

Social and Traditional Media for Elected Officials

AVICC 2023

Mayor Merlin Blackwell

1. WHY?!?

Ask yourself “Why are you doing this?”

If no immediate answer comes to mind, maybe just pass. Passing to someone else with a “voice” is even better.

Who needs the exposure on this topic?

Who’s the “Official Spokesperson” on this?

It’s absolutely okay to say “No Comment”...

I can’t stress this enough.



Some of the reasons to use Media:

1. Promote a cause or event
2. Inform your citizens
3. Raise your profile or your community's profile.
4. Elicit a reaction. Who do you need to get the attention of?
5. What else?

Promote a cause/event - Clearwater Boys Soccer

The Issue:

You have no resources -
You need help getting
something done.



Vancouver Whitecaps FC ✓
@WhitecapsFC

Congrats boys!
We got you. Tell Darren to check his email 📧



Merlin Blackwell, Mayor @BlackwellMerlin · Oct 27, 2021

The Clearwater Secondary boys soccer team is going to the Provincials for The First. Time. EVER!!!! Darren Coates, the high school principal, needs to raise about another 5k fast to get these small town heroes to the Big Smoke. dcoates@sd73.bc.ca if you can help.

[Show this thread](#)



10:22 AM · Oct 27, 2021 · Twitter Web App

27 Retweets 19 Quote Tweets 227 Likes

Inform your Citizens

- ▶ Facebook is often the weapon of choice. In larger communities, traditional media is more effective and safer.
- ▶ Ambulance Paramedics example. Covid.
- ▶ Kamloops wildfire example. Juniper Ridge. (Twitter, Radio NL, Facebook)



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- Gain lifesaving skills
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Unit Chief, Clearwater Station - 778.208.7026

[w] bcehs.ca/careers [e] bcehscareers@phsa.ca

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Raise your Profile ...Or your Community's profile

- ▶ Small towns, especially without a large industry, have very little political capital. You can change that.
- ▶ What presence does your community have? Are you comparing/following other towns? “Civic Info News”...
- ▶ Mill closures, wildfires, floods. Connect allies to media sources. Steve Rice in Spences Bridge. Spread messages.



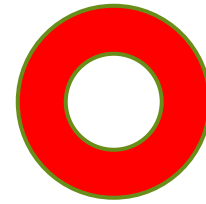
Elicit a reaction- Lytton/RBC Museum

- ▶ In BC politics, Twitter is your weapon of choice for getting reactions: This tweet was seen over 50,000 times, was used in news articles as well, and was most certainly seen in Victoria. It focused things back on Lytton, which was the intent... Jan Polderman started getting calls from media again...
- ▶ BUT - Free Speech IS NOT FREE.

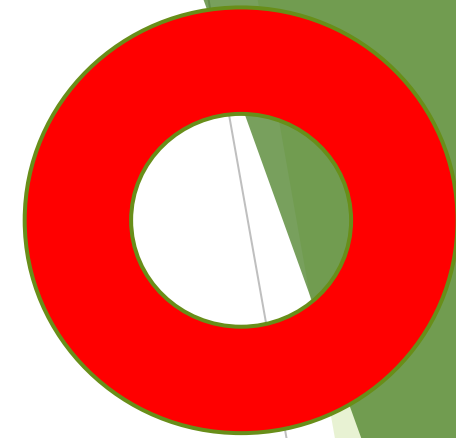


Using Media

- ▶ Who are you?
- ▶ What do you need?
- ▶ Interview Prep
- ▶ Set up- audio, camera, video, print.
- ▶ Be the best version of you - verbal ticks, enunciate, background... everything is a message!



Camera lens diameter



Who are You?

(...for the purposes of this interview.)

- We wear many hats. Are you a Director, Councillor, or Mayor?
- What else can you/should you add?
- What other experiences or “expertise” do you have that can inform the conversation?



What's your "Story"? AKA your "Need"?
...in 6 words or less



What's your Soundbite?

“Clearwater needs four
nurses...”

That's how big the problem is,
that's how small the problem is.”

