



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Managing or Trying to Manage Social Media Before It Manages You

Spring Conference

March 8, 2024

Meet the Panel



Valerie L. Fuller
Communications Administrator
(Moderator)



Chris Floore
Chief Communications Officer
Macon-Bibb County



Marcelle English
Digital Media Manager
Fulton County



Catherine Ammons
Assistant City Manager
Valdosta, GA



Charles Reed
Chief Staff Attorney
Clayton County, GA

What is this thing called Social Media?



Social Media

noun

plural in form but singular or plural in construction

: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

(Merriam-Webster, n.d.)

Negative Comments and Complaints



AUDIENCE POLL



A word cloud of negative feedback terms. The most prominent words are 'refuse', 'dislike', 'gesture', 'unlike', 'refusal', 'disagree', 'argue', 'deny', 'upset', 'bad', 'decision', 'vote', 'refuse', 'mistake', 'hand', 'thumb', 'hand', 'gesture', 'bad', 'gesture', 'hand', 'quit', 'dispute', 'cancel', 'argue', 'loss', 'fail'. Other visible words include: negative, vote, refusal, argue, wrong, vote, refuse, down, hate, disagree, attitude, symbol, comment, wrong, dispute, unlike, sign, message, sign, dislike, sign, false, looser, decide, dislike, quit, disturbing, disturbing, fail, symbol, argue, dispute, cancel, refusal, attitude, vote, signal, deny, negative, loss, leave, vote, refusal, mistake, upset, bad, decision, bad, upset, mistake, hand, thumb, hand, gesture, bad, gesture, hand, quit, hate, disagree, dispute, cancel, argue, loss, fail.



JAN
2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



5.04
BILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



+1.5%
+75 MILLION

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



+5.6%
+266 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 23M
YOY: -5.5% (-8 MINS)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



6.7
YOY: -6.9% (-0.5)

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



62.3%

SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



84.2%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



94.2%

FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



46.5%

MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



53.5%

(Chaffey, 2024)

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2023). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

Pros---Social Media---Cons



Best Practices & Mitigation



Managing Responses





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Merriam-Webster. (n.d.). Social media. In Merriam-Webster.com dictionary. Retrieved February 23, 2024, from <https://www.merriam-webster.com/dictionary/social%20media>

Chaffey, D. (2024, February 1). *Global Social Media Statistics Research Summary 2024 [Jan 2024]*. Smart Insights. <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research>

Thank You!



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CVIOG

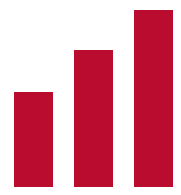
INFORM. INSPIRE. INNOVATE.

GEOGRAPHIC INFORMATION SYSTEMS (GIS)

COMMUNITY BRANDING



DOWNTOWN DEVELOPMENT 



DATA ANALYTICS & VISUALIZATION



FINANCE COURSES • GOVERNMENTAL PROFESSIONALS CERTIFICATION 



STATE & LOCAL GOVERNMENT SERVICES

STRATEGIC PLANNING

SURVEY RESEARCH & EVALUATION

SCHOOL LEADERSHIP 



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WORKFORCE DEVELOPMENT 

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PLANNING RETREATS AND CUSTOMIZED FACILITATION



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