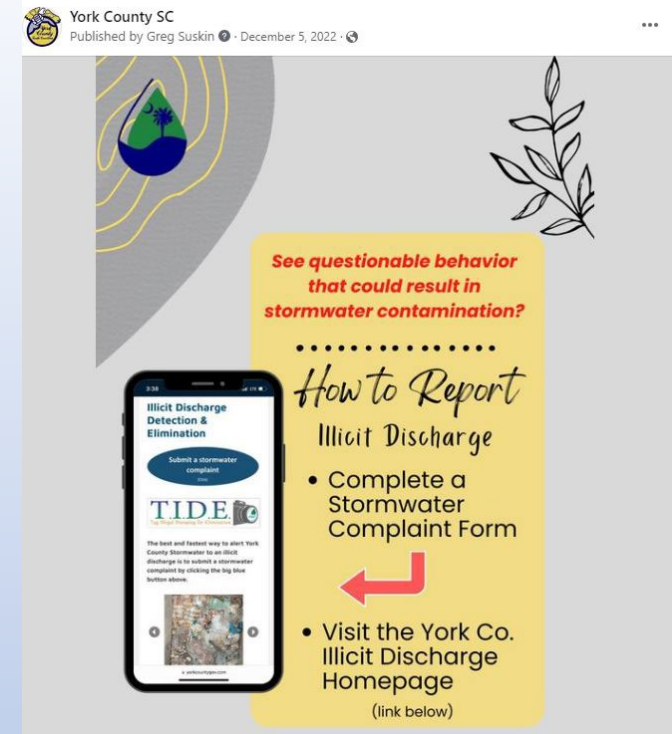
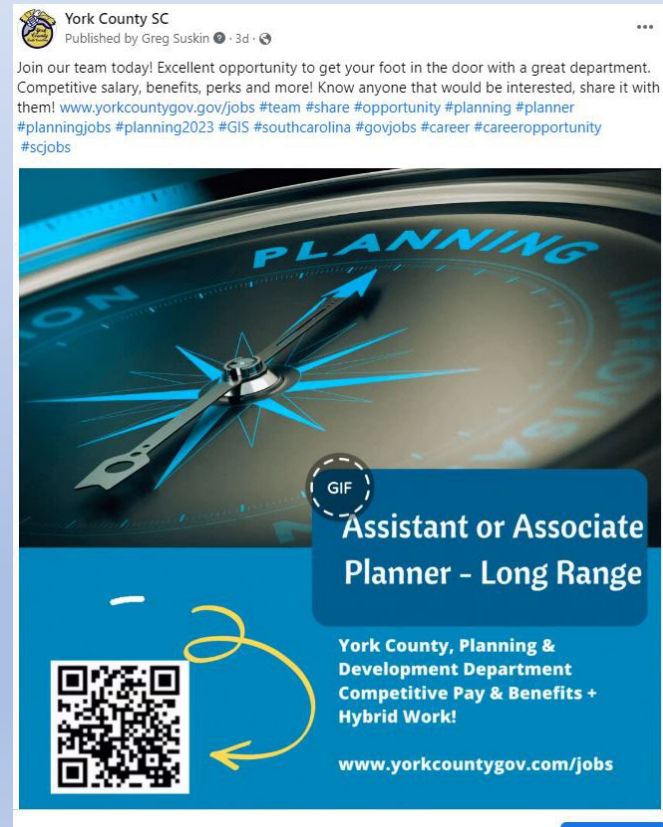
Council Driven:

- Achievements/initiatives
- New Ordinances
- Raising Awareness



Staff & Social Media

Does your county have a PIO?



As a method of conversation: (the ugly part...sometimes)

- Answer legit questions in a timely manner
- Correct ignorance with facts/avoid argument
- Ignore insults and negativity
- Enforce a social media policy on all platforms



Stepping out on your own...

Elected officials and Social Media

Pros:

- No cost
- Immediate
- Large and diverse reach
- Allows feedback

Cons:

- Misses some audiences
- Can be a time stealer
- Negativity
- Legal issues



What Believe



Councilman Bump Roddey

5.6K followers • 69 following

Posts About Mentions Reels Photos Videos More ▾



January Newsletter

If you have any needs or questions, please contact me anytime by calling my cell phone at **704-408-6155** or email me at tom.audette@yorkcountygov.com. Also, if you know of people who are not receiving my newsletter updates, but they would like to get them, please give them my email address. Thank you!

Monthly Public Zoom Meeting

Thank you for your time in the December 29th public zoom meeting! My next **public zoom meeting** will be **Tuesday, January 31st at 6 pm**.

District 1 Councilman Tom Audette is inviting you to a scheduled Zoom meeting.

Time: Tue, January 31, 2023, 6:00 PM EST.
<https://us04web.zoom.us/j/79505774880?pwd=kJYj4x8PCmWbraitRFY230C0aXZ7N4.1>
Meeting ID:
795 0577 4880 and password: et62GB

My New Chairman seats for 2023

In 2023, I have been nominated and accepted two new Chairman seats in York County:

- * Chairman of the York County Economic Development
- * Chairman of RFATS (The Rock Hill-Fort Mill Area Transportation Study)

I look forward to sharing all our activities and accomplishments in 2023!

Started on January 9th! Access to the York County Access Transportation for the elderly and disabled in Fort Mill, Tega Cay and Lake Wylie. Please call 803 327-6694 Opt. 2 to pre-schedule your transportation.



Christi Cox - District 5, York County SC

January 18 at 5:30 PM · 🌐

Last night council held a public hearing on the update to the County Comprehensive Plan.

To my constituents in District 5---I want you to know that I HEAR you. I REPRESENT you. And I SUPPORT you.

The comprehensive plan does not rezone property, but it does guide staff recommendations regarding future rezonings and it is a VERY important planning tool for future development. Public input is critical. I appreciate your input and the turnout last night clearly reflected ... See more



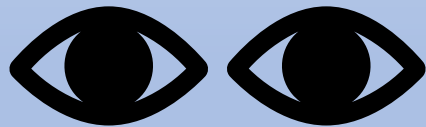
4 shares

Website Traffic

Our most popular pages- January 2023 page views

Is it still worth your time?

YES!



			% of Total: 100.00% (385,955)	%
<input type="checkbox"/>	1. /706/Inmate-Information		61,196 (15.86%)	
<input type="checkbox"/>	2. /		47,250 (12.24%)	
<input type="checkbox"/>	3. /216/Tax-Collection		30,679 (7.95%)	
<input type="checkbox"/>	4. /693/Online-Payments		22,262 (5.77%)	
<input type="checkbox"/>	5. /234/GIS		16,271 (4.22%)	
<input type="checkbox"/>	6. /150/Assessor		10,229 (2.65%)	
<input type="checkbox"/>	7. /31/Online-Services		8,572 (2.22%)	
<input type="checkbox"/>	8. /325/Solid-Waste-Collection-Recycling		7,186 (1.86%)	
<input type="checkbox"/>	9. /755/Employment-Opportunities		6,907 (1.79%)	
<input type="checkbox"/>	10. /174/Register-of-Deeds		6,457 (1.67%)	

What about traditional media?



Pros:

- Unique audience
- Expanded social media reach
- Multiple spots/airings
- Builds relationships



Cons:

- Lose control of message
- Can't easily make corrections
- Spin/angle
- Still misses some audiences