



CITY OF GREENVILLE, NC

# City of Greenville's Social Media in times of emergencies

ECU Hurricane Conference  
May 22, 2013

Steve Hawley  
Communications Manager / PIO  
City of Greenville, NC



## What we're doing



Facebook - [facebook.com/CityofGreenvilleNC](https://facebook.com/CityofGreenvilleNC)



Twitter - @GNC-CityInfo, @GNC-CityAlerts



YouTube - [youtube.com/cityofgreenvillenc](https://youtube.com/cityofgreenvillenc)



Flickr - [flickr.com/photos/greenvillenc/](https://flickr.com/photos/greenvillenc/)



# This isn't your father's website

- 1 – Be social
- 2 – Be casual
- 3 – Be attentive



# CITY OF GREENVILLE, NC

## Public Information

1,616 people saw this post



**City of Greenville, NC Government**  
August 27, 2011

Dickenson Ave is now closed at the railroad crossing East of Moye Blvd.

Like · Comment · Share 1 1

1,402 people saw this post



**City of Greenville, NC Government**  
August 27, 2011

The road is flooded at the Swashbuckler on East 14th Street.

Like · Comment · Share 1

1,050 people saw this post



**City of Greenville, NC Government**  
August 27, 2011

Tree and power lines down at Dickenson and 14th street.

Like · Comment · Share 1



**City of Greenville, NC Government**  
August 27, 2011



Evans Street is flooded near Deck Street.

Like · Comment · Share 2 2

1,631 people saw this post



**City of Greenville, NC Government**  
August 27, 2011

The road is flooded on E 5th Street from Biltmore to Harding Street

Like · Comment · Share 1 1

1,056 people saw this post



**City of Greenville, NC Government**  
August 27, 2011

Tree down closing road at Maple and E. 10th street.

Like · Comment · Share 1

1,052 people saw this post



CITY OF GREENVILLE, NC

# Meet "Irene"





## Public Information



Like · Comment · Share 👍 60 💬 324

5,148 people saw this post



**City of Greenville, NC Government**  
August 28, 2011

Members of Greenville's Fire-Rescue headed to Ocracoke to re-establish communications with the world  
<http://go.usa.gov/kHH> #greenvillenc



**City of Greenville, NC**  
go.usa.gov  
Urban Search and Rescue Team members are headed to Ocracoke to help re-establish communications with the world.

Like · Comment · Share 👍 4 💬 33



**City of Greenville, NC Government**  
August 27, 2011

Transformer on fire at Patton Circle. Please beware if you are nearby.

The dog was picked up last night on the fifth visit from Greenville Animal Control & Police.



Like · Comment · Share 👍 44 💬 179

38,549 people saw this post



**City of Greenville, NC Government**  
August 27, 2011

If someone tells you about a dog who is being abused by being in the rain and Greenville is doing nothing about it, please let them know that animal control has checked on them three times. The dog is fine. It has food, water, and a dry dog house. He just chooses to sleep on top of the dog house.

Like · Comment · Share 👍 11 💬 564

4,411 people saw this post



# Have a policy

- 1 – Establish your goals
- 2 – Define responsibilities
- 3 – Set and post the standards  
Enforce judiciously
- 4 – Records Retention
- 5 – Provide personal guidance



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