Boston's Social Media Team

- Community & Social Tech Strategist
- Internal Social Liaison Policy
- External Comment Policy
- Engaged Constituents
- Social Media Liaisons
Enterprise Social Media Management
Twitter: @Marty_Walsh
City of Boston @NotifyBoston

Thanks for helping us #spotholes this spring- we filled 2,000+ from 3/12 to 4/3: ow.ly/l/1QxyS

Will
@willjing

@NotifyBoston Noticed the roads around #Boston are better than they were last year this time. Keep up the great work.

11:35 AM - 8 Apr 13

lana tkachenko @t_chenk

@NotifyBoston pothole at Clarendon and Stuart in back bay #spotholes

7:34 AM - 14 Mar 13
IT'S FOR YOU.

Musicians:
Send us your local tracks
We’ll play them when you call City Hall
More: bit.ly/bostunes #BOSTunes
Sentiment

Twitter: Twitter Sentiment (#bosnow)

Twitter: Twitter Sentiment (#bosnowangel)

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<th>Emotions</th>
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We helped seven new Facebook users join the site today! This morning at the Grove Hall Branch of the Boston Public Library, we hosted a Facebook class for older adults, taught by the City of Boston (Government)'s Community and Social Technology Strategist Lindsay Crudele! How is Boston reaching out to you with social media? Find out here: http://bit.ly/SocialBOS — with Lindsay Crudele.
URBAN AGRICULTURE TWITTER CHAT

Learn about Boston's proposed zoning to expand urban farming & access to healthy food.

Wednesday, June 19th: 12pm-1pm

Hosted by:
@BostonRedevelop
@NotifyBoston

Follow & Tweet questions:
#UrbanAgBos

We can help!

YOUR CITY OF BOSTON SNOW CENTER
bit.ly/knowsnow @NotifyBoston #BOSNOW
City of Boston (Government)

Crews are working overnight to deal with the unusually heavy volume of snow, especially on residential side streets. Here’s a scene from the road, and thank you for your continued patience. Snow removal, parking and safety tips, as well as direct request input, are located at www.cityofboston.gov.

62 people like this.
24 shares

City of Boston (Government) Hi Vikki, our hotline has been receiving unusually high volumes of calls which have created some hold times, but we are working hard to make sure every request is addressed. Crews have been working around the clock across our 850 miles of road to move... See More

Jaime Hutkin @jaimehutkin Feb 10
East Boston, can you please learn how to shovel and salt sidewalks?! This has to be illegal - walking to the T is an obstacle course.

Expand

Jaime Hutkin @jaimehutkin Feb 10
@NotifyBoston thanks, that’s awesome! I’ll look into it to see how I can report it.

Expand

City of Boston @NotifyBoston 42m
@jaimehutkin We take reports for unshoveled sidewalks, which are the property owner’s responsibility. citations issued.

Expand

City of Boston @NotifyBoston 24s
@jaimehutkin No problem! Details here- DL @citizensconnect, or just tweet us the address. ow.ly/TWQlT
Recovery
Rapid Response
Infrastructure
City of Boston Marathon Attack Tip Line
1-800-CALL-FBI
Boston@ic.gov
No tip too small.

WE ARE ONE BOSTON.
No adversity, no challenge – nothing – can tear down the resilience of this city & its people.

Thomas M. Menino
Mayor City of Boston

“We got him” #oneboston plc twitter.com/8ZWy

Mayor Tom Menino @mayortommenino
Hide photo Reply Retweeted Favorite

bit.ly/onefundbos #ONEBOSTON
To assist victims of the #bostonmarathon tragedy, please visit onefundboston.com. #oneboston

5:20 PM - 16 Apr 2013

Twitter has given its top promoted spot, which is worth $200,000, to Boston following Monday's tragic marathon bombings. Twitter users can tweet the hashtag #OneBoston to share stories of hope and raise awareness for the One Fund, a charity launched by Massachusetts Governor Deval Patrick and Boston Mayor Tom Menino to help the victims most affected by the tragedy.
One Boston

I LOVE YOU BOSTON

My home is filled with Beautiful people

Thank you for all you've done.

I'm so proud to be from Boston, because of all the beautiful people that make Boston what it is.

Painted with love,
From cats.
One Year Later

#MARATHON
SMART

MARTIN J. WALSH, MAYOR
CITY OF BOSTON  @NOTIFYBOSTON
Remembering
Race Day 2014
Preparation

Education
• Preparation reduces repetition

Pare down
• Simplify & reduce noise

Staff up
• Contingency plans & access points
Monitoring

- Engagement platform
  - Known replies, campaigns & terms

- Listening
  - Citywide conversations & trends

- Geo-based
  - Mapping social alerts
#marathonsmart

900 #marathonsmart tweets
4/9 – 4/30

4.3 million @NotifyBoston impressions
4/9-4/22

April: 2,900 new followers, 846 mentions