



POSTING THE FUTURE TODAY

Short Mid & Long-Term Horizons for
Small Government Communications

PRESENTED BY

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7-YEAR HORIZON

2023-2025 | 2025-2030 | 2030 +

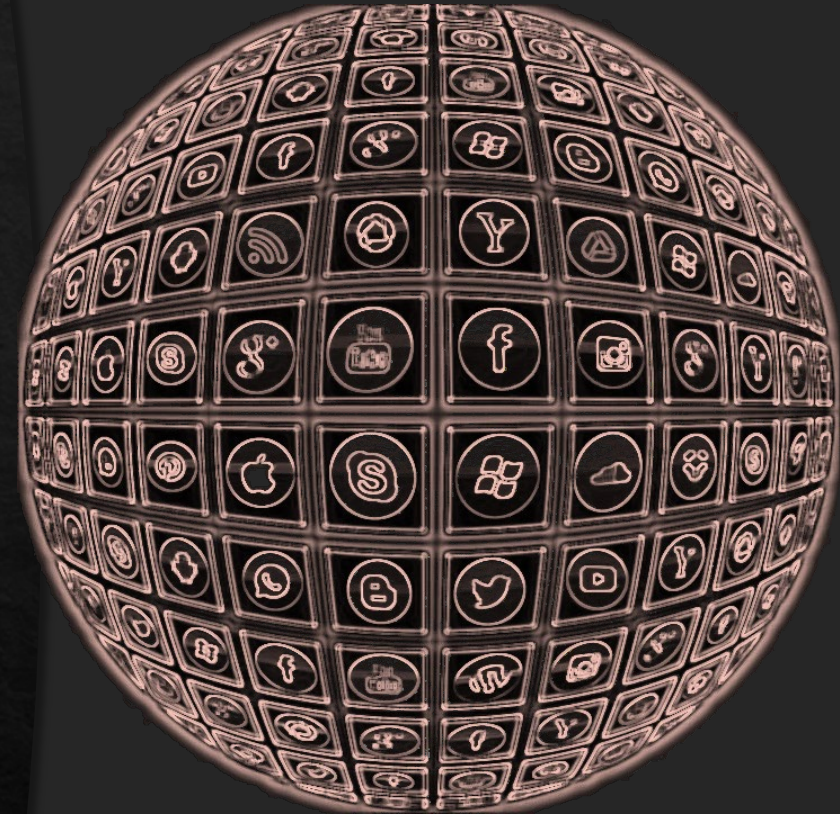


BENCHMARKING

Understanding Communication Maturity & Funnels

COMMUNICATION PROGRAM MATURITY

Benchmarking



THE FIVE LEVELS

SILOED

City uses it to *market the city, promote its programs*. The champion for digital is a marketing manager.

COLLABORATIVE

Several city departments have access to and use the social media management platform and the champion for digital is a director.

INTEGRATED

The government *leverages social media data and a CRM* to provide an enhance the taxpayer's experience.

THE FIVE LEVELS

STRATEGIC

The organization has moved beyond social media metrics as an end game and *understands how it affects the ROI of the entire communication program.*

TRANSFORMATIVE

- DIGITAL FIRST -

The government has created customer-facing and internal initiatives that are planned, executed, and measured with a “*digital-first*” mindset.

QUESTION: WHAT LEVEL OF MATURITY IS
YOUR COMMUNICATION PROGRAM?