Interview tips and techniques

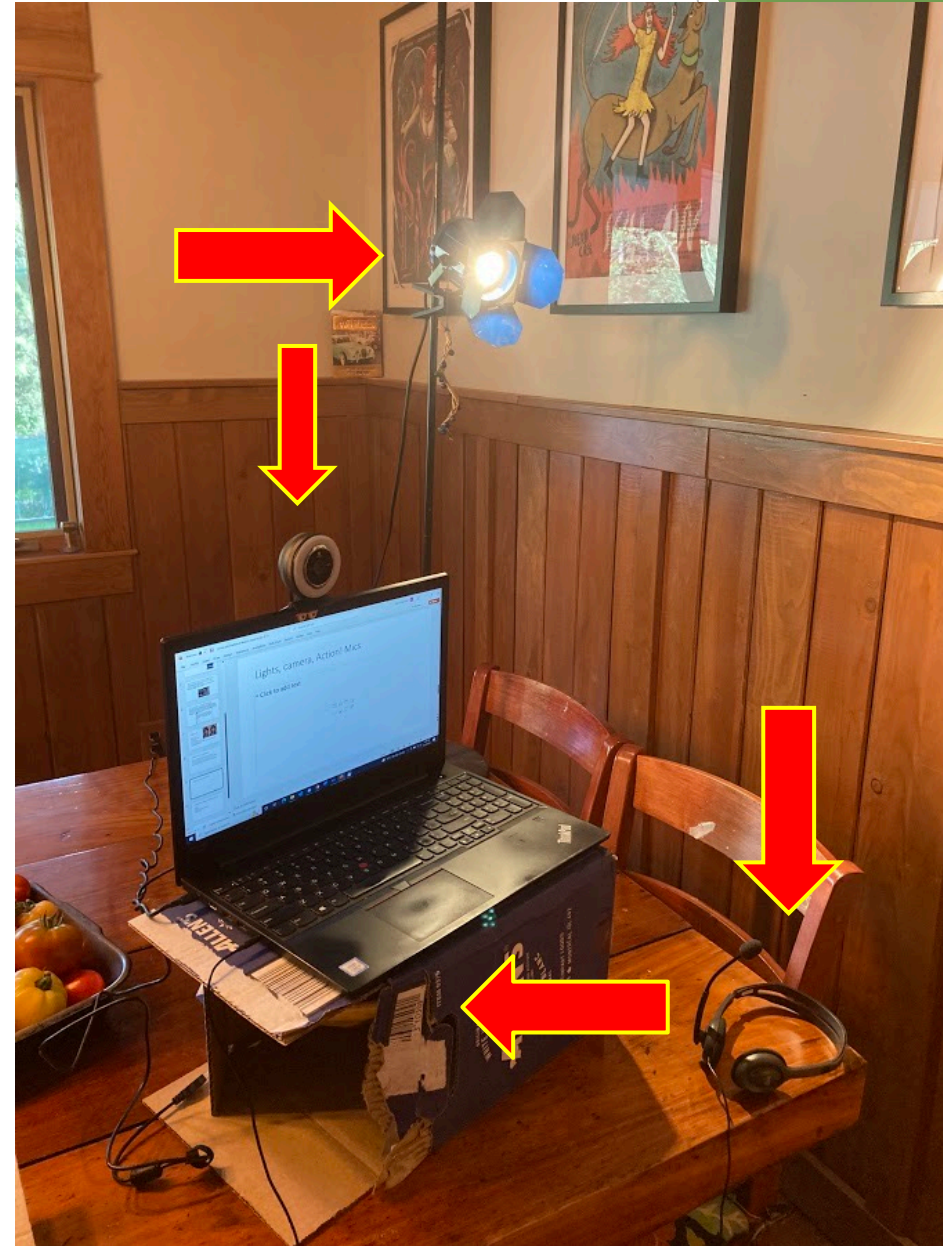
- ▶ Radio... leave gaps for the interviewer to ask questions.
- ▶ Don't "walk" on the interviewer- interjections are only for debates
- ▶ TV- what's the Soundbite?- you get 3-6 seconds. "IHA burn"
- ▶ Social media. Short and sweet... What do you need to get done? Write it in Word.. Sit on it...
- ▶ Other Soundbite examples: "Eyeroll Emoji"

Interview Prep

- Who is interviewing you? Research them - is there a Guest Host!!!
- Listen, watch, read- what is on the show before you?
- Write it out!!!! Point form, max number of items. Theater mark up.
- The “Preamble of Death”
- ... and the “Question of DOOM”.
(Is there anything else you’d like to talk about?)



Lights, Camera, Action!





