



PLAZA STRATEGIES

Social Media Leadership in the Public Sector

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Community Leadership



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Discussion



What are good examples of someone who has an impactful social media presence in the public sector?

Who do you look up to as references or thought-leaders?

Discussion



What do you like about their approach?

Discussion



Know that the people you look up to for their social media presence likely have a social media consultant.

Don't feel bad if you can't replicate the examples of the people you admire because they pay people to do it!

What Makes an Impactful Post?



Impactful Social Media Presence



Clarity of Voice: Define a consistent tone and point of view that reflects your values, priorities, and personality.

Timely Responsiveness: React quickly to major events or local issues with informed, values-driven commentary.

Original Thought Leadership: Share unique insights, not just repost headlines—position yourself as a source. What's your contribution?

Visual Storytelling: Use high-quality images, videos, and graphics to make complex policy work feel accessible and human-centered.

Platform-Specific Strategy: Tailor content for each platform—what works on LinkedIn may not resonate on Instagram or X.

Impactful Social Media Presence



Community Engagement: Respond to constituents, tag local organizations, and amplify community voices to build trust and relevance.

Transparency and Accountability: Share both accomplishments and challenges; show your process, not just your wins.

Consistency Over Virality: Prioritize regular, authentic content over chasing trends—credibility is built over time, not overnight.

The Dos and the Don'ts...



The Do's and the Don'ts



AI Generated Content: Okay to use as a tool to source ideas, but authentic is better.

Pictures are good: Tell a story, don't just explain it.

Don't use “Proud, humbled, Excited etc.”: Get creative and don't fall into the urgency trap. Pause, take time, post with intention.

Lead with a values statement: Avoid leading with the “proud, humbled, excited..” but leading with a declarative, values statement.

What impression do you want people to have when they read your post?



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Thank you!