SILOED
COLLABORATIVE
INTEGRATED
STRATEGIC
TRANSFORMATIVE

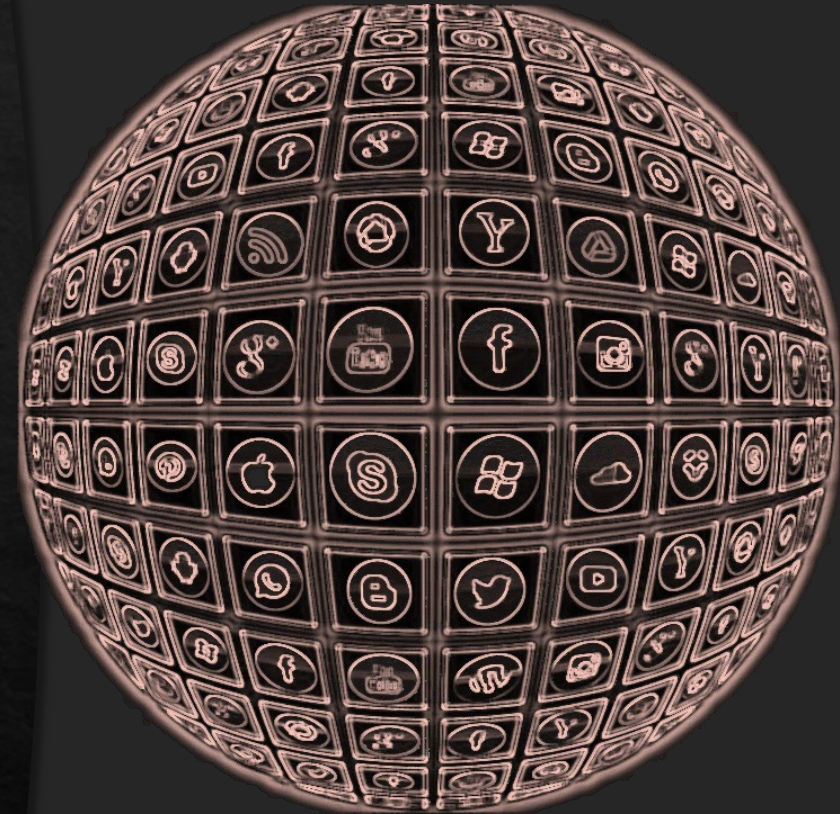
SILOED City uses social media to **MARKET** the city through a marketing mindset, much like the Chamber of Commerce
“BULLETIN BOARD”

COLLABORATIVE The city has **SEVERAL SOCIAL MEDIA OUTLETS** and someone in communications who corrals them all
“HERDING CATS” “AD HOC”

INTEGRATED The city uses **SOCIAL MEDIA METRICS** and a CMS to **ENHANCE** taxpayer experience
“PEOPLE CAN REACH US ON OUR WEBSITE & FB ”

COMMUNICATION FUNNELS & PLATFORMS

Benchmarking



SMALL GOVERNMENT COMMUNICATION

at least 29 distribution methods today

SOCIAL MEDIA | USA 14+

FB
FB
Messenger
Insta
TikTok
SnapChat
Reddit
Next
Door
Quora
Twitter
YouTube
Telegram
Pinterest
Whats App
LinkedIn
Video (Short & Live),
Audio, Content, Graphics,
Inbox Messages

MOBILE

Mass Texting
Direct
Messaging

TRADITIONAL MEDIA

Broadcast
Newspapers
Magazines
Radio
City PEG Channel

DIGITAL COMMUNICATIONS

Google Business Profiles
Websites
Blogs
Vlogs
Email
Chatbox
Podcasting
Interactive Magazines



SHORT HORIZON

Today-2025

Video

the de facto standard for
communicating to an audience

People are gravitating to videos
between 10 and 30 seconds

If you aren't doing video you
can:

- Infographics & Explanatory Graphics
- Ebooks & Visual Papers
- Slidedecks



The 5 Most Engaging Types of Marketing Content | April 2019
<https://www.inc.com/amy-balliett/5-types-of-content-your-audiences-will-love.html>

Social Media Trends in 2025 You Can't Miss <https://grafixdesignstudio.com/social-media-trends/>

Engagement

Brands engage with influencers of online communities to bolster their trust, engagement and messaging.

Brands believe influencers can make or break them.

City Influencers

Freedom auditors

FB Page Managers | Talk of or (Your City)
News

Prolific city commentators on NextDoor

Because of the lack of geo boundaries this trend makes understanding your resident harder.



TACTICS FOR SHORT HORIZON

1

Look at
your PEG
funding for
help

2

Consider
outsourcing
funds to help
execute video
goals

3

Embrace City
Influencers.
Treat them like
traditional
media

4

Think about
technologies that
can help you sort
social media noise
from your
taxpayer's opinions



MID HORIZON

2025 - 2030



TEXTS & CHATBOXES

Chatbots market is expected to grow from \$2.6 billion in 2019 to \$9.4 billion by 2024.