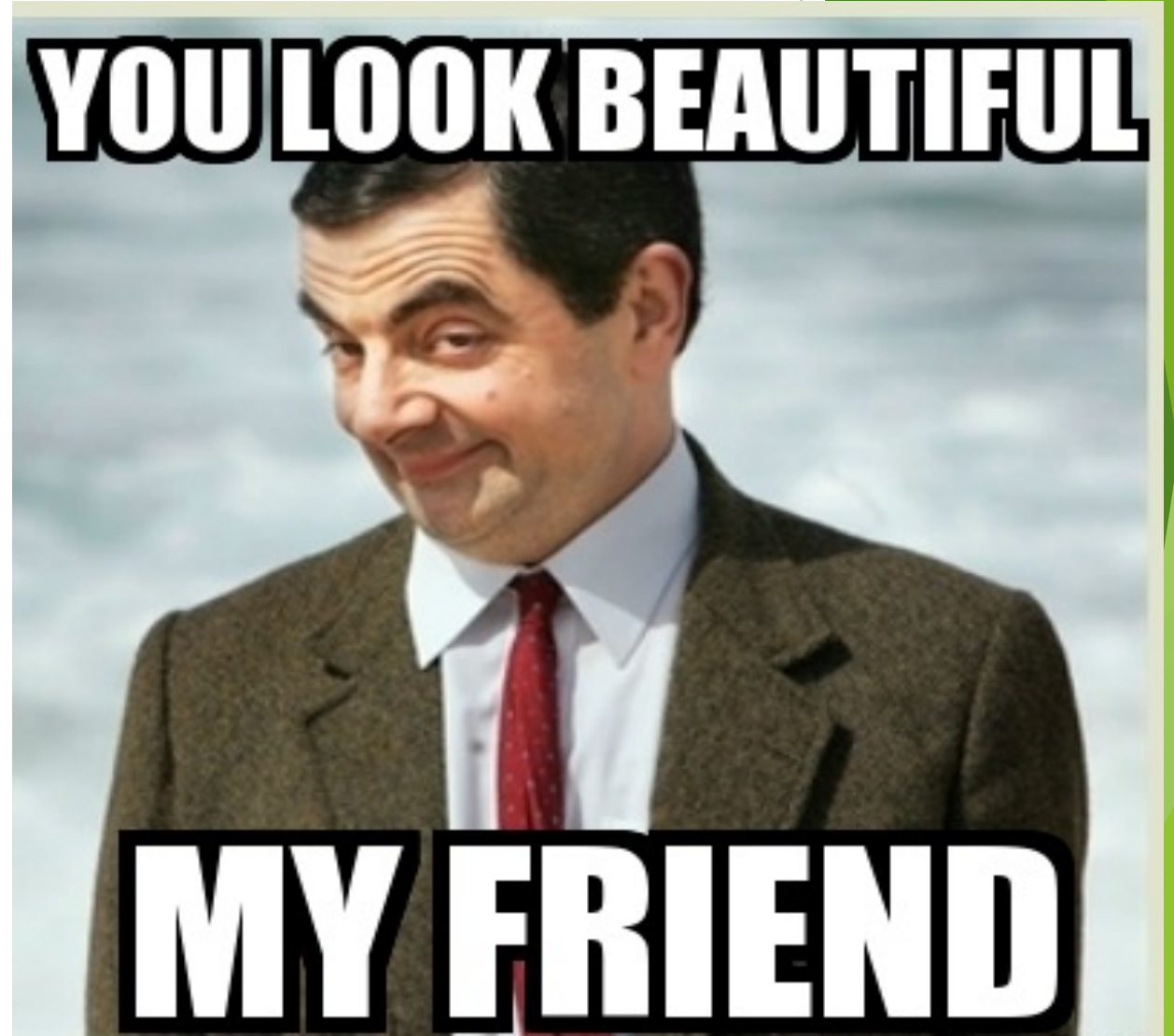
What am I
doing?

What's in your background? Everything is
a message

Sarah Palin live TV interview. Keith Baldrey's bookshelf.

Your Best Self

- ▶ Dressed well, OR dressed “for the part”?
- ▶ Enunciate!(speak clearly, fix mumbles)
- ▶ Listen to past interviews for your verbal ticks (“and umm...”)
- ▶ Your body language is a message.



Social media - what to use, when and how

- ▶ Twitter(Spoutible, Mastodon) -Who are you following?
Retweet/quote tweet
- ▶ Facebook - personal feed or a “politician page”
- ▶ Instagram- group discussions, reels.
- ▶ Snapchat, Tik Tok.

People to follow in Twitter, etc... reporters, media, your MLA, MP, Cabinet Ministers, Civic Info BC, nothing controversial or overtly partisan.

Caution! Tips on what to avoid.

“Never leave your kid, your dog, or your post unattended.”

- ▶ Turn off commenting.
- ▶ Doxxing
- ▶ Overshare - your family, your hobbies, your “politics”.
- ▶ Personal cellphones/personal email/text messaging.

Questions?

