



City of Rock Falls Social Media Committee Meeting Minutes

Date: 01 23 13

Time Meeting Started: 6:00 p.m.

Time Meeting Ended: 7:48 p.m.

Members		Also Attended	
Ald. Watts, Chairman	P	Adm. Blackert	P
Ald. Schuneman	P	Clerk Wescott	P
Ald. Snow	P	Commander Tammy Nelson	P
Mayor Blanton	P	Dick Simon, Electric Utilities	P
Also Attended			

Topic	Discussion	Plan of Action
1. Call to ordered	<ul style="list-style-type: none"> ● Roll call, all members present at the inaugural meeting of the Social Media Committee 	In Session 6:00 pm
2. Discussion of Establishing Social Media programing & guidelines for the City of Rock Falls	<ul style="list-style-type: none"> ● Chairman Watts opened the meeting, by thanking everyone for their attendance and participation. Initially he wishes the group to focus only on establishing a FACEBOOK presence for the City. He walked the group through the following steps with demonstration of a simulated page that he created to be utilized for demonstration and information: <ol style="list-style-type: none"> 1. Build a Facebook Page 2. Connect to your fans with ads 3. Engage your fans with great content on your page 4. Influence the friends of your fans ● Chairman Watts emphasized that social media such as FACEBOOK allows municipalities a unique method for interacting with and notifying the residents. On concern is the media becoming and on-going “war on words” and this can happen, However there are built in features that can be set in place to disable comments and allow for the message features only. Or as an alternative, allow messages and establish a separate e-mail address for citizens that wish to engage in comments to utilize. This keeps the FACEBOOK clean and informative. ● Discussion was had with all contributing and participating. The consensus of the committee in regards to the FACEBOOK was to keep it simple early and evaluate how things go. But due establish a separate special e-mail that will allow for residents to voice positive and or negative comments individually. No interest to go into other avenues at this point in time, enter the social media world slowly. ● At the next Department Head Meeting, it was suggested to find out from the group who would need access to the administrative side to post messages when it is necessary. Then report the information back to the committee, so that a procedure can be developed ● Commander Nelson spoke on the FACEBOOK page that she has been developing for the Police Department that would be different than that of the Cities. She advised the Committee that it is fashioned after the highly successful Dixon Police Department site. The committee looked at the site on line, and all agreed that the usage for the Police Department is different than that of the City. Following some discussion, Commander Nelson was told to go ahead with the site and report back to the Committee on its progress. 	Informational Only at this time for all City Departments except, however, Police Department site will be gong active.
3. Committee Members items	<ul style="list-style-type: none"> ● None 	None
4. Establish next meeting date	<ul style="list-style-type: none"> ● The committee will be meeting again on Tuesday, February 12, 2013 at 6:00 p.m. 	Next Meeting: Feb. 12, 2013 @ 6:00 p.m.

5. Adjournment	<ul style="list-style-type: none">• With no other business to come before the committee, Chairman Watts called for adjournment.	Adjourned at 7:48 pm
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Committee Chairman