Texting & Chatbots will be seen as superior service

It is free of spam

It is part of an **omnichannel communication approach** (*part of what you are doing not replacing it*)

Has internal and external uses for small-government: Crisis Communication | Job Hire Communication

Many city communicators are likely using chatbots now on FB

SMS Will Be Spam-free Due to New Requirements | Dec 2021
<https://simpletexting.com/text-message-marketing-trends/>

TACTICS FOR MID HORIZON

1

Consider if you can expand the use of your emergency system communication platform

2

Look at adding chatbots to your website during your next redesign

3

Create a permission-based SMS option to basic city lists, like agendas

4

If residents are used to only getting city texts in an emergency, have a “teaching” component when you begin



LONG HORIZON

2030 +

What comes after
social media?

Augmented Reality vs Virtual Reality

VR creates an immersive virtual environment, while AR augments a real-world scene.

VR is 75 percent virtual, while AR is only 25 percent virtual.

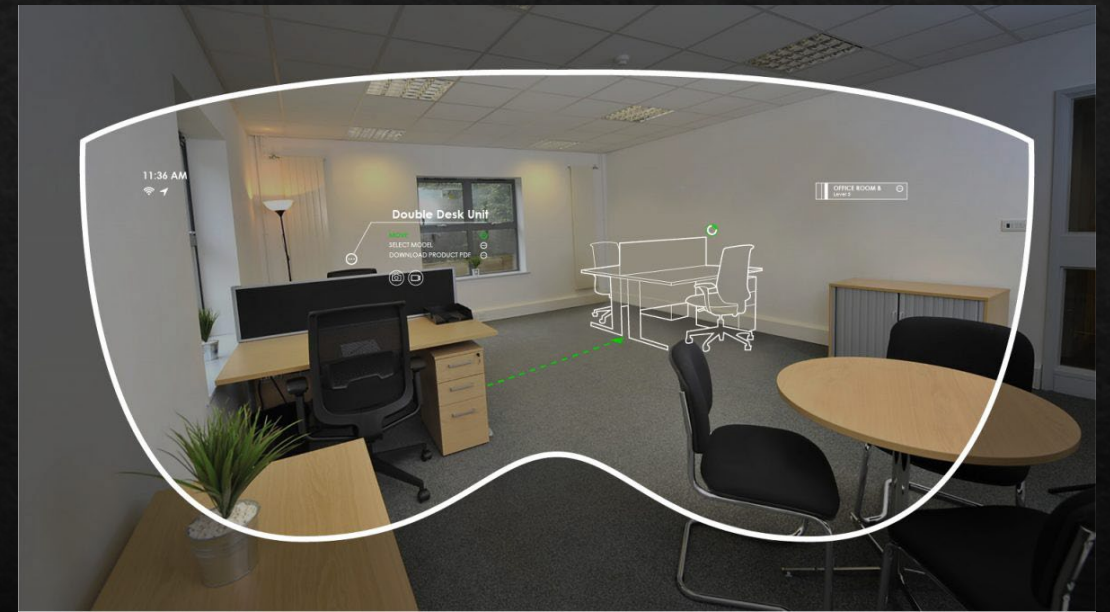
VR requires an expensive headset device, while AR does not.

VR users move in a completely fictional world, while AR users are in contact with the real world.

The perfect **cross between AR and VR** is the called **mixed reality**



VIRTUAL REALITY



AUGMENTED
REALITY



AR VS. VR VS. METAVERSE

Augmented Reality vs
Virtual Reality vs.

That thing
Zuckerberg loses
billions and billions
on

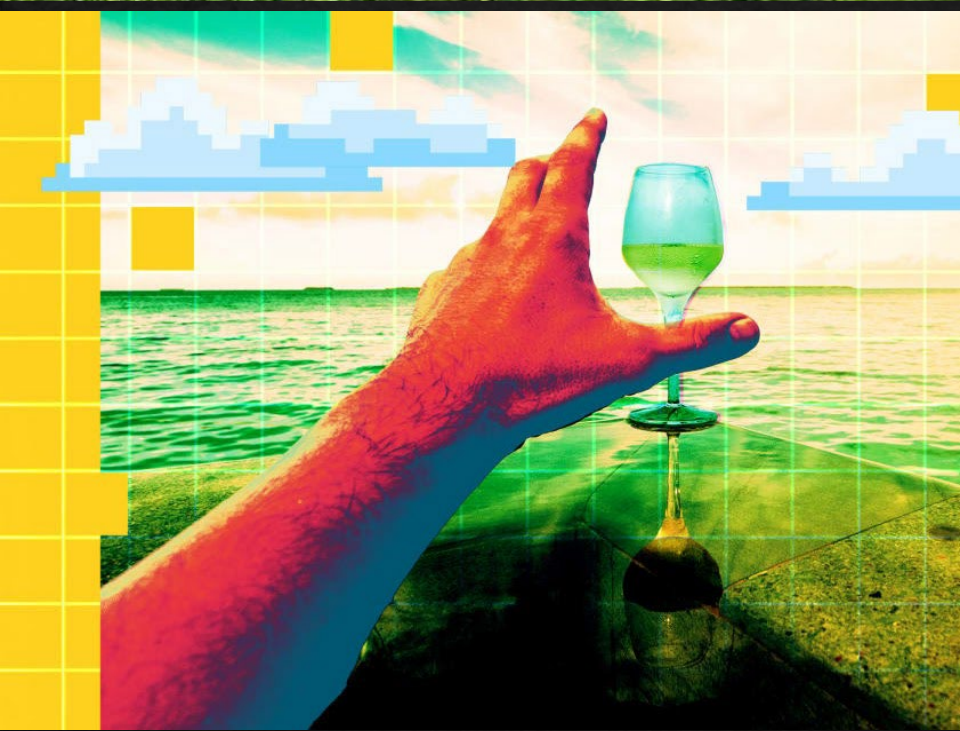
Metaverse vs. Virtual Reality: How They Differ and What That Means for You | September 28, 2022

<https://www.lifewire.com/metaverse-vs-virtual-reality-6743119#:~:text=The%20Metaverse%20and%20virtual%20reality%20are%20intertwined%2C%20but%20they%20aren,lets%20you%20experience%20virtual%20worlds.>

METaverse

Mixed reality combined with available digital and social media technologies that can be accessed through traditional devices.

What in the world does that mean?!?!?



Digital & Social Media will become the Metaverse

Combining all the tech found in:
Social Media
Mobile & Computer Devices
Digital Communications & Media

What Comes After Social Media? 2030 and Beyond | Jan 2021

<https://futuristspeaker.com/predictions/what-comes-after-social-media-2030-and-beyond/>

META IS MORE THAN A MIXED REALITY TECHNOLOGY

Could replace the internet

Will be accessed via computers, headphones and mobile devices

Will have a decentralized control that includes **BLOCKCHAIN** and
OPEN-SOURCE TECHNOLOGIES.

Won't just be on gaming sites. It will be on ALL PLATFORMS

You will be able to create, buy and possess virtual goods (**NFTs**)


*As much as some people say it doesn't exist today, a good bit of it does.
Small-governments should know more about it.*

Meta



Meta for Developers

8.4M followers • 0 following

 Learn More

 Follow

TACTICS FOR LONG HORIZON (7 YEARS AWAY)

1

Resolve to
learn about
Metaverse
AR and VR

2

Think about
incorporating a “future
communication
technology” goal in
your strategic plan

3

Learn about the
merging of tech
and
entertainment

4

Think about the
ways you can start
incorporating new
tech in your city
internal and
external comms

REVIEW THE TAKEAWAYS

1. Do you better understand the **maturity** of your communication plan and why you are at the level we are at?
2. Do you know more about **the methods and tools** a government communication program can use, and do you have a firmer understanding about how your **communication platforms are changing quickly** in today's landscape?
3. Are you more aware how **emerging technologies could impact our strategic plan** for communications and other departments?